Breaking new ground in cancer care.

Meet a few of the faces behind these smiling patients.

What kind of gift never ends?
Mission

Baptist Health Foundation, Inc., supports the health system’s mission through philanthropy and stewardship of gifts that enable Baptist Health hospitals — Baptist Medical Center Jacksonville, Baptist Beaches, Baptist Nassau, Baptist South and Wolfson Children’s Hospital — to continually serve patients and their families, and other community health care needs.
We are creating a transformational model of cancer care for our region — *one that relies on the power of philanthropy to be fully realized.*

Baptist Health’s partnership with MD Anderson Cancer Center means that we have committed to replicate the clinically integrated, collaborative model of care created by the number one cancer center in America right here in North Florida. This means each patient at Baptist MD Anderson Cancer Center has the eyes of not only their doctor focused on them and their care, but the eyes of a team of physician specialists with expertise in each patient’s specific type of cancer. These specialists have access to the same leading-edge technologies, evidence-based treatment protocols, and research as the world-renowned MD Anderson physicians in Houston.

This model of care is very resource-intensive. In addition to ensuring every patient has a highly individualized, comprehensive cancer treatment plan, we go to great lengths to coordinate all aspects of care and make these resources along with the latest clinical research available all in one central location. None of this is reimbursed.

To give you an idea of the depth of care we are putting into place to wrap around the physical, emotional and spiritual needs of our patients, I’ll start with our nurse care coordinators specializing in different types of cancer — then add a dedicated team that includes a psychologist, chaplain, financial counselor, genetic counselor, social workers, nutritionists, physical therapists, nurse educators, and the availability of alternative therapies incorporating everything from art to yoga.

Providing clinical leadership for Baptist MD Anderson is Dr. Bill Putnam, a nationally recognized thoracic surgeon who joined us from Vanderbilt and who has worked tirelessly developing our new center. I would encourage you to read more about Dr. Putnam’s vision for the future in this edition of *Faces of Philanthropy.*

In closing, let us remember why we are doing this. With Florida being second only to California with the highest new instances of cancer in the United States, we are here to find solutions and be a beacon of hope to patients and families who are affected by these devastating conditions. We can’t realize this vision without the support of donors.

We are incredibly grateful for the generosity of those who have stepped forward early in our journey to becoming the number one destination for cancer care in the Southeast.

Thank you for all you have done and will do to impact the lives of the patients and families we serve.

Sincerely,

A. Hugh Greene, FACHE
President and Chief Executive Officer
When I assumed the position of Chair of the Baptist Health Foundation in April of this year, I was proud to be a part of such a great organization. The 31 trustees, including our six new trustees profiled in Faces, come from a cross section of our region and represent many professions and volunteer skill sets. As the fundraising board for Baptist Health, we are committed to sharing the Baptist Health story and seeking private support for all five hospitals and the many specialty areas across the system.

By now you have noticed the focus of this issue of Faces. Two important points to remember is that we are excited about the MD Anderson partnership and secondly, the need to raise private dollars for cancer care. All of this is wrapped up in our Securing Tomorrow Together campaign. I’d like to share a story related to the campaign.

About a year ago, one of our top volunteers was having dinner with a couple and Baptist Health came up. Our volunteer was asked, “Why would someone support a hospital? Don’t insurance companies and the government pay for expenses?” The volunteer saw this as an opportunity to tell the Baptist Health story. The reality is that reimbursement does not cover all costs. He explained to his friends how hospitals must seek the generosity of individuals, corporations and foundations to help balance the budget. Each year becomes more challenging as health care economics change. At the end of dinner, the couple decided to support Baptist Health and, in particular Baptist MD Anderson Cancer Center, by establishing an endowment to cover costs for those who cannot afford this lifesaving treatment.

Those of you reading this letter can do the same — you can be a strong advocate for Baptist Health and Wolfson Children’s Hospital. Whether you take on an ambassadorial role or that of a donor, anything you do will benefit all of us today and those who follow us in the future.

Sincerely,

Kurt W. Mori, MD
Chair
This Fall, we’ll be *Making Cancer History*® with two exciting events to benefit cancer patients in our region. Save the date for the *Evening of Celebration* event on **November 29** and our new Baptist MD Anderson Cancer Center Golf Classic on **November 30**. For more details, call 904.202.4572 or email golfclassic@bmcjax.com.
Although the Baptist MD Anderson partnership is new to Northeast Florida, Baptist Health has been dedicated to providing the best cancer care possible to our patients for decades at all four of Baptist Health’s adult hospitals, the region’s leading providers of cancer prevention, screening, diagnostic and treatment services. And our generous donors have supported our efforts every step of the way.

The Edna Sproull Williams Foundation has a long history of supporting cancer care at Baptist. In 1971, the Foundation was instrumental in providing a gift of land proceeds to Baptist in support of the first radiation treatment center in Northeast Florida. In addition, the Foundation made another $1 million gift in 1991 to help fund the operations of the Williams Treatment Center for outpatient treatment, and purchase equipment and technology to fight cancer. Recent gifts have supported the Hill Breast Center and lung cancer research.

Judson and Carolyn Whorton established an endowment in 2000 in honor of Dr. Neil Abramson, an oncologist and hematologist, to provide funding for cancer research and treatment at Baptist Health. The funds also support clinical trials that help advance the future of cancer care, and the purchase of new, cutting-edge technology.

In 2003, another endowment fund was established by Hope and Edward Magee to provide cancer support materials to the Helen Gearis Library for Healing at Baptist Health. The Magees created this fund in honor of Dr. Robert A. Joyce, an oncologist and hematologist in the Jacksonville community.
College student finds hope at Baptist MD Anderson Cancer Center

Just days before Daniel Ellis was set to graduate from the University of Florida last year and just hours after he bought an engagement ring, his life changed dramatically.

The college student was diagnosed with Stage III B Hodgkin’s lymphoma.

“I was in shock. I’m pretty active and healthy in terms of physical activity. The first two or three days my emotions were pouring out,” Daniel said.

He was having chest pains and his sternum was sensitive to touch and uncomfortable. Doctors found through various scans (and a CT-Guided Biopsy) in December that he had Hodgkin’s lymphoma. His future came to a halt. While he was able to graduate on Dec. 19, just days later on Dec. 23 he started chemotherapy with medical oncologist Robert Zaiden, MD, at Baptist MD Anderson Cancer Center in his hometown where he grew up.

Daniel, who is now 22, finished chemotherapy on May 25, and is doing well. He’s grateful to Dr. Zaiden and all the team at Baptist MD Anderson.

“They walked me through everything and made me feel as comfortable as possible so I didn’t have to stress about anything,” Daniel said.

He’s set to get married in October to his fiancée, Ana, who he has been dating since the 12th grade and is starting soon to apply for jobs. He has a bachelor’s in business administration. “I’m looking forward to getting back to a normal life,” Daniel said.

Robert Hill, Jr., chair of the Baptist Health system board, and his wife, Margaret, provided a $1 million gift to Baptist Health in support of a 22,000 square-foot, state-of-the-art breast health center that opened in 2010. The Margaret and Robert Hill Breast Center offers expanded, centralized breast cancer screening, diagnosis, treatment, genetic counseling, education and therapy for patients in our region. The Hill Breast Center is the culmination of Baptist Health’s vision to provide our community with a full range of comprehensive breast health services in a convenient, comfortable setting that promotes wellness and healing. The largest dedicated breast center in our region, the Robert and Margaret Hill Breast Center is now a part of the Baptist MD Anderson Cancer Center.

Robert and Margaret Hill
Driven to succeed in business and cancer care

When Luther Coggin was young, he didn’t have a lot of material possessions but he always had ambition. Born in 1931 during the Great Depression, he was raised by a single mother from the age of four. By age seven, Luther was mowing lawns in his neighborhood to earn spending money, at age nine he was delivering newspapers on his bike before school, and by his senior year in high school, he was working eight hours every day after school at the Post Office. After graduating from high school, Luther started his career in the automotive business, and quickly developed his life-long philosophy that the key to success was treating people right. “People ask me all the time how I became successful. The answer is simple: You surround yourself with good people who are just as dedicated as you are,” says Luther. And after 48 successful years as a businessman in Jacksonville, he still feels the same way.

That’s what inspired Luther Coggin and his wife of 67 years, Blanche, to support the new Baptist MD Anderson Cancer Center. Baptist Health’s dedication to providing quality health care has made it one of the top health systems in Jacksonville, and MD Anderson Cancer Center is the leading cancer treatment provider in the country. “The partnership between Baptist and MD Anderson will make Jacksonville the premier cancer treatment center in the Southeast,” Luther says.
The Coggins believe in doing their part to support business, education and healthcare initiatives in Jacksonville to make it a better place to live and work. They have watched friends and business associates deal with critical illnesses in their families, and know that none is more daunting than cancer. So when Hugh Greene, President and CEO of Baptist Health, and Carol Thompson, retired EVP of the health system, approached the Coggins about supporting the new Baptist MD Anderson Cancer Center, they immediately knew what this partnership could do for our community: Bring MD Anderson’s proven multidisciplinary model of care to the region, and allow patients access to leading-edge treatment options while remaining close to home alongside their families and support system.

The Coggins agreed to make a $1,000,000 gift to establish an endowment that will provide Baptist Health with a perpetual source of funds for the enhancement of cancer care at Baptist MD Anderson Cancer Center through research, patient care, equipment purchases, construction and renovations, lectures, and clinical staff recruitment and education. An astute businessman, Luther understands the tremendous benefit of Baptist Health’s Endowment Matching Gift Program, which he says is “fantastic.” The Coggins’ gift to support the Baptist MD Anderson Cancer Center was matched at 125%, providing a total of $2.25 million in endowment funds to create sustainability for the future of cancer care in Jacksonville.

Throughout their many years in Jacksonville, Luther and Blanche Coggin have contributed millions of dollars to local causes, such as the Mayo Clinic, YMCA of Florida’s First Coast, First Christian Church of Neptune Beach, and the University of North Florida Coggin College of Business, just to name a few. Scholarships funded by the Coggins since 2002 have helped many students realize their dream of higher education.

“The Lord has blessed us,” Luther says. “And we are now in a position to share our blessings with people who need help. What could be better than that?”

“The partnership between Baptist and MD Anderson will make Jacksonville the premier cancer treatment center in the Southeast.”

— Luther Coggin
From modern art to modern cancer care: A Haskell retrospective

Preston Haskell first discovered abstract art when he moved to Jacksonville 53 years ago. His life-long passion for contemporary art was influenced by his employer, an art enthusiast who displayed his collection at both his home and office, as well as a local gallery owner. It should come as no surprise that Preston's personal collection of more than 100 pieces concentrates on abstract impressionism, a stylistically diverse body of work that introduced radical new directions in American art through dynamic, energetic gesture, and shifted the art world's focus. After all, this is exactly what Preston did with The Haskell Company, the integrated architecture, engineering and construction firm that he founded — at age 26 — in 1965. His innovative concept elevated the use of the integrated design-build method of construction within the industry, and has made The Haskell Company the largest privately held construction company in Florida.

Preston views the new Baptist Health - MD Anderson collaboration in very much the same way: an innovative partnership between two leaders in health care that will change the future of cancer care through cutting-edge treatment protocols, research and education. That is why Preston and his wife of 55 years, Joan, decided to support the new Baptist MD Anderson Cancer Center.

A former board member of Baptist Health, Preston has long admired the health system and its leadership, and was impressed by the world-renowned reputation of MD Anderson. “I was terribly excited to learn that these two wonderful institutions were partnering to create Baptist MD Anderson Cancer Center. It is an enormous resource for Jacksonville, which is rapidly building a widespread reputation for quality health care in the Southeast,” says Preston.

Preston and Joan Haskell are recognized throughout the community for their civic leadership and philanthropy. They support many Jacksonville organizations that focus on their areas of interest: the cultural arts, education, religion, and social services. But they both had a personal interest in Baptist MD Anderson Cancer Center because they have experienced cancer first hand: Joan has recently and quite successfully battled breast cancer and Preston has been successfully treated for prostate cancer.

“We know what it’s like to hear the diagnosis that you have cancer. By supporting Baptist MD Anderson Cancer Center, we are making it possible for other cancer patients in our community to receive the best treatment available close to home.”

—Preston Haskell

“We know what it’s like to hear the diagnosis that you have cancer,” says Preston. “By supporting Baptist MD Anderson Cancer Center, we are making it possible for other cancer patients in our community to receive the best treatment available close to home. We want to help Make Cancer History.”
Baptist MD Anderson Cancer Center
Naming Opportunities

ART
- Sculptures
- Interior wall design
- Outside wall design
- Sponsored art

PARK/GARDENS
- Outdoor parks
- Cancer Center entrance
- Water wall
- Walkway connector
- Sidewalk pavers
- Miscellaneous landscapes

INTERIOR SPACES (large and small)
- Atrium
- Welcome Center
- Chapel
- Infusion Center
- Main lobby
- Lobbies
- Clinical research office
- Conference room
- Family quiet room
- Infusion pods

RETAIL
- Pharmacy
- Oncology
A commitment to making cancer history in Northeast Florida

Baptist Health is fortunate to have many generous donors who are excited about the new Baptist MD Anderson partnership and have stepped up to support it through the establishment of endowments that will help fund treatment protocols, innovative research, technology, education and medical expenses for cancer patients in financial need.

Any time Baptist Health creates a new center, the leadership team requires a significant amount of support to get the programs and people in place to make it a success. That is why Deanie and Jay Stein, CEO of Stein Mart, established in 2015 the first director’s fund to support Baptist MD Anderson Cancer Center. Their gift provides for patient care, research, equipment, construction and renovations, lectures, recruitment of clinical staff as well as education opportunities.

“We are blessed to have such great medical caregivers in Jacksonville. Any advances to medical science by one clearly impacts us all,” says Mr. Stein.

The Jacksonville Jaguars and Jaguars Women’s Association have always believed it is important to help those who may not have access to critically needed services, such as breast cancer prevention and treatment. Their foundation established an endowment that will help fund diagnostic and interventional breast imaging services for the underserved, uninsured, and underserved.

If there is anyone who understands what the Baptist/MD Anderson partnership can mean to Northeast Florida, it is certainly those members of the Baptist Health family as well as other healthcare professionals.

Advocates for the underserved population, Dr. Ron Levin and his wife, Joan, felt the need to help bring the finest in cancer care to our community through Baptist MD Anderson Cancer Center. The Levins’ generous gift supports cancer patients who cannot afford the care they require by providing screenings, infusions, transportation, support groups, educations materials and other expenses directly associated to treatment and care.

“Cancer affects everyone and it doesn’t discriminate — men, women, young, old, those with insurance, and those without,” says Joan Levin. “We are pleased that our gift will allow underserved patients at Baptist MD Anderson Cancer Center to focus on their treatment, not worry about how they are going to pay for that treatment.”

John (Jack) Williams Jr., former board chairman of Baptist Health from 1995-2010 and current Baptist Health Foundation board member, has a first-hand knowledge of what it takes to battle cancer. In honor of his wife, Norma, a cancer survivor, Mr. Williams wanted to help make the treatment experience as comfortable as possible for patients and their loved ones. The couple
created an endowment that provides upgrades and updates to the infusion center, offering a calming and aesthetically pleasing area to those going through infusion treatments.

As Hospital President at Baptist Beaches, Joseph Mitrick and his wife, Laura, also understand what the availability of world-class cancer care close to home means to residents in communities up and down the First Coast. Their generous endowment gift supports the needs of cancer care for patients at Baptist Beaches.

“We recognize the physical, emotional and financial impact that cancer has on our patients and their families in Jacksonville and the Beaches community, so Laura and I wanted to help support them by creating this endowment,” says Mr. Mitrick.

Charles Baggs, a long-time member of the Baptist Medical Center Jacksonville Board and the health system’s Social Responsibility and Community Health Committee, was more than happy to establish The Baggs Family Endowment to support general operations at the new cancer center.

“I’ve been a part of Baptist Health for many years,” says Mr. Baggs, “but the addition of Baptist MD Anderson Cancer Center to the roster of services brings the health system’s level of prestige to a whole other level.”

An infusion of hope

When Brandy Eger’s world was turned upside down after being diagnosed with an aggressive form of breast cancer, she didn’t know how she would make it through.

One of the places the senior bank executive found comfort was in the infusion area at Baptist MD Anderson Cancer Center where nurses were by her side for hours as she received her treatments. Some held her hand. Others made suggestions on how to deal with side effects and avoid dehydration.

“Without them, I would have struggled. They were there for me all the way through and were just so supportive and sweet,” said 41-year-old Brandy, who finished her treatments in April and is now on maintenance medication.

“I have two boys so there really was no other option for me except to pull myself up and move on and beat this. To stop for me would have been choosing not to live and that was not a choice. It’s hard, no question about it. But you can get through.”

Diedre Butler, RN, is one of the many nurses who provided compassionate care to patient Brandy Eger during her treatment at the Norma S. Williams Infusion Center at Baptist MD Anderson.
Although only 16, DJ Robertson has faced a lot of challenges for someone his age. Diagnosed with a brain tumor at the age of three, DJ had surgery to remove the tumor and underwent several rounds of chemotherapy over the next four years. To make things even more difficult, he was in foster care during treatment hoping to find a forever family.

But by age seven, things started looking up. DJ’s cancer went into remission and he met Joanne and James Robertson, who adopted him! Over the next seven years, his life was that of a typical boy who liked going to school, hanging out with friends and playing the drums in the school band.

Unfortunately, at age 14, an MRI revealed a new tumor on DJ’s pituitary gland. Because of the advancements in cancer treatment and technology, DJ’s doctors at Wolfson Children’s Hospital were able to recommend a treatment regimen that included daily proton beam therapy for two months. Happily, his treatment was successful and DJ was declared cancer-free in July 2014.

Wolfson Children’s Hospital is one of the largest and most comprehensive pediatric cancer treatment centers in Florida. The Endowment for Childhood Cancer Research at Wolfson Children’s Hospital ensures that future generations of children like DJ never have to leave home to get the best medical care available.

The Endowment for Childhood Cancer Research helps children today and tomorrow, providing funding that will:

- Ensure that children in our community always receive world-class cancer care.
- Attract and retain outstanding physicians to our community through our Fellowship Program.
- Continue to support research studies that further genetic, molecular, and clinical research for the treatment and eradication of pediatric cancer.

As a not-for-profit hospital, Wolfson Children’s relies heavily on philanthropic support. Your gift to the Endowment for Childhood Cancer Research, which Baptist Health will match dollar for dollar, will help secure the present and future of children’s cancer care in our region. For more information, please contact Kerrie Slattery, Executive Director of Development, at 904.202.2550.

“My wife, Dawn, and I marveled at the services provided by Wolfson Children’s. We want to help the children and families who are where we were last year when our 6 year-old grandson was diagnosed, because someone else did the same for us. It is a blessing to go from being a recipient to a donor.”

—Richard Stafford
Childhood Cancer Research Endowment Donor

Wolfson Children’s Hospital provides a better today and tomorrow for children with cancer
THE WOLFSOHN CHILDREN’S CHALLENGE

55K Ultra | 55K Relay | 30K Run | 1-Mile Fun Run

JANUARY 28, 2017, THE BASEBALL GROUNDS OF JACKSONVILLE

The Wolfson Children’s Challenge is a 55-km ultra marathon event celebrating the kids who receive care at Wolfson Children’s Hospital. You can be a sponsor, organize a relay team, or participate in the other runs. To sign up or learn more, visit wolfsonchildrenschallenge.org.

Run for their health, and yours.
With 114,000 new cancer cases reported each year, Florida is second only to California with the highest number of new cancer diagnoses in the United States. In addition, North Central Florida has an age-adjusted cancer mortality rate that is 28% higher than the rest of Florida, along with the highest incidence of lung cancer in the state. Baptist MD Anderson Cancer Center recognizes the impact of cancer on residents of North Florida, which is why we focus on cancer prevention, screening, diagnosis and treatment every day.

Our focus is on one thing: The fight to end cancer. And we do that by creating a sustainable model of care that combines the strengths of Baptist Health, our region’s most preferred health care provider, and MD Anderson, the leading cancer care program in the country. By integrating clinical services, guidelines, protocols, treatment plans and clinical trials, Baptist MD Anderson Cancer Center can focus on the unique needs of each patient and their family, and give them the best individualized treatment plan available. This integrated model of care is improving cancer care in Northeast Florida and saving patients’ lives.

But it takes people to take care of people, and in order to continue to provide the best cancer care possible, we need to recruit and retain world-class oncology physicians and surgeons, scientists, researchers, nurses, technicians, pharmacists, nutritionists, social workers, psychologists and other specialists.

Endowments are vital to Baptist MD Anderson Cancer Center because they provide a funding source in perpetuity as we expand our staff, enhance our programs, and provide our patients with access to lead-edge technology and clinical trials. We hope our donors will continue to demonstrate their commitment and passion to Baptist MD Anderson Cancer Center through their ongoing support.

We want to save even more lives through our contributions to cancer research and improved patient care. At Baptist MD Anderson Cancer Center, we have a singular focus: Making Cancer History®.

Sincerely,

Joe B. (Bill) Putnam, Jr., MD, FACS
Medical Director, Baptist MD Anderson Cancer Center
Baptist MD Anderson Cancer Center Funding Priorities

Name the Baptist MD Anderson Cancer Center Program  
$25 million
Provide ongoing support for the core activities of cancer care, treatment and research at a level that is world class.

Recruitment and Retention Endowments/ Distinguished Chair Endowments  
$1 million each
Endowed chairs created to recruit and retain nationally renowned oncologist and surgeons in the following areas: Surgery, Medicine, Breast Cancer and Radiation Oncology.

Medical Directors Endowment (including proceeds from the Baptist MD Anderson Cancer Center Golf Classic)  
$2 million
Provide funding for a variety of priorities including patient care, research, recruitment, innovative health care technologies, educational activities/needs, and emerging priorities, as determined by the Baptist MD Anderson medical director.

Special Projects  
$5 million
- **Cancer Prevention Fund** – Support community education, prevention, screening, and early detection services.
- **Integrative Cancer Fund** – Support integrative therapies such as acupuncture, massage, meditation, music therapy, nutrition and other holistic treatments.
- **Spiritual Care Endowment** – Provide funds to attract, train and retain outstanding spiritual care professionals and educate patients and families about the connection between spirituality and healing.
- **Cancer Social Work Endowment** – Provide clinical social work support for patients, caregivers of patients and children of patients; outreach in rural parts of our region; and oncology education and certification funds for Baptist MD Anderson team members.

Educational Programs  
$1 million
Provide funding for education and training of physicians, nurses, navigators, counselors, and other allied staff to assist them with developing new knowledge, and ways to save lives and improve the health of our patients.

Indigent/Charity Care  
$500,000
Assist with the expenses of caring for financially indigent patients and to provide assistance to eligible patients who do not have the ability to pay for medically necessary services.

Capital Needs

- **State-of-the-Art Treatment and Research Equipment**
- **Naming Key locations in the new Baptist MD Anderson Cancer Center (see page 11)**

Long Term Priorities

- **National Cancer Institute Designation**
- **Research Labs/Facility**

Endowment gifts of $25,000 - $5 million are matched by Baptist Health. Please see page 27.

For more information, please contact Leslie Redd at 904.202.4578 or Leslie.Redd@bmcjax.com.
The nine-story building, projected to open in 2018, will be constructed on a two-block tract of land directly across San Marco Boulevard from the current Baptist MD Anderson. The more than $150 million addition will dramatically expand the comprehensive cancer care available and provide inspiration and hope for cancer patients through state-of-the-art cancer treatment.

*Design elements include an open-air courtyard and garden, a large plaza that ties into a multi-use bike and pedestrian path, and a four-story parking garage with more than 600 spaces.*
A chorus line of hard-hat-wearing hospital executives and community leaders were on hand Thursday, June 23, as Baptist MD Anderson Cancer Center held an official groundbreaking for its $150 million-plus, state-of-the-art addition in San Marco.
Before ground was broken on the new Baptist MD Anderson Cancer Center, this blessing was shared by chaplain Courtney Hester, MDiv.

**Bless** those whose vision and compassion brought us to this moment. Those who worked diligently to make this vision a reality. Who assessed community needs, raised funds and planned architectural designs.

Those who have dared to dream of a place where patients are not just recognized by their medical condition but as a human being with a body, mind and soul.

**Bless** those who will participate in the construction of this cancer center. Those whose physical labor and tiring work will create an environment of peacefulness and healing.

May they be wrapped in safety and guided with wisdom.

May their hard labor create the foundation for a building that will support the weight of those who will face difficult life decisions and questions.

**Bless** this ground with strength to carry the weight of the stories of all of those who stand on it.

The stories of patients wide eyed and scared. May it be a place of refuge and comfort.

The stories of families tired and worried. May it be a place of rest and reassurance.

The stories of doctors, nurses, social workers, psychologists, and others who will journey with those through their cries of sorrow and shouts of joy. May it be a place of compassion and healing.

**Bless** this building with walls of safety and doors of openness and compassion. May all who walk on this ground find hope, strength and peace through the vision that is now becoming a reality.

Amen.

Clockwise from top left: Pamela K. Onstead, Wolfson Children’s Hospital Board Member and A. Hugh Greene, FACHE, President & CEO, Baptist Health; Nicole B. Thomas, MHA, FACHE, President, Baptist Medical Center South; Bill Putnam, MD, FACS, Medical Director, Baptist MD Anderson Cancer Center; Lori N. Bayer, Jacksonville City Council President; Terry West, CEO of VyStar and Baptist Health Foundation and Baptist Medical Center Jacksonville Board Member, signs Baptist MD Anderson banner.
Cancer care needs are as individual as our patients

by Dr. George Royal

The life-changing events that occur when you or a loved one are diagnosed with cancer are difficult and challenging. However, at Baptist MD Anderson Cancer Center, patients don’t have to face these challenges alone. Our multidisciplinary team of cancer experts support patients and their loved ones every step of the way during every aspect of their journey — from diagnosis to treatment and recovery. And we understand how crucial it is to care for the patient’s mind, body and spirit at the same time.

“As Chief of Psychology at Baptist Medical Center Jacksonville and a licensed psychologist specializing in Clinical Health Psychology at Baptist MD Anderson Cancer Center, I see the emotional and social effects of cancer on a daily basis, which you may be surprised to learn can be more severe than the physical effects. Before, during and after treatment, patients struggle with a myriad of differing emotions: anxiety, stress, depression, fear of dying or of the cancer returning, survivor guilt, body image, and social isolation. Providing psychological, spiritual and social support is one of the keys to helping our patients and their families cope during this time of fear, uncertainty and distress. If we focus only on the physical effects of cancer, we have failed to address the true needs of our patients and their family members.

Cancer patients are often frightened and overwhelmed — their children and family members face uncertainty and disruption of their lives. I help patients and their families address the physical and emotional challenges associated with the diagnosis and treatment of cancer by teaching coping skills and focusing their energy on survival and quality of life. Psychological services are available at the outpatient center, in the hospital and even at the homes of those who are too ill to travel to clinic, as in the case of a young woman with metastatic breast cancer who asked that I come to her home to help explain her terminal diagnosis to her husband and three young children. In addition to providing emotional support to the patient and her family during this difficult time, I was also able to provide support services to the family following the patient’s death to help them with the grieving process.

Patients with cancer aren’t only facing illness, they are adjusting to the changes it causes that are beyond their control. In order to help patients, Baptist MD Anderson has increased access to social support services by offering a full time outpatient social worker, Tracy Edwards, LCSW, OSW-C. Whether patients need assistance finding caregiver support, referrals to nutrition counseling or help with financial concerns or transportation to appointments, Tracy is just a call away. Cancer
often interrupts everyday activities and coming to
treatment can cause a domino effect of obstacles
for patients to face. For instance, when a 48-year-old
man lost his job because he was unable to work
during cancer treatment, it meant an immediate
loss of income for the family and a loss of health
insurance coverage for the patient. Tracy was able
to connect the family with a local food bank and
a foundation to assist with household bills. She
discussed resources for healthcare and medication
coverage, and helped the patient cope with the
shame he was feeling due to unemployment.

Patients and their families looking for spiritual comfort
and hope may find it in Baptist MD Anderson Cancer
Center’s inter-faith chapel, which will be available
on-site as a quiet place for spiritual renewal, reflection,
or prayer. In addition, the Baptist MD Anderson
Cancer Center’s oncology chaplain, Courtney Hester,
MDiv., provides spiritual counseling and support for
patients, families, and staff facing difficult cancer
journeys. Recently, a young cancer patient was in the
hospital, surrounded by caring family members who
were insistent about the power of positive thinking.

Unable to voice her true thoughts
to her family, she opened up when
alone with Chaplain Hester and
shared her feelings of sadness,
fear and anger. They discussed
the meaning of her cancer journey,
and the patient was able to enter
hospice with spiritual peace
knowing she would be spending
her final moments with those
she loved.

These are just a few examples
of the many ways Baptist
MD Anderson Cancer Center
helps support the emotional
needs of cancer patients. Funding
for these important health, wellness
and quality of life services for our
cancer patients will come primarily from private
support since reimbursement for such services is
limited. Creating endowments for chaplains, social
workers and psychologists will be essential in order
to continue to help patients and families in need.

Navigating your way through cancer

A busy top-producing realtor in
Jacksonville, Joanie Heighes
had no time to be sidelined by
an illness.

But in December following her
annual mammogram at Baptist
Medical Center South and advanced screenings at
the Hill Breast Center at Baptist Jacksonville, she
found out she had Stage I breast cancer.

Her oncology nurse navigator, Laveda Carter with
Baptist MD Anderson Cancer Center, was there
every step of the way encouraging her and being
a resource for various needs.

“Laveda is truly an amazing lady. She has wings
and a halo,“ Joanie said.

During treatment, Joanie, 58, had a lot of family
support — she has been married for 35 years to
husband, John, and has three daughters and four
grandchildren. Her wonderful cancer care team at
Baptist MD Anderson included surgeon Gordon
Polley, MD, who removed the tumor, medical
oncologist John Vu, MD, for chemotherapy
treatments, and radiation oncologist Cynthia
Anderson, MD, for radiation treatments.

“I’ve had the most wonderful help, care and support
from everybody there. The culture of the entire
building is to make the experience as pleasant as
they possibly can for people. And they do. “
Baptist Health Foundation

New trustees for 2016

**Dennis Blackburn**

Dennis Blackburn, of Jacksonville, is an attorney and the managing member of Blackburn & Company, a firm that specializes in business, trusts and estates, and tax law. He received his bachelor’s degree from Jacksonville University and his law degree from the University of Florida College of Law. He is a previous member of the Baptist Health Foundation Board of Trustees, having served from 2003-14, including terms as the Board’s vice chair and chair. Mr. Blackburn has held leadership positions in several professional and nonprofit organizations, including the Estate Planning Council of Northeast Florida, Cerebral Palsy of Jacksonville, the Spina Bifida Association of Jacksonville, the Jacksonville Chamber of Commerce, Northeast Florida Early Steps and National Christian Foundation Jacksonville.

**Adam Dimitrov, MD**

Adam Dimitrov, MD, FAAFP, of Jacksonville, is a family physician at Baptist Primary Care in Ponte Vedra. He serves as Associate Medical Director for Quality Improvement and chairs Baptist Primary Care’s Patient-Centered Medical Home Committee. Under his leadership, 95 percent of Baptist Primary Care’s offices have received Patient-Centered Medical Home recognition from the National Committee for Quality Assurance. Dr. Dimitrov earned his bachelor’s degree from the University of Florida and his doctor of medicine from the University of Miami School of Medicine. He performed his residency at Franklin Square Hospital Center in Baltimore and a fellowship at Michigan State College of Human Medicine. His wife, Lauren, is a registered dietician and in his spare time he enjoys spending time with family, golf, and getting stranded on the boat.

**Vikram Gopal, MD**

Vikram Gopal, MD, of Jacksonville, is a native of the city’s Westside and a gastroenterologist with Borland Groover Clinic. He is affiliated with Baptist Medical Center Jacksonville, Baptist Medical Center South and Baptist Medical Center Beaches but practices primarily at the downtown campus. After graduating from Stanton High School in Jacksonville, he went to Emory University, where he received his bachelor’s degree and doctor of medicine. He performed his internship and residency at the University of Florida and his fellowship at Wake Forest University. Dr. Gopal is a member of Emory University’s College Hall of Fame, and he has twice received Baptist Health’s Magnet Spirit award. He also received numerous awards during his medical training, including two Outstanding Resident Teaching Awards and Chief Fellow recognition. He was also president of his medical school class for the third and fourth years.
Christine A. Granfield, MD

Christine A. Granfield, MD, of Jacksonville, is a radiologist and is on the staff of Mori, Bean and Brooks, P.A. Dr. Granfield served as medical director of breast imaging from 1994 through 2015. She received her undergraduate degree from the University of Wisconsin and her doctor of medicine from Tulane School of Medicine. She performed an internship and residency in New Orleans, at Tulane Medical Center/Charity Hospital of New Orleans, and performed a fellowship at MD Anderson Cancer Center in Houston. Dr. Granfield has received numerous professional and community awards during her career, including the Jacksonville Business Journal's Healthcare Heroism award, listing as one of “America’s Top Radiologists” by Consumers’ Research Council of America and Honorary Chair of WJCT/Baptist Health’s “Speaking of Women’s Health” seminar. She has also served on numerous non-profit boards, including Opera Jacksonville, the Florida Theatre and the Beaches Women’s Partnership. Dr. Granfield and her group also provide care to WeCare Jacksonville patients. She is also a 2009 graduate of Leadership Jacksonville.

Cindy Sadler

Cindy S. Sadler of Jacksonville has supported Wolfson Children’s Hospital since 2008. Her gifts include support for the construction of the Weaver Tower and several gifts to The Women’s Board of Wolfson Children’s Hospital. Ms. Sadler is a former director of development for Dignity U Wear, a charity that provides clothing to financially indigent children, women and girls in crisis and veterans. She was a certified childbirth educator and doula in Jacksonville and is a member of the Women's Giving Alliance and a community volunteer/advocate. Ms. Sadler is also a 2004 graduate of Leadership Jacksonville.

Glenn Ullmann

Glenn Ullmann, of Ponte Vedra Beach, is co-founder and partner of Ullmann Brown Wealth Advisors, a financial planning and investment company. Mr. Ullmann is a graduate of the U.S. Air Force Academy and served in the Iran/Iraq war. He also earned his master’s degree in international affairs from the University of Oklahoma while he was in the military. After retiring from military service in 1992, he joined Smith Barney and later worked for Robert W. Baird & Company. He founded Ullmann Financial in 2002. Mr. Ullmann is a member of the Board of Directors of Jewish Family & Community Services and is a past board member of WJCT. Mr. Ullmann and his wife, Lisa, have five children.
This year, *Faces of Philanthropy* has two basic themes. The first is the newly implemented cancer partnership with MD Anderson. Dr. Bill Putnam, the founding medical director for Baptist MD Anderson Cancer Center, has great vision to transform treatment and outcomes of this deadly disease. The second theme is focused on the need for private support for all aspects of cancer care and treatment. The stories throughout *Faces* are an indication of how donors are stepping up to fund a variety of needs which are emerging as the program grows. Baptist Health is thankful for these individuals, corporations and foundations who are generously giving to provide annual support as well as those who are establishing endowments.

Pages 12 and 13 highlight endowments established since 2014 when Baptist MD Anderson Cancer Center was in the formative stages. It became clear at that time that a number of people in our community wanted to help by creating endowments in a variety of areas from infusion to research to charity care and more. They also wanted to leverage their giving by participating in the Baptist Health matching gift program, which is illustrated on the opposite page. Donors have found that they can at least double their impact this way. The great benefit of an endowment is that it is perpetual. I often describe an endowment as a gift which never gets spent. Of course this sounds odd since we assume a charitable contribution is spent. However, only the investment earnings (up to 5 percent) are distributed annually. A gift which has the ability to generate spendable dollars each year provides a steady stream of revenue, which in turn sustains the program intended by the donor.

I also want to take this opportunity to update you on the campaign – *Securing Tomorrow Together*. On October 14, 2015, we officially launched the public phase announcing gifts and pledges amounting to $70 million. Since then another $20+ million has been added, which totals $91 million toward the goal of $100 million. The response to the campaign has been strong, especially in the area of Wolfson Children’s Hospital, Baptist Beaches, Baptist Jacksonville and Baptist MD Anderson Cancer Center. We anticipate reaching the $100 million mark sometime in 2017 and will continue to raise funds until 2018. The chart across from this page highlights the three main categories of support.

As you read the stories and learn more about Baptist Health’s commitment to cancer care and treatment, please consider how you can be a part of those donors who want to make a difference.

Thank you for supporting Baptist Health.

Sincerely,

Pierre N. Allaire, PhD
Vice President, Chief Development Officer
Baptist Health Foundation
Baptist Health Foundation Endowment Matching Gift Program

Gift Amount | Match %
--- | ---
$25,000 – $999,999 | 100%
$1,000,000 – $1,999,999 | 125%
$2,000,000 – $5,000,000 | 150%

Baptist Health Matching Funds begin at $25,000*

*Gifts at any time and at any level can be added to existing endowments and receive matching funds.

SECURING TOMORROW TOGETHER
The Campaign for Baptist Health

Endowments

- Goals: $61,000,000
- Campaign Totals: $65,929,732

Capital

- $6,785,748

Programs

- $18,000,000
- $21,000,000
- $18,131,364

Goals
Campaign Totals
If you would like to make a gift to Baptist Health, please contact:

Baptist Health Foundation
841 Prudential Drive, Suite 1300
Jacksonville, FL 32207
904.202.2919
foundation@bmcjax.com
foundation.baptistjax.com