

FOUNDATIONS

A publication for the friends of The Eddy, Albany Memorial Hospital, Samaritan Hospital & Northeast Health

RIVER OF LIFE 2013

Raises funds for memory care programs | 3

SAMARITAN SCHOOL OF NURSING

More than 125 attend Alumni Event | 5

LEGACY LUNCHEON

Foundation hosts luncheon for Legacy Circle members | 6

BEVERWYCK CELEBRATES 20 YEARS

Week-long celebration includes dinner & gala | 6

For information about supporting any affiliate, contact Northeast Health Foundation at 274-0190, 274-0192 (fax), 2224 Burdett Ave., Troy, NY 12180. Or, visit northeasthealth.com/foundation.

 **Northeast Health Foundation**

ST PETER'S HEALTH PARTNERS

Albany Memorial Hospital Receives Gold Plus Award

Albany Memorial Hospital was recently recognized by the American Heart Association (AHA) and the American Stroke Association (ASA) with the 2013 Get With The Guidelines® Stroke Gold Plus Quality Achievement Award.

Get With The Guidelines – Stroke is a quality improvement program designed to help hospitals develop and implement acute and secondary prevention guideline processes that improve patient care and outcomes. The web-based patient management tool features best practice discharge protocols and real-time benchmarking capabilities to track performance.

“We always strive to provide the best possible care for our patients so we are very pleased to be recognized for our efforts in the stroke program,” stated Glen Cooper, executive director of Albany Memorial Hospital. “I am extremely proud of our dedicated team of physicians and nurses, and our ancillary support staff in the emergency department and stroke units, who all work together to achieve the gold plus level of success and provide quality care for our patients.”

Recent studies show that patients treated in hospitals participating in the American Heart Association's Get With the Guidelines - Stroke Program receive a higher quality of care and may experience better outcomes.

According to the AHA/ASA, stroke is one of the leading causes of death and serious, long-term disability in the United States. On average, someone suffers a stroke every 40 seconds, someone dies of a stroke every four minutes, and 795,000 people suffer a new or recurrent stroke each year.

Editorial Board

KARL C. COTÉ

Vice President
Northeast Health Foundation

SILVIA EDMONDS

Senior Director of Philanthropy
and Development
Northeast Health Foundation

NANCY E. FARNAN

Director, Corporate Marketing
and Communications
Northeast Health

DOUGLAS FLINT

Design and Production Manager
Northeast Health

CHERYL RANKEY

Director of Annual Fund
Northeast Health Foundation

Interested in receiving our
newsletter electronically?
Just send us an email at
Jeannette.Ziegler@sphp.com.

Make sure you include your
name and email address and we
will add you to our emailing list.

If you wish to have your name
removed from our fundraising
request list, please call us at
(518) 274-0190. You can also
email Jeannette.Ziegler@sphp.com.

A Message from the Chairman



My three-year term as chairman is coming to an end in December, and what an exciting three years it has been! I want to highlight three transformational events that will have a profoundly positive impact on healthcare in our community.

The first is our merger to form St. Peter's Health Partners which was completed two years ago. Since our merger, we have all been hard at work implementing our plans to better care for people and save lives.

The second is our first Philanthropy Summit held last January. At our summit, we rolled out our long-term vision for St. Peter's Health Partners, and our plan to elevate philanthropy to the next level of excellence across the system. We are uniquely positioned as we seek to transform healthcare for our region by creating a sustainable model of health and wellness that will result in high quality, cost-effective outcomes for our patients and families. Philanthropy will play a key role in our ability to achieve this transformative vision for our region.

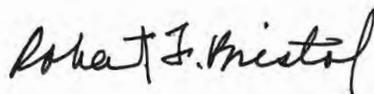
And third, the gift of \$10 million – the largest individual gift ever bestowed upon a healthcare institution in the history of Troy and Rensselaer County! This amazing act of generosity from a Capital Region resident will benefit the system's Troy Master Facilities Plan ... a plan that fulfills a key principle of the merger – improvements to the healthcare facilities and programs in Troy. The project, which encompasses construction, renovation and modernization of inpatient facilities on Samaritan's campus and outpatient facilities on St. Mary's campus, also includes construction of a multi-story pavilion at Samaritan, enhancements to cancer services, other infrastructure improvements and a parking garage.

It has been my pleasure to lead the Northeast Health Foundation during these transformational times. I look forward to welcoming my fellow board member Dr. Robert Benton, in succeeding me as chair of the Northeast Health Foundation in January. His great leadership will be instrumental in our upcoming Troy Master Facilities Plan capital campaign. This campaign will provide the funds needed to fulfill our vision for transforming healthcare in Rensselaer County.

Our vision and passion for caring for others would not be possible without your generous support. As always, please be assured that funds you designate for any one of our affiliated organizations will be used solely for the affiliate you designate.

Thank you for all you do to help us to help others.

Best wishes,



Robert F. Bristol, Chair



L to r: Kileen Stark, regional director of operations, Morrison Management Specialists; Heather Kennedy; Amy Kennedy, executive director, Hawthorne Ridge; and Greg Reeves, regional VP, Morrison Management Specialists.



Lynn Young, executive director, Marjorie Doyle Rockwell Center.

2013 River of Life

The 2013 River of Life Boat Cruise and Dinner Dance event was held on Wednesday, September 18 under a spectacular harvest moon! The annual event supports the Alzheimer's Care Team program available through Eddy Alzheimer's Services and caregiver support services at Marjorie Doyle Rockwell Center and Eddy Alzheimer's Center at Hawthorne Ridge.

This year's event raised approximately \$20,000 with over 200 attendees. Thanks to everyone who helped make this event a success!

Thank you to our lead sponsor:



Eddy Hawthorne Ridge Hosts Tonko-McDonald Forum

In August, Eddy Hawthorne Ridge hosted a Town Hall Forum featuring Congressman Paul D. Tonko and Assemblymember John T. McDonald, III.

About 80 seniors turned out at the East Greenbush campus to hear the representatives discuss the Affordable Care Act and how it affects older Americans especially, including prescription drugs, preventive services, quality of care and Medicare.

The forum provided a healthy exchange where seniors could learn more as well as ask individual questions and specific concerns about the legislation.

Eddy Hawthorne Ridge, an Eddy Senior Living community, offers independent and assisted living, as well as a memory care residence for individuals with Alzheimer's and other memory loss.

Samaritan Women's Health Center Receives Grant

In May, the Women's Health Center at Samaritan Hospital received a \$25,000 grant from the Susan G. Komen for the Cure® to implement the Density Matters program.

Density Matters is intended to give medically under-served women in Rensselaer County, including African-American

women and women of color the skills they need to get the health care they deserve. It will also focus on educating young women on breast health awareness.

Walk a Mile

"Thank you" for making the sixth annual **WALK A MILE IN HER SHOES®: The International Men's March to Stop Rape, Sexual Assault & Gender Violence** such a resounding success!

With more than 600 attendees joining us this year, many sporting a variety of colors and styles of women's shoes from stilettos to ballerina flats, the event attracted the greatest number of walkers yet! Teams from local businesses, groups of co-workers, students, scouts, athletic teams, families and individuals all rallied against sexual violence. In the process, they educated the community and raised not only awareness, but more than \$70,000!



MAJOR SPONSORS

 **Samaritan Hospital**
Auxiliary

ST PETER'S HEALTH PARTNERS


America's Most Exciting Bank


COLUMBIA
Columbia
Development Companies

Save the date for the seventh annual event on Saturday, April 26, 2014!

Visions of Strength 2013

Thank you to everyone who helped make Visions of Strength 2013 such a tremendous success! The event, held on October 17 at the Hilton Garden Inn - Troy, raised more than \$80,000 for the Karen L. Mosseau Fund to benefit the Integrative Wellness Programs at the Cancer Treatment Center at Samaritan Hospital. We are especially thankful to our presenting sponsors — BBL Construction Services, Capital Cardiology Associates, and Pleasantdale Rod & Gun Club.

Mark your calendar for next year's event which will take place on Thursday, October 23, 2014!



Patient Donna Welch and family.



Visions of Strength planning committee

Dr. Braunstein Remembered

A special dedication ceremony was held on June 10 in the Samaritan Hospital Endoscopy Suite in memory of Dr. Frederick M. Braunstein, 1953-2013.

Dr. Braunstein served on the medical staff of Samaritan Hospital for more than 20 years.

During his years at Samaritan, he served as chief of the department of internal medicine and as chief of the division of gastroenterology.

The dedication event was made possible by the generosity of his wife Wendy, family and friends.



Wendy Braunstein and her family: Kevin and Angela Fuller (son-in-law and daughter) and sons, Vincent and Nicholas.

Dr. Braunstein's children, Laura Braunstein-Freiberg and Eric Braunstein

Samaritan School of Nursing Alumni Event

The first annual Samaritan Hospital School of Nursing Alumni Association Reunion Dinner was held on June 7 at the Hilton Garden Inn - Troy.

More than 125 individuals attended the event, 103 of them alumni from 40 different class years, starting with the class of 1942. Kudos to the class of 1975 which had the largest number of attendees.

Here the list of class years that were represented: 1942, 1946, 1950, 1951, 1953, 1955, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1968, 1969, 1971, 1972, 1973, 1974, 1975, 1977, 1978, 1980, 1981, 1982, 1983, 1984, 1985, 1987, 1988, 1990, 1992, 1994, 1997, 2003, 2006, 2009, 2011 and 2012.



Alumni: (l to r) Susan Russell, Nora Luftman, Sue Caesar, Joy Aloa, Karen O'Brien and MaryRose DeMarco.

Don't miss next year's dinner! Mark your calendar now for June 6, 2014.

The Legacy Circle Luncheon

The second annual Legacy Circle luncheon was held on June 17 to honor and thank members who have included a Northeast Health or Seton Health affiliate in their charitable estate plans.

The event was in partnership with the Northeast Health Foundation and Seton Health Foundation, and their respective recognition societies — the Legacy Circle and the St. Elizabeth Ann Seton Society.

Each was created to recognize and honor individuals who have made an estate gift through a bequest, trust, charitable gift annuity or other life-income gift.

Our foundations are non-profit entities whose sole purpose is fundraising for affiliates of the Northeast Health



and Seton Health systems. Throughout the years, both organizations have been very fortunate to have received bequests and other estate gifts ... gifts that have been instrumental in creating the excellent services that we have today.

Beverwyck Celebrates 20 Years

In September, Beverwyck, The Eddy's senior living community located in Slingerlands, celebrated 20 years of service to seniors.

Beverwyck opened in September 1993 as the first full-service retirement community in Albany County. Today, Beverwyck is home to nearly 300 seniors.



L to r, Doug Miller, executive director, Beverwyck, Risa Reed, Adelaide Muhlfelder, resident and charter member at Beverwyck, and Jim Reed, MD, president and CEO, St. Peter's Health Partners.

The campus offers a complete continuum of care for seniors as their needs change, from independent living, to enriched housing at The Terrace at Beverwyck, and nursing home care through Eddy Village Green at Beverwyck.

Residents, families and staff marked the anniversary with a week of festivities, capped off by a Celebration Dinner & Gala evening September 19 featuring live music and dancing under the stars in the courtyard.



“Caring for More People, In More Places”

The branding campaign “Caring for More People, In More Places” kicked off in mid-October with print, television, web and outdoor advertising. The purpose of the campaign is to provide information to the public, employees and physicians about our programs and services all across the greater Capital Region.

The campaign highlights one of the key goals of the merger that created St. Peter’s Health Partners’ —to improve access to health care throughout our region. The theme, “Caring for More People, In More Places,” shows the breadth and wide geographic distribution of our many services as we strive to improve access. It also highlights the caring people of St. Peter’s Health Partners, who provide these compassionate services every day.

The campaign is truly a fantastic team effort – with more than 150 physicians, nurses and staff from throughout SPHP participating. The campaign was filmed over six days, and involved more than 70 shots taken in 37 different locations around the Capital Region.



Caring for more people... **IN MORE PLACES**



Choose the region’s health care leader

From Albany and Schenectady to Troy and Clifton Park... to other points north and south... and everywhere in between, the 12,500 professionals of St. Peter’s Health Partners provide the widest array of high-quality, person-centered care for you and your family. Whatever you need, wherever you are, we are here for you.

VISIT SPHP.COM
for more information



FOUNDATIONS

NORTHEAST HEALTH FOUNDATION, INC.
2224 BURDETT AVENUE, TROY, NY 12180

Non-Profit Org.
US Postage
PAID
Albany, NY
Permit # 79

northeasthealth.com/foundation

2014 Calendar of Events

Jewels in the Night Gala

*To benefit Albany Memorial Hospital, Samaritan Hospital
and St. Mary's Hospital*

Saturday, January 18

2014 Founders' Award Recipients

David J. Dixon, MD

John S. Janikas, MD

Charles M. Sulzman, MD

Cuisine Magic

*To benefit Eddy Visiting Nurse Association
and Eddy SeniorCare*

Sunday, March 23

For information about supporting any affiliate, contact Northeast Health Foundation at 274-0190, 274-0192 (fax),
2224 Burdett Avenue, Troy, NY 12180. Or, go to northeasthealth.com/foundation.