

# Defining Moments

Winter 2014



A Publication of the Howard Young Foundation

**One Heart  
Cardiology  
Suite Now Open  
at Howard Young  
Medical Center**

Page 6



# Celebrating Our Donors

## Investing in Healthcare, the Best Gift of All

In this season of giving, we are pleased to share with you the stories of four of our donors. They represent the mutual vision, dedication and giving spirit that are hallmarks of Howard Young Foundation donors. They come from all walks of life, but share the desire to ensure the highest quality of healthcare in our community. Through their support of the Foundation, they are preserving and expanding services at Howard Young Medical Center and Ministry Eagle River Memorial Hospital, collectively referred to as Ministry Howard Young Health Care. Read more on pages 10-13.

**Would you like to make a difference too? Contact us to learn how.**

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*Corrections / Clarifications – Summer 2014 Issue of Defining Moments: An article on page 5 incorrectly listed the proximity of the nearest hospital to the Northwoods in the 1950s. The closest hospitals at that time were in Rhinelander and Tomahawk. | An article on page 22 incorrectly listed Dr. Barry Seidel's tenure at Howard Young Medical Center. Dr. Seidel has been a surgeon at HYMC for 42 years. | The photos on pages 7, 8 and 21 were taken by Holly Pettersson, Minocqua. | The photo on the back cover was taken by the late Russ Kuepper.*

# The Mission of the Howard Young Foundation

*The Howard Young Medical Center was built in 1977 through a very generous bequest provided by philanthropist Howard Young. Bearing his name to honor his philanthropic gift, the Foundation was established in 1984 to advance the health and wellness of all people in the communities we serve through your charitable support.*





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*Thank you  
for your generosity  
throughout the year.  
We wish you a joyous  
holiday season!*

# From the Chairman

## Thank you, and happy holidays!



**Trig Solberg**  
Board Chairman

As the new year approaches, I find myself reflecting on the accomplishments of 2014. I am pleased at the many important initiatives the Howard Young Foundation supported as part of its mission to advance the health and wellness of all people in the communities we serve.

Each achievement was made possible by the heartfelt caring and generosity of our donors. The following successes would not have been possible without you!

### ADVANCING LOCAL HEART CARE

The future of heart health in the Northwoods changed in an exciting way this past October when the One Heart Cardiology Suite opened on the Howard Young Medical Center (HYMC) campus. In collaboration with Marshfield Clinic and Howard Young Foundation, HYMC developed a comprehensive heart care program separate and unique from others in the region. The equipment, technology and services enable the physicians and professional staff to deliver the highest level of cardiac care in northern Wisconsin.

***It is estimated that as many as 50 percent of patients who currently travel to Weston or Marshfield for their cardiac care can now receive all of their services right here in the Lakeland community.*** The Howard Young Foundation's support was essential in attaining this initiative.

### MEETING CRITICAL NEEDS

The Howard Young Foundation partnered with HYMC to relocate the Ministry Spirit 2 medical helicopter hangar to Woodruff from the Oneida County Airport in Rhinelander. This is a great example of meeting a critical need. The more centralized location reduces response time for the service area and expedites care for critically ill or injured patients. Foundation donors generously supported half of the project's cost.

Another critical need was to equip local emergency medical services (EMS) departments with the technology to significantly improve resuscitation rates when responding to cardiac arrests. The Foundation provided the EMS departments based at HYMC and Ministry Eagle River Memorial Hospital each with a LUCAS™2 chest compression system device. We are also working with other volunteer fire departments in the area to equip their EMS personnel with the LUCAS™2 device as well.

In 2014, the generosity of our donors enabled the Foundation to significantly impact healthcare in our area. ***As I look toward the new year and beyond, the future looks even brighter. I'd like to say simply, but sincerely . . . thank you and best wishes for your holiday season.***

Sincerely,

**Trig Solberg**, Board Chairman  
Howard Young Foundation





# “I think I will go to the ER today.”

*A collection of fishing lures removed from patients at Ministry Eagle River Memorial Hospital.*



What are your plans for the day? Is a trip to the hospital on your list? Probably not. However, if the need arises, the emergency departments at Howard Young Medical Center (HYMC) in Woodruff and Ministry Eagle River Memorial Hospital (MERMH) in Eagle River deliver round-the-clock care by ten board-certified emergency medicine physicians supported by highly-trained nurse practitioners and physician assistants. HYMC is a Level III trauma care facility; MERMH is a critical access, acute care hospital, one of the first in Wisconsin to earn the designation.

## TREATING EMERGENCIES OF ALL KINDS

A total of nearly 20,000 people are seen in HYMC and MERMH emergency departments annually. “We see patients suffering from head colds and earaches to major trauma and exposure,” said Sheila Meyer, emergency manager for HYMC.



Emergency managers **Mark Dascalos**, Ministry Eagle River Memorial Hospital, and **Sheila Meyer**, Howard Young Medical Center, with fishing lures removed from patients whose biggest catch of the day was themselves.

[Photo by Dean Hall, The Lakeland Times]

The numbers swell during summer, the area’s top tourist season. Patients with embedded fish hooks account for a surprisingly high number of the visits. Between May and September 2014, approximately 100 fishing lures were removed from unlucky anglers at HYMC and MERMH.

Over the years doctors have removed lures from patients’ heads, hands, arms, legs and other more unusual areas of the body. Many patients donate their lures to the growing collection on display at the hospitals. As a souvenir of their unexpected hospital visit, patients receive a bobber and become card-carrying members of the People Catchers Club.

In the winter, injuries from snowmobile accidents are common. “Last winter, we had about 60 snowmobile related injuries come through our department,” Meyer noted. Mark Dascalos, emergency manager for MERMH added, “Unfortunately, consumption of alcohol and other intoxicants are factors in many of the accidents. They raise the risk exponentially.”

## PHILANTHROPY MAKES THE DIFFERENCE

Meyer and Dascalos agree that healthcare philanthropy plays a significant role in the services their hospitals are able to provide the community. **“Support from the Howard Young Foundation and its donors has been and continues to be essential to increasing the level and sophistication of care that we offer,”** Dascalos said.

*one heart*
 Marshfield Clinic  MINISTRY HEALTH CARE

# One Heart Cardiology Suite Now Open

Diagnose your heart  
problem? We can do that!



*Dr. Michael P. McGill, Marshfield Clinic  
Cardiologist and Nuclear Cardiology  
Medical Director*



*Deborah Karow, Vice President of  
Patient Care Services, Ministry  
Howard Young Health Care*

For many in the Northwoods, getting diagnosed for a heart condition involved a road trip to facilities in Weston or Marshfield. Today, it is as easy as going to the new One Heart Cardiology Suite, which opened within Woodruff's Howard Young Medical Center (HYMC) in October 2014.

"It is a matter of convenience and comfort," commented Dr. Richard A. Reinhart, Medical Director Northern Region, Heart Care Marshfield Clinic/Ministry Health Care. "Instead of traveling outside of the area and navigating interstate highways, patients can access high-quality services right here in our community. That's important, especially to the aging population we serve."

## BRINGING TOGETHER THE BEST OF THE BEST

The Cardiology Suite is an integral part of the One Heart team of Ministry Health Care and the Marshfield Clinic. Cardiologists from the Marshfield Clinic-Minocqua Center have relocated their practices to the Suite, so patients can see their cardiologists and receive testing all under one roof.

"We have a senior population with a very high incidence of heart disease," said Dr. Michael P. McGill, a Marshfield Clinic cardiologist and Nuclear



Cardiology Medical Director. Dr. McGill is one of a few Level 3 nuclear cardiologists in Wisconsin and oversees the Cardiology Suite's diagnostic services. "With our advanced technology we can determine if cardiovascular disease is present, the extent of it and the most appropriate treatment to improve patients' symptoms, quality of life and mortality."

The technology includes a nuclear imaging camera—the first of its kind in the state—to detect coronary artery disease. The Cardiology Suite also provides state-of-the-art stress tests, cardiac scans and echocardiography.

### MEETING PATIENTS' EXPECTATIONS THROUGH PHILANTHROPY

Philanthropic support continues to strengthen programs and services at Ministry Howard Young Health Care (MHYHC), and people are noticing. "People realize what we have here now, and have greater expectations of us," commented Dr. Reinhart. "With the new One Heart Cardiology Suite, we can meet those expectations."

Deborah Karow, vice president of Patient Care Services for MHYHC, credits the Suite to the collaborative partnership of all entities involved. "This is one of the finest efforts of cooperation between Ministry Health Care and the Marshfield Clinic. The Howard Young Foundation and Women's Legacy Council made it possible," said Karow.

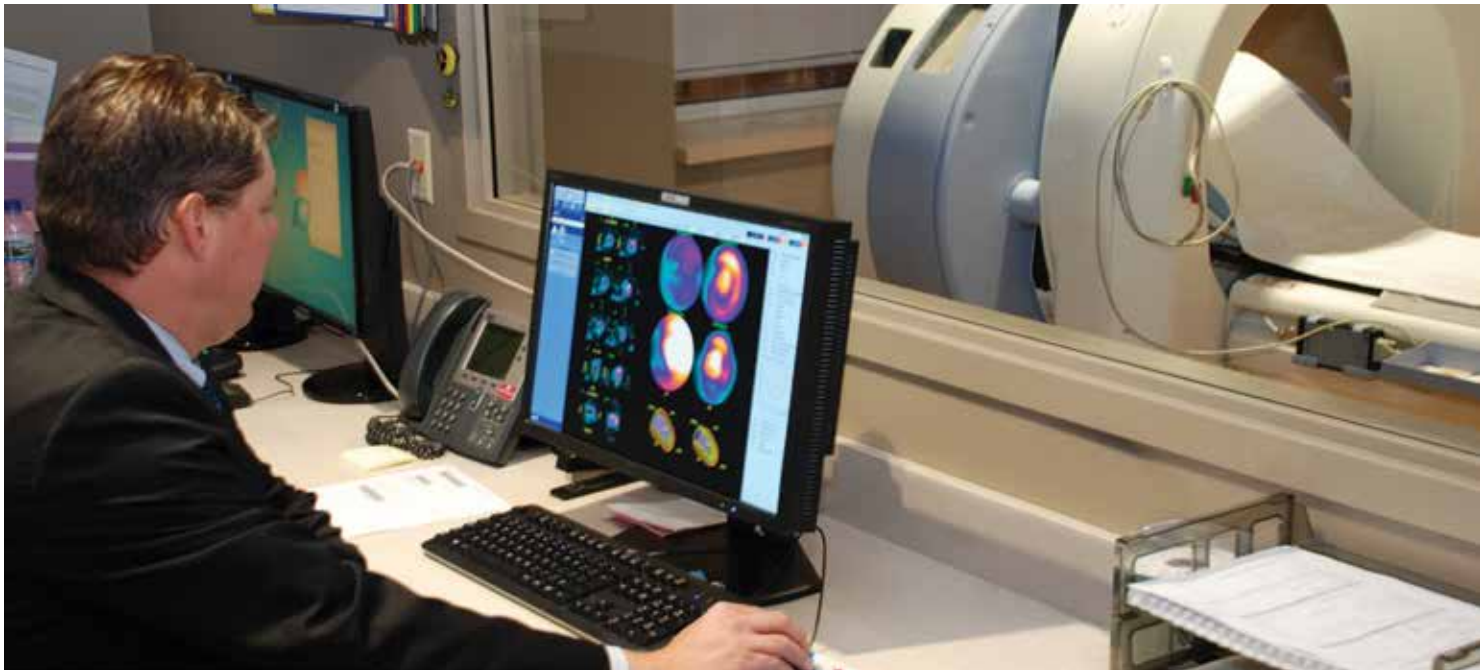
“This is one of the finest efforts of cooperation between Ministry Health Care and the Marshfield Clinic. The Howard Young Foundation and Women's Legacy Council made it possible.”

Dr. McGill agreed. "Without the Foundation's foresight and commitment to excellence, the One Heart Cardiology Suite would not have happened." He also wished to personally thank the Foundation and the many other generous, selfless supporters whose investments and efforts brought the One Heart Cardiology Suite to fruition.

The Women's Legacy Council of the Howard Young Foundation has championed heart health in northern Wisconsin for the past three years. It was their vision and hard work that made this advancement in heart care possible in our local community.

**NOTE:** Shortly before this publication went to press, Dr. Reinhart resigned his position as medical director to focus solely on physician recruiting efforts for cardiology in the Northern Region. His success in this endeavor will further increase access to advanced cardiac care in the region.

*Dr. McGill reviews images captured by the nuclear imaging camera, the first of its kind in Wisconsin.*



# Just Ask!

## Q&A with Nick Desien, CEO of Ministry Health Care

### *A Conversation About the Merger of Ministry Health Care and Ascension Health*

Generosity of spirit, especially for those most in need, guides the mission of Ministry Health Care—the umbrella corporation of Ministry Howard Young Health Care and its hospitals: Howard Young Medical Center and Ministry Eagle River Memorial Hospital.

In April 2013, Ministry Health Care (MHC) became a “Health Ministry” of Ascension Health, a like-minded organization that furthers MHC’s ability to care for all people regardless of their ability to pay.

We asked Nick Desien, president and chief executive officer of MHC, about the merger.

#### **WHAT IS ASCENSION HEALTH?**

Ascension Health is the largest not-for-profit healthcare system in the United States. It has more than 130 hospitals located in 28 states across the country.

#### **HOW DO HOWARD YOUNG MEDICAL CENTER AND MINISTRY EAGLE RIVER MEMORIAL HOSPITAL FIT INTO ASCENSION’S HEALTHCARE MODEL?**

Ascension is committed to maintaining a strong presence in the Wisconsin market. Both of these hospitals demonstrate excellent clinical and patient experience outcomes in addition to having strong

financial performance. With the philanthropic support of the Howard Young Foundation, I see them being models of how to make rural healthcare work in America.

#### **WHAT DO YOU FEEL ARE SOME OF THE BIGGEST CHALLENGES FACED BY OUR HOSPITALS HERE IN NORTHERN WISCONSIN?**

Rising costs and decreasing reimbursements from Medicare and Medicaid are challenges that all hospitals face. It is even more of a challenge in northern Wisconsin, because over 70 percent of patients treated at Howard Young Medical Center and Ministry Eagle River Memorial Hospital are covered under these programs. Medicare pays 37 cents on the dollar and Medicaid pays 31 cents for every dollar. The end result of this equation is that these programs don’t even cover the cost of care. The hospitals lose money on 70 percent of their customer base. There is no business in this country that could assure long-term survival using this business model.

#### **WHAT ROLE DOES THE HOWARD YOUNG FOUNDATION PLAY?**

Charitable giving is the defining difference. It helps ensure these hospitals thrive in their respective communities for generations to come. The Howard Young Foundation works in partnership with Howard Young Medical Center and Ministry Eagle River Memorial Hospital to enhance patient care by funding important projects and critical needs identified by the hospitals.

#### **HOW INVOLVED WILL ASCENSION BE ON THE LOCAL LEVEL?**

Ascension believes that healthcare is local and Ministry Health Care supports that vision. To that end, the One Heart Cardiology Suite opened in October 2014 on the Howard Young Medical Center





campus. It is a joint effort between Ministry Health Care and Marshfield Clinic. The programs, equipment and services utilized by the physicians and professional staff help them deliver the highest level of cardiac care in northern Wisconsin. The support of the Foundation was essential in making that happen.

**In 2011, the Howard Young Foundation began a Special Gift Initiative to raise \$60 million over the next 10–20 years. The Initiative includes \$30 million to be raised locally by the Foundation and up to \$30 million in matching funds from MHC for projects and programs endorsed by the Howard Young Foundation and MHC boards of directors.**

#### **DOES MHC'S MERGER WITH ASCENSION HEALTH HAVE ANY EFFECT ON THE INITIATIVE?**

No, it does not. Ministry Health Care's leaders understand the key role of local philanthropy in the future of the area's healthcare. Community donations help provide ongoing resources that enable our hospitals to acquire vital medical equipment and state-of-the-art technology. It also helps fund renovation projects so physicians and staff can provide the highest quality of healthcare for all patients. As we evaluate where to invest money in our facilities, the amount of investment is always a top concern. When our leaders see that half the cost of a project is supported by philanthropy, as the One Heart Cardiology Suite was, the decision becomes much easier.

*Mr. Desien would like to personally thank all of the individuals and organizations who currently support the Howard Young Foundation through their generous charitable giving. He encourages others in the community to join with the Foundation in advancing the level of care provided by Ministry Howard Young Health Care.*



**Nick Desien**, *President & CEO, Ministry Health Care  
Ministry Market Leader,  
Ascension Health –  
Kansas/Oklahoma/Wisconsin*

In his role as market leader for Ascension Health, Nick Desien provides strategic and operational leadership while promoting alignment among health ministries within the Kansas/Oklahoma/Wisconsin market.

Desien serves on the Leadership Council of Ascension, which helps shape the overall strategies and operational functions of Ascension. He is also president and chief executive officer of Ministry Health Care.



# Why We Give

Small town,  
big hearts!

*We hear it all the time:  
How can such rural  
communities have such  
great healthcare? **Our  
donors make it possible!***

*We are pleased to  
introduce you to a few  
on these pages.*



## Valerie Johnson, *Associate*

“ I give because the community  
needs this hospital. ”

Valerie Johnson believes in the power of healthcare philanthropy. By participating in the CPR (Community Pride Renewed) Associate Giving Club through her employer, Howard Young Medical Center, she feels as though she is following in the footsteps of Dr. Kate Pelham Newcomb and Howard Young. Their generosity laid the foundation for the local healthcare we enjoy today.

### DIVERSE NEEDS, BRIGHT FUTURE

Citing the area's predominantly senior population and the influx of seasonal residents and tourists, Johnson stated, "We need this hospital as much or more today as they did back then. Many of our admissions are elderly patients. Many of our emergency department patients are tourists suffering from various accidents and illnesses. Donating to the Howard Young Foundation provides for the hospital's future and ensures that our wonderful staff have the technology and equipment needed to accommodate each situation with which we are presented."

**Valerie Johnson** has worked at Howard Young Medical Center since 2006, first as a chaplain and now as a patient access representative.





## Donald E. Funk, *Philanthropist*

“ I give because of the wonderful care my friend received. ”

Donald Funk's family has been spending vacations at their Lake Gogebic hunting and fishing lodge, about an hour north of Minocqua, since World War II. "During that time, we've entertained thousands of guests. We have a real affinity for the area and its beautiful lakes, rivers and wildlife—and the people. I have traveled the world, and they are some of the finest people I have met. There is a goodness about them," Funk said.

Last year, when a guest at the lodge experienced a cardiac emergency, Funk discovered something new to appreciate about the Northwoods: the healthcare available at Howard Young Medical Center. "We rushed her to the hospital, where she received fantastic care. The quality was much more than I expected to be available in such a remote area," Funk commented.

### A JEWEL IN THE NORTHWOODS

Funk wanted to learn how such care was possible. Through his research, he learned about the many donors whose charitable support of the Howard Young Foundation is helping to advance its mission of providing excellence in healthcare to all those who live, vacation and visit here. As a result of his research, Funk designated the Foundation as a beneficiary of his estate.

"I chose to invest in the area's healthcare through the Foundation because I knew it would make a real difference," Funk explained. "I think Ministry Howard Young Health Care is a jewel in the Northwoods, and I am happy and proud to support it."

By including the Howard Young Foundation in his estate plans, Funk became a member of our Signature Society and will leave a lasting legacy. If you are interested in providing gift support in this way, please contact the Howard Young Foundation at 715.439.4005. We would be happy to welcome you as a new donor, too, and to help you match your charitable interests with our hospitals' needs. Numerous programs and technology upgrades are waiting to be funded.

**Donald Funk** is past owner/president of Edward J. Funk & Sons, a pioneering North American seed company. He is also the founder of Channel Bio Corp, a major provider of hybrid seed corn and soybeans to the U.S. market.

# Why We Give

Small town,  
big hearts!

*(continued)*



**Dr. Matthew Thomas,**  
*Board-Certified Urologist, Surgeon*

*“ I give to provide our communities with high-quality, technologically advanced healthcare. ”*

Remote communities often face economical and logistical challenges to accessing quality healthcare. As a donor of the Howard Young Foundation, Dr. Matthew Thomas is supporting a different reality for residents of northern Wisconsin.

“It’s unusual for a small, rural community like ours to have the kind of exceptional healthcare that we have in the Northwoods,” Dr. Thomas explained. “I support the Foundation because it provides the resources to make that possible.”

The Foundation recently funded the purchase of a da Vinci® robotic surgical system, which Dr. Thomas said has “revolutionized” surgical procedures at Howard Young Medical Center. “Without it, certain surgeries would be much more difficult, take much longer, or be impossible to do at all. Having such state-of-the-art equipment is a huge advantage for physicians and their patients, and we have the Foundation and its donors to thank for it.”

Dr. Thomas encourages others to invest in the area’s healthcare by supporting the Foundation as well. “Supporting the hospital in the community in which we live provides exceptional care for our friends and neighbors—and ourselves when the need arises.”

**Dr. Thomas** has been practicing at the Marshfield Clinic-Minocqua Center since 2005. He offers a complete range of urological care and surgical procedures.

***Thank you to all  
our donors and  
volunteers whose  
support makes our  
hospitals better!***





[Photo by Dean Hall, The Lakeland Times]

## Laurie Herzog-Draeger, *Benefactor*

“ I give to make a difference. ”

Healthcare in the Northwoods has improved dramatically since Laurie Herzog-Draeger's late husband, Brian, became ill in 2007. “At the time, our local hospitals lacked the diagnostic tools and expertise to determine Brian's condition,” she explained. “They couldn't help us here, so we tried Wausau and Milwaukee. All those trips were hard on Brian.”

In Milwaukee, Brian was diagnosed with pancreatic cancer, had surgery and was hospitalized for 27 days. For Herzog-Draeger, the trauma of being away from home during the most difficult time of her life still stings. “My family and support system were home in Minocqua caring for our three children, so I was literally alone. It was agonizing.”

### PHILANTHROPY BRINGS HEALTHCARE HOME

In 2012, a year after Brian's death, Herzog-Draeger learned about the Howard Young Foundation and the many initiatives it was funding to expand services, upgrade facilities and provide advanced technologies at Ministry Howard Young Health Care. “I was immediately on board,” she stated.

In addition to supporting the Foundation monetarily, Herzog-Draeger became a charter member of the Foundation's Women's Legacy Council. The Council played a significant role in bringing the One Heart Cardiology Suite to Howard Young Medical Center in October 2014.

“I know from experience how important it is to have services locally,” commented Herzog-Draeger. “It's imperative that we retain and improve upon the high-quality levels that we have already built. Ministry Howard Young Health Care is a not-for-profit system, so an outside-driven force is necessary to accomplish those goals. That force is charitable giving.”

**Laurie Herzog-Draeger** owns *Home Xpressions* furniture store in Minocqua.



See what's new on our updated,  
more user-friendly Web site!  
[www.howardyoungfoundation.org](http://www.howardyoungfoundation.org)



# My 9-1-1 Moment

While vacationing in the Northwoods, Keith and Robin Patrick discovered the value of having quality healthcare “in the middle of nowhere.”

When preparing for their family’s July 2014 vacation in Lake Tomahawk, Keith and Robin Patrick of Wausau had thought of everything: sunscreen, swimsuits and towels for sunny days at the lake; jeans and sweatshirts for cool evenings around the campfire; and everyone’s favorite foods, snacks and beverages. They were ready for anything—except Keith’s emergency gallbladder surgery.

“You never think something like that is going to happen,” Robin said. “You just expect everyone to be healthy.” Keith had no prior gallbladder history,

although in hindsight he does remember bouts of nausea in the weeks leading up to vacation. “I just thought I was getting the flu,” he recalled. “There was never any pain.”

That all changed the last weekend of vacation. There was pain, and plenty of it. “Around midnight on Friday I woke up with abdominal pain under my ribs,” stated Keith. “It was really bad, and kept getting worse.”

“He was pacing,” commented Robin. “He just couldn’t get comfortable. He usually toughs things out, so I



*Buster, the Patricks’ family dog, enjoys a tranquil moment on Lake Tomahawk.*

*Robin and Keith Patrick at Lake Tomahawk, just hours before Keith became ill.*





was pretty worried about him. About 1:30 in the morning he said ‘Enough is enough’ and asked me to take him to the hospital. Then I knew the situation was serious.” Fortunately, the Patricks had been sharing the cabin with Robin’s sister and her family, who stayed behind with the children.

Robin drove Keith to Howard Young Medical Center. “It was urgent,” Robin explained, “but the hospital was only 20 minutes away, so we drove instead of calling an ambulance.”

### HELP IN THE MIDDLE OF NOWHERE

In constant severe pain, Keith was relieved when the hospital lights came into view. “I knew help was just a few minutes away,” he commented. Robin added, “The Northwoods is really in the middle of nowhere, but there was a hospital nearby when we needed it. Keith was in agony. If the hospital hadn’t been there, I don’t know what we would have done.”

In the emergency department Keith received immediate care by Dr. Michael S. Wenman, one of the hospital’s board-certified emergency medicine physicians. “I was hurting and miserable,” Keith remembered. “Dr. Wenman was very concerned about determining what was wrong and relieving the pain.”

Dr. Wenman ordered a number of tests. An ultrasound revealed that Keith had multiple gallstones and was suffering from biliary colic, an extremely painful condition caused by a stone blocking the neck of Keith’s gallbladder. Dr. Wenman consulted with surgeon Dr. Barbara J. Boyer and together they determined it was necessary to remove the gallbladder that day.



#### **Dr. Barbara J. Boyer**

*Dr. Barbara Boyer provides general surgical services for patients at Howard Young Medical Center and Marshfield Clinic–Minocqua Center. She performs a broad range of surgical procedures and especially enjoys minimally invasive laparoscopic surgeries, such as Keith’s.*

## **Share Your 9-1-1 Moment**

*If you or a loved one received emergency medical care at **Howard Young Medical Center** or **Ministry Eagle River Memorial Hospital** and would like to share your story with our readers, please call us at **715.439.4005** or email **[info@hyfinc.org](mailto:info@hyfinc.org)**.*

***You could be our next feature story!***

# My 9-1-1 Moment

## (Continued)

By 10:30 a.m., Keith was in surgery. “Dr. Boyer was phenomenal,” said Robin. “She had such a great sense of humor, which helped relieve some of our stress. Really, everyone was so nice and attentive. They just put us at ease. We knew we were in good hands.”

Dr. Boyer performed laparoscopic surgery to remove Keith’s gallbladder. It required only four small incisions. By 4:30 p.m. Saturday, the Patricks were back at the cabin, with Keith feeling much better than when he had left the night before.

### LIFE HAPPENS—EVEN ON VACATION

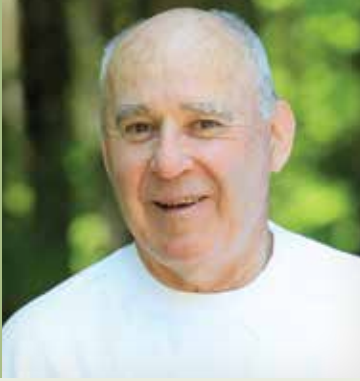
When at the pharmacy to get Keith’s pain medication, Robin met several other vacationers who also had made unexpected trips to the emergency department. “One had a son who needed stitches. Another had a dislocated shoulder. There were others, too. The common denominator was that all of us were on vacation and hadn’t expected to spend any time in the hospital, but we did.”

*“The care I received was impressive,” Keith noted, “much more than you would expect in such a rural area.”*

*[Photo by Robin Patrick of Moxie Creative Studio, taken while vacationing on Lake Tomahawk.]*







## Patient Update (Gregory Cielinski)

If you read the summer 2014 issue of *Defining Moments*, you already know **Gregory Cielinski**. He shared with readers the incredible story of the near-fatal heart attack he suffered at his home on Wind Pudding Lake in 2013, and how everything came together to save his life. Through the combined efforts of paramedics, an ambulance equipped with a LifeNet EKG system, physicians at Howard Young Medical Center and Ministry's Spirit 2 medical helicopter, Cielinski was stabilized and transferred to Saint Clare's Hospital in Weston, where he underwent an emergency stent procedure.

### AND NOW FOR THE REST OF THE STORY . . .

A stress test at Howard Young Medical Center (HYMC) on July 1, 2014, revealed new cardiac problems for Cielinski. Three weeks later, he underwent double coronary bypass surgery at Ministry Saint Clare's Hospital in Weston. Since then, he has been receiving

cardiac rehabilitation at HYMC, and is working hard to get back to normal. **"The people there are very wonderful,"** Cielinski commented. **"They are working on my behalf. The least I can do is to give 100 percent back in rehab."**

### THE ONE HEART CARDIOLOGY SUITE: WRITING A NEW CHAPTER IN CARDIAC CARE

The new One Heart Cardiology Suite, which opened this fall within HYMC, is designed to provide heart patients like Cielinski and their physicians with highly advanced technology to diagnose, assess and monitor cardiovascular conditions. This high level of cardiac care is unprecedented in the area, and includes technology that is unavailable elsewhere in Wisconsin.

*Read more about the One Heart Cardiology Suite, established with funding through the Howard Young Foundation and the Women's Legacy Council, on pages 6-7.*

The busy tourist season presents challenges for both hospitals in the Ministry Howard Young Health Care system: Howard Young Medical Center and Ministry Eagle River Memorial Hospital. The Howard Young Foundation uses the generous gifts of its donors to enhance and expand medical services, not only for our area's 20,000 year-round residents, but also for the more than 65,000 seasonal residents and over 75,000 tourists and vacationers who visit the Northwoods throughout the year.

**You can support quality healthcare in the Northwoods, too. Simply mail your check in the enclosed envelope, call the Howard Young Foundation office at 715.439.4005 or make a donation through our Web site at [howardyoungfoundation.org](http://howardyoungfoundation.org).**

# How to Give

## Healthcare Philanthropy: 10 Ways You Can Make a Difference

Participating in healthcare philanthropy is one of the most rewarding decisions you will ever make. Your gift to the Howard Young Foundation literally saves and changes lives by enabling us to fund our hospitals' immediate needs and long-term initiatives. In a patient's defining moment, your support can make all the difference.

We offer many ways to help you provide a charitable gift that best fits your financial circumstances, philanthropic goals and tax considerations. Whichever you choose, your name will be inscribed on the prestigious Recognition Wall in the Hall of Honor at Howard Young Medical Center in Woodruff for patients and visitors to see.

### 1. ANNUAL GIVING THROUGH THE BONHOMIE CLUB

**bonhomie:** noun [pronounced *bon-uh-mee*]; meaning "good or exuberant friend"

Donors who faithfully support the Howard Young Foundation with yearly contributions of \$100 or

more are eligible for membership in the Bonhomie Club. As a member you receive many benefits, including the annual thank-you event for members only.

### 2. TRIBUTE PROGRAM

The Tribute Program is a very meaningful way to honor a loved one, a cherished friend or a group that has significant meaning to you. Your gift may be made in memory of someone special or to recognize a milestone, such as an anniversary, birthday, retirement or recovery from an accident or illness.

### 3. CUMULATIVE GIVING

Whether you give annually or every few years, your gifts help our hospitals provide a higher quality of patient care. When you make lifetime contributions totaling \$2,500 or more, your name is permanently included on the Recognition Wall in the Hall of Honor.

## Learn More or Donate Now

*We would be delighted to provide you with more information about our giving programs and the many ways you can make a difference in the lives of all who call the Northwoods home—or their home away from home. Please stop in and see us at 420 Oneida Street in downtown Minocqua or call our office at 715.439.4005. We would love to meet you.*

### 3 WAYS TO GIVE NOW

1. Mail your gift using the enclosed envelope.
2. Log onto our Web site at [www.howardyoungfoundation.org](http://www.howardyoungfoundation.org).
3. Scan this code with your smart phone.



#### 4. SIGNATURE SOCIETY

The Signature Society honors donors who include the Howard Young Foundation as a beneficiary in their will or trust. You may designate a gift of cash or securities, establish a life income gift arrangement, create a charitable remainder trust or charitable gift annuity, or name the Howard Young Foundation as a beneficiary of a retirement plan or life insurance policy.

#### 5. BEQUEST

Through your will, you may provide a bequest of cash, securities, real estate, personal property, art or jewelry. You may designate your gift as “unrestricted,” so that it can be used to meet the priority needs of Ministry Howard Young Health Care, or direct it to a specific program or department at Howard Young Medical Center or Ministry Eagle River Memorial Hospital. In many cases, a bequest can reduce your estate taxes.

#### 6. LIFE INCOME GIFT

Charitable remainder unitrusts and charitable remainder trusts can provide you with an income stream for a lifetime, significant tax savings and the satisfaction of providing the Howard Young Foundation with long-term resources to support our hospitals.

#### 7. CHARITABLE GIFT ANNUITY

Charitable gift annuities provide you with fixed annual payments for life at attractive interest rates, an immediate tax deduction and membership in our Signature Society.

#### 8. ASSOCIATE GIVING

Many associates of Ministry Howard Young Health Care participate in our associate giving program through automatic payroll deductions that support excellence in healthcare—today and for the future.

#### 9. SHINING STAR, GRATEFUL PATIENT PROGRAM

Making a donation in an associate’s or physician’s honor acknowledges the exceptional medical care you or someone you love received at the hospital. The honoree receives special recognition as one of Ministry Howard Young Health Care’s Shining Stars.

#### 10. DOUBLE YOUR IMPACT

Right now, your gift has twice the impact through Ministry Health Care’s dollar-for-dollar match.

*Thank you for caring enough to give!*

*Thank you to our board of directors for their vision, loyalty and leadership in fulfilling our mission of advancing the health and wellness of all people in the Northwoods.*

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### SPECIAL THANKS TO:

**Gregg Walker**

**Dean Hall**

*The Lakeland Times*

**Jerry Flemma**

*Jacobson/Rost*



# Planning Your Gift Today Makes a Big Difference Tomorrow

The generous support from our community plays a very important role in bringing excellence in medical and patient care to the Northwoods. More and more people are creating a legacy at the Howard Young Foundation (HYF) with planned gifts made during their lifetimes and through their estates.

There are many ways to provide a charitable gift to the HYF and one does not always have to write a check. Knowing this, you might like to learn more about the following planned gift options:

- **Gifts of appreciated securities**
- **Make the HYF a beneficiary of your will or trust, creating a gift that costs you nothing during your lifetime**
- **Donate life insurance that you no longer need**
- **Gifts of real estate**
- **Life income agreements: Receive income for life from the HYF in return for a charitable planned gift**

A bequest is currently the easiest way to include the HYF as one of the beneficiaries of your estate. Think what your generosity could mean for you and for the many patients and their families who come to HYMC and MERMH for their healthcare.

For a general unrestricted bequest to the HYF, we suggest the following language: **GENERAL UNRESTRICTED BEQUEST.**

*"I give and bequeath to the Howard Young Foundation, Inc. Woodruff, Wisconsin, a not-for-profit corporation, the sum of \$\_\_\_\_\_ or % of \_\_\_\_\_ (and/or the securities or property described herein, namely,...) to be used for the greatest needs as determined by the board of directors."*

Individuals who establish a planned or deferred gift with the HYF become members of the Foundation's Signature Society, a recognition society for those who will provide support for generations to come. No minimum gift is required.

The HYF has a number of planned gift options. If you would like to know more, we'd like to talk or visit with you. Give **Mike Gibbons a call at 715.439.4005** and discover how simple, yet significant, it is to plan a gift from your will or trust.

