

Because Every Second Counts...

Campaign Underway to Bring Advanced Neonatal Care to Geisinger Northeast



You can benefit area newborns and help make this artist's rendering of a Neonatal Intensive Care Unit (NICU) at Geisinger Wyoming Valley a reality with your philanthropic gift.

The community need is clear: Janet Weis Children's Hospital has developed a plan to bring neonatal intensive care to the Wilkes-Barre area by opening a neonatal intensive care unit (NICU) at Geisinger Wyoming Valley.

In 2007 alone, nearly 400 newborns in five Northeast Pennsylvania counties required intensive care after delivery, and more than 200 Luzerne County mothers left the county to deliver their babies. Projections indicate that a NICU at Geisinger

Wyoming Valley would benefit approximately 125 patients in its first year alone.

"When a premature baby needs advanced care, every second counts and it is imperative that this higher level of care is immediately available," said Michael E. Ryan, DO, Geisinger Health System Chairman of Pediatrics and Chairman of Children's Miracle Network at Geisinger. "Our NICU at the children's hospital in Danville provides excellent care, but it is 57 miles away from Wilkes-Barre. The GWV project would introduce a higher level of care for neonates to the Wyoming Valley."

Newborns that arrive prematurely by up to two months would be treated locally at the Geisinger Wyoming Valley NICU. The NICU team would also work in conjunction with colleagues at Janet Weis Children's Hospital at Geisinger Medical Center in Danville to transfer stable, more premature neonates to the Geisinger Wyoming Valley facility so their families could be closer to home.

The NICU, which would be housed adjacent to the Geisinger Wyoming Valley obstetrics unit, would be designed to eventually provide intensive care to more premature and critically ill newborns. The design calls for all private rooms with rooming-in options so parents could be with their children 24 hours a day.

The project would mark yet another major advancement in Geisinger pediatric care in Northeast Pennsylvania. Janet Weis Children's Hospital Pediatric Services Unit at Geisinger Wyoming Valley—designed as an extension of the children's hospital in Danville—opened in 2001, and the Pediatric Urgent Care Center opened at Geisinger South Wilkes-Barre in 2007. In addition, nearly 6,000 visits are made to Janet Weis Children's Hospital pediatric specialists—including cardiologists, pulmonologists, gastroenterologists, ophthalmologists, allergists, surgeons, infectious disease specialists, and endocrinologists—at Northeast Pennsylvania locations each year.

"Geisinger Wyoming Valley has furthered its capabilities as an advanced tertiary care center, and has established itself as a leading healthcare facility," added Dr. Ryan. "A NICU is a logical next step for GWV to provide additional advanced services and make this level of care more readily available to the northeast community."

You can help make a positive difference in the lives of area families by supporting this project with your philanthropic gift. At this time, \$3.2 million of the estimated \$5 million cost of the project has been raised. Once the balance of the funding is secured, a state-of-the-art NICU at Geisinger Wyoming Valley could be established in 18 months.

Geisinger's urgent response to this need can give babies in the Wilkes-Barre and surrounding area a chance to thrive. Your immediate response will help make this possible. Call Geisinger Health System Foundation at 570.271.6188 or toll-free at 1.800.322.5437 for more information on how you can help advance quality healthcare in our area.

Quilting Group Makes Special Donation in Memory of Jodi Smith

The 'Fat Monday Group' from Our Gathering Place Quilt Shop in Montoursville is used to doing projects to benefit others. They have donated quilts to The Gate House Hospice in Williamsport, and to injured soldiers returning from defending our country. They are also involved with a special project to make pillow cases for the children at Janet Weis Children's Hospital at Geisinger Medical Center.

It was a recent project in memory of Jodi Smith, daughter of group member Bonnie Whipple, though, that brought their good works home to them. Jodi was a cancer patient who spent approximately 10 courageous years in and out of treatment at Geisinger's Knapper Clinic Hematology/Oncology department.

"Jodi was inspirational, always with a smile on her face despite her medical condition," remembered group member Kim Singer of Hughesville. "She truly appreciated the care she received at Geisinger, and following her passing last January, our group decided to make a special quilt in her memory and donate it to the hospital."

Named for their habit of including brunch, lunch and tea into their monthly friendship and quilting meetings, the members of the 'Fat Monday Group' embarked on a true labor of love. Designed by Bonnie, the quilt features a log cabin in its center and is surrounded by beautiful gardens and mountains.

"Bonnie had the log cabin piece for some time, and Jodi really liked it," said Kim. "In fact, she told her mother that if she ever made that fabric into a quilt, she would like to have it. We feel that having the quilt hang in a place of caring and healing is our way of sharing it not only with Jodi, but also with her caregivers and other cancer patients."

The quilt was dedicated in August. Members of the 'Fat Monday Group' who worked on the quilt include Nancy Bobst, Nancy Celline, Melanie Eiswerth, Mary Fischer, Patti Gardner, Wanda Hendershot, Chris Kroboth, Mary Ann Olsen, Kim Singer, Betsy Smith, Bonita Whipple, and Sally Zehner. The dowel that supports the quilt was made by Ken Singer with wood from Chatsworth Farm.

"Making this quilt was a therapeutic and bonding experience for our group," said Kim. "We were able to spend time with Bonnie, help her grieve, and do something positive to remember Jodi. Having the quilt and plaque in place at Geisinger is special to all of us."



Family and friends of Jodi Smith donated her favorite quilt to Geisinger in her memory. It hangs in a special place at Geisinger's Knapper Clinic Hematology/Oncology Department.

GEISINGER

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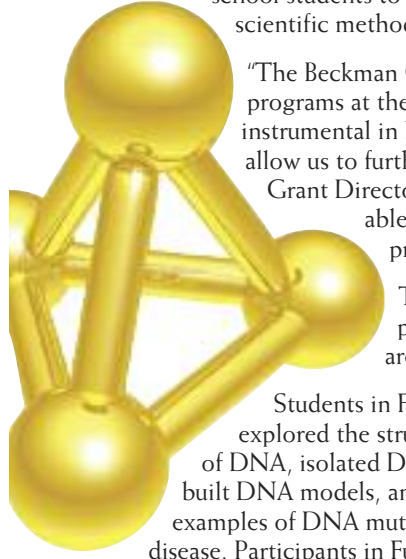
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Beckman Coulter Foundation Supports Weis Research Center Programs

Thanks to a \$10,000 grant from the Beckman Coulter Foundation, the Sigfried and Janet Weis Center for Research hosted some very special visitors during the Fun with Science and Fun with DNA educational programs this past summer. These programs brought elementary and middle school students to the Weis Center labs for an exciting, hands-on introduction to the scientific method and scientific inquiry.



"The Beckman Coulter Foundation is honored to support the educational programs at the Weis Center for Research. These types of programs are instrumental in helping to elicit children's natural curiosity for science, and they allow us to further our commitment to science education," said Cathy Dougherty, Grant Director for the Beckman Coulter Foundation. "We are delighted to be able to help these 40 students participate in this year's Geisinger program."

The Beckman Coulter Foundation supports a wide range of programs and efforts that promote progress and interest in the areas of science, science education and health care related research.

Students in Fun with DNA explored the structure and function of DNA, isolated DNA from kiwi fruit, built DNA models, and considered examples of DNA mutations that result in disease. Participants in Fun with Science conducted a variety of activities related to practicing the scientific method—posing questions, making observations, and developing and testing their predictions. The students investigated the structure of plant and animal cells using microscopy, built models of cells, and learned about both good and bad bacteria.

Each session concluded with student presentations to parents and friends. Feedback from students and parents alike has been positive, with parents noting that the children took the program home and discussed their new science knowledge with their families.

Thank you to the Beckman Coulter Foundation for its support of these important educational programs.



"The Beckman Coulter Foundation is honored to support the educational programs at the Weis Center for Research."

— Cathy Dougherty,
Grant Director
Beckman Coulter Foundation

Donor Profile: Susan McDowell James



Geisinger President and CEO Glenn Steele, Jr., MD, welcomed Susan McDowell James to an Abigail Geisinger Circle event at the Foss Home in Danville.

Susan McDowell James can point to several compelling reasons for her philanthropic support of Geisinger. She had a wonderful experience as a Geisinger patient, was formerly associated with the health system in human resources, and appreciates the fact that Geisinger cardiologists and neurologists "saved (her) father's life a couple of times."

In addition, she remembers and appreciates the care Geisinger provided to her husband, Jack McDowell, prior to his death following a stroke and brain tumor. That care included time at the Geisinger HealthSouth Rehabilitation Hospital, where a therapeutic healing garden in Jack's memory allows patients to be outdoors when possible.

"Jack had a long history with Geisinger, and was a donor for many years," said Susan. "While he was a patient at the rehabilitation hospital, we talked with the staff about the therapeutic garden. Although he passed away before it came to fruition, I am pleased that we were able to help make it a reality. It definitely makes a difference for patients."

In addition to supporting the healing garden, Susan's philanthropic interests include palliative and hospice care—as well as various efforts at Geisinger and in the community to help young people. She is a founder and past president of the board of directors of the Susquehanna Valley House of Hope, and currently serves in a volunteer capacity as its

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— Susan McDowell James

executive director. The faith-based facility in Danville supports at-risk teens and their families by helping young people in need and reuniting dysfunctional families.

"I have been very blessed to be able to make a difference philanthropically," she said. "The joy of my life is to be able to help people. It is everyone's responsibility, no matter how large or small their giving capacity, to do what they can with their time, abilities and financial resources to help individuals and organizations move our community forward."

Susan feels that this responsibility belongs to everyone—women, men, young and old. "Everyone has the ability to plant a seed by doing something good," she said. "Giving today benefits everyone tomorrow. You might not get to see the full grown tree—the result of your effort—but it's worth it just to know that you contributed in some way to make it possible."

In addition to supporting Geisinger and the Susquehanna Valley House of Hope, Susan is proud to support her church, individuals in need, and Mercersburg Academy, an independent college-preparatory school in South-Central Pennsylvania.

"People give according to their passions," said Susan. "There are many needs in our community that you can become passionate about—such as the work being done to help people at Geisinger, the House of Hope and other organizations. The important thing is to become involved."

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— Susan McDowell James

Legacy Gifts Benefit Geisinger and Donors

As a member of the Abigail Geisinger Circle, Susan McDowell James has supported Geisinger in part through a legacy gift. Increasingly, people interested in the Geisinger vision for healthcare are considering the unique options they have to benefit Geisinger and also receive income (see chart below). More information on our gift planning program can be found at www.geisinger.org/plannedgiving or by contacting us toll-free at 1.800.739.6882.

Annuity Rate Chart

For example, donor makes a gift of \$10,000 of appreciated stock, purchased for \$2,500 to a Single-Life Gift Annuity with quarterly payments that begin immediately. Assume IRS discount rate of 3.4% for the estimated tax deduction calculation.

Annuitant Age at Gift	Age 65	Age 70	Age 75	Age 80	Age 85
Annuity Rate	5.3 %	5.7 %	6.3 %	7.1 %	8.1 %
Annual Payment	\$530	\$570	\$630	\$710	\$810
Charitable Deduction	\$3,474	\$4,034	\$4,543	\$5,092	\$5,678

Note—Rates for ages are at the nearest birthday. Information is not intended as legal or tax advice.

Marge and Russell Young Show Spirit of Giving

When Marge and Russell Young moved from their home in Forks, PA, to New Jersey, they saw the perfect opportunity to brighten the holidays for hospitalized children. Longtime Geisinger patients who wanted to give back, Mr. and Mrs. Young donated their extensive Department 56 Dickens Village—including hundreds of figurines and buildings—to Geisinger's Janet Weis Children's Hospital.

The collection was unveiled during the 14th birthday celebration of the children's hospital and remained on display in the lobby throughout the recent holiday season.

"We were so pleased to find such a wonderful spot for the Village," noted the Youngs. "Our hope is that it brings as much pleasure to others as it has brought to us over the years."

The Youngs' generosity will continue to bring cheer to many hospitalized patients and their families, says Michael Ryan, DO, Chairman of Pediatrics and Chairman of Children's Miracle Network at Geisinger.

"We are so grateful that Mr. and Mrs. Young thought of us and the children we treat," he said. "For families that are spending the holidays in the hospital, this collection adds extra warmth and comfort during a difficult time—and there is nothing more valuable."

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— Michael Ryan, DO



Shown unveiling the Dickens Village display in the lobby of Janet Weis Children's Hospital are, from left, Dr. Michael Ryan, Russell Young and Marge Young.

Correction

Our recent Report on Philanthropy inadvertently omitted David Bentley from our donor list. We apologize for the error and sincerely thank Mr. Bentley for his gift in honor of Nolan Johnson.