Standing on the Shoulders of Others

Dr. Ramiro Fernandez believed that access to quality healthcare must be a high priority for the community. His passion for this need led to the creation of St. Jude Medical Center (SJMC) and started one of the longest running Care for the Poor programs serving North Orange County.

In 1954, Dr. Fernandez led a group of physicians who believed a new hospital in Fullerton was essential and convinced the Sisters of St. Joseph of Orange to join this effort. He then took a full year off from his medical practice to help raise the $2.5 million needed to build the hospital.

Both Dr. Fernandez and his wife had a strong devotion to St. Jude, and their son, 13 year old Raymond Jude, who had been born with significant disabilities, had recently passed away. In gratefulness for his generous leadership, and recognizing that at times, the prospect of building the hospital had seemed like a hopeless task, the Sisters agreed to name the new facility St. Jude Hospital.

Dr. Fernandez realized that the new hospital did not solve the access issue for all nearby residents. Specifically, the families living in the migrant camps of La Habra, they were struggling and faced many obstacles in getting to a doctor.

“My father regularly visited the camps of migrant workers in La Habra in the 40’s, 50’s and 60’s,” remembers Fernandez’s daughter, Dianne Krallman. “For most of them, his visits were the only medical care they received. He provided care regardless of their ability to pay.”

Dr. Fernandez asked SJMC administrator Sr. Jane Frances about how the hospital could respond to the compelling circumstances affecting the quality of life of low-income populations nearby. So began St. Jude Medical Center’s Care for the Poor program. When Dr. Fernandez died in 1963, the foundation began raising money as a tribute to him specifically for the Needy Patient Fund (now called Care for the Poor).

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Message from Terry Brick
St. Jude Memorial Foundation Board Chair

We are deeply grateful for the generosity of all those who gave from the heart to the Northwest Patient Tower. Bravo! With your help, we surpassed our $20 million goal. The innovations you helped make possible will have a lasting impact for generations to come.

Moving forward, the foundation’s funding priorities will focus on advancing the excellence of our clinical programs. In this issue, I’d like to highlight our cancer care. The St. Jude Crosson Cancer Institute (SJCCI) recently earned the prestigious National Accreditation with Commendation from the Commission on Cancer, and was among five percent nationwide to receive commendations in all seven categories. Some of the areas that will need significant philanthropic support in the future to achieve its potential:

- **Center for Thoracic and Esophageal Diseases** — This new center is bringing a remarkable higher level of excellence to diagnosing and treating lung and esophageal conditions, including the most successful, minimally invasive surgeries available for lung cancer. Expert diagnosis and monitoring of lung nodules is a critical, yet largely unmet need in Orange County and is one of the high priorities of the center.

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- **Clinical Trials and Research Program** — Since many of today’s standard treatments for cancer began in clinical trials years ago, the SJCCI is committed to expanding new investigational cancer treatment options to North Orange County. Through our partnerships with the National Cancer Institute, the UCLA-TRIO cancer research network, and leading oncology research cooperatives, our goal is to get more patients in appropriate clinical trials and increase the number of studies being offered locally.

- **Breast Center** — Maintaining our position at the forefront of protecting women’s health requires continued investments in equipment and training to keep pace with the changing state-of-the-art technology and services.

- **Nurse Navigator Program** — Through every step of diagnosis, treatment, and recovery, our specially-trained nurse navigators are there, offering guidance, ensuring patients understand test results and treatment options and providing education and support to our cancer patients and their families. The program empowers patients through their journey, significantly increasing patient satisfaction and contributing to optimal outcomes. Such programs are rare in the region and throughout the United States, primarily because this service is not covered by insurance.

- **Survivorship Training and Rehab (STAR) Program** — This unique cancer rehabilitation program, the first program of its kind in California, offers patients the physical and emotional support they need to regain their quality of life after treatment is over.

- **Palliative Care** — This program focuses on improving the quality of life of people suffering from a serious or long-term illness. We focus on what’s important to our patients and their family—exploring the patient’s and families’ goals, discussing Advance Care Planning, and helping relieve or reduce symptoms associated with treatment.

Offering every advantage in the fight against cancer, closer to home is St. Jude’s promise to our patients. That’s why I support the Cancer Institute and would encourage you to support it too.

I’m pleased to welcome our new volunteer board member, Scott Rojas, and returning board member, Dr. Donna Marino who will help in these endeavors—maybe you know them. I’d like to thank them and all our board members for their voluntary service to St. Jude Medical Center.

Meet Our New Board Members

**Scott Rojas, CFP**

Scott Rojas is a financial planning and investment advisor with Eclectic Associates. He earned his bachelor of science degree in business from Biola University and his master’s in business administration from California State Polytechnic University, Pomona. In his spare time, Mr. Rojas enjoys being an active member of his community through leadership roles in the Brea Rotary and his children’s soccer and baseball programs. He and his wife, Michelle, and family attend church at First Evangelical Free Church and reside in Brea.

**Donna J. Marino, D.O.**

Dr. Donna Marino has rejoined St. Jude Memorial Foundation’s Board of Directors. She served as the Chair of the Memorial Foundation Board and the Neighbors Helping Neighbors fundraising event committee where she brought great philanthropic leadership. Dr. Marino, a pediatrician with St. Jude Heritage Medical Group, recently gave up her practice to spend more time with pediatric patients in the St. Jude Neighborhood Health Center where she took on the permanent role of pediatrician and Medical Director. She is passionate about her pediatric patients, with a special emphasis on pediatric and adolescent Well Care and immunizations.
What Legacy Will You Leave?

Help build the future of St. Jude Medical Center

Many of us feel a compelling need for significance—to make a difference in the world and leave a lasting impact on the people and missions most dear to us. This search for “significance” and the desire to plan for the future leads us to ponder the legacy we will leave. A bequest is the easiest and most tangible way to leave a lasting impact on the people and organizations that mean the most to us.

Gifts by bequest are often the most generous and transformational gifts made by individuals to the charitable organizations they support. St. Jude Medical Center is no exception to that rule. Bequest gifts have been very important to St. Jude Medical Center since it opened in 1957. Just to name a few, a bequest from John and Sara Erickson in 1992 substantially helped us to build the Erickson Education Center on our campus. Kay McCarty’s bequest gift will continue to help provide quality medical care for patients in the St. Jude Kathryn T. McCarty Breast Center for years to come. The largest single gift ever made to St. Jude was a bequest from the estate of Henrietta Lee in 2011. Bequest gifts, of all sizes, will have significant impact on the future of St. Jude Medical Center.

A bequest is a gift from your estate—a transfer of cash, securities, or other property made through your estate plans. You can make a bequest to St. Jude Medical Center by including language in your will or living trust leaving a portion of your estate to St. Jude, or by designating St. Jude as a beneficiary of your retirement account or life insurance policy.

Remembering St. Jude Medical Center with a bequest from your estate will help sustain and strengthen our mission for years to come. Some of the advantages of creating a bequest include:

- A bequest costs nothing now, yet gives you the satisfaction of knowing you have provided for St. Jude Medical Center in the future.
- You retain control of and use of your assets during your lifetime.
- You may modify your bequest if your circumstances change.
- Gifts to St. Jude Medical Center from your estate are exempt from federal estate taxes.

If you have included St. Jude Medical Center in your estate plans or would like to, please let us know. For more information, please contact Carolyn Swanson at (714) 992-3033 or visit sjudemedicalcenter.org/plannedgiving.
In celebrating a milestone anniversary last October, A Walk Among the Stars netted more than $215,000, propelling the total raised in its 25 year history over the $1.5 million mark. The traditional event broke records with highest attendance, most funds raised, and most volunteers recruited.

Thanks to the outstanding efforts of the event committee, chaired by Salma Bushala-Hamud, this fashion show and luncheon fundraiser raised $350,000 in the past two years to exclusively support the expansion and advancement of the clinical trials and research program at the St. Jude Crosson Cancer Institute. Bravo!

How will they top this? Find out at the 26th A Walk Among the Stars on November 1st at the Anaheim Hilton. Mark your calendar now.

A Walk Among the Stars had over 800 guests in attendance from doctors and hospital staff to cancer survivors and their friends and family.

Thirty-two survivors, all St. Jude patients, walked the catwalk in the latest fashions and fine jewelry from Betinnis in Brea, Clint’s Tux Shoppe in Buena Park, JC Penney at the Brea Mall, and Hing Wa Lee Jewelers in Walnut.

First year model, Milan Fox dazzles on the runway.

Committee member, Stephanie Goedl, with husband Chris have fun helping at the wheel of wine.

Tim Bevins, who has beaten his long battle against Hodgkin’s lymphoma into remission, while still fighting lung cancer, is accompanied by his close friend, Elizabeth Taylor.
Decades ago, when Barbara Davenport relocated to Orange County with her husband, Skip, all she knew about Orange County was that it was the home of Disneyland and Knott’s Berry Farm.

But as she settled into her Fullerton home, she became aware of a great hospital nearby: St. Jude Hospital and Rehabilitation Center—later renamed St. Jude Medical Center.

“Several members of my family received care at St. Jude over the years,” she said. “I was so impressed by the doctors and the care they provided.”

Then Barbara developed breast cancer. Fortunately, it was discovered early and she underwent surgery and treatment.

“Luckily, I knew many of the doctors beforehand,” she said. “They are the best. That’s why I like to support programs, such as Doctors’ Day each year. It’s a chance to honor my physicians: Richard Lloyd, Clarence Petrie, Martin Carr, Dale Rosenblum, Nickolas Berbos, and Leo Garcia, Jr.”

“My doctors are incredibly skilled and exceptional. In addition, they are respectful, great communicators, and focused on their patients.”

As Barbara points out, doctors often have to give patients difficult news and she admires the way they do so.

“They are direct but positive,” she said. “Nobody wants to hear about a cancer diagnosis or health issue. But they also tell you how it can be treated and provide you with choices in a warm and compassionate manner.”

Barbara isn’t the only one who appreciates a physician’s care and compassion. Many grateful patients send in personal notes about their care when they make donations for programs and advanced technology. Offering this support to help other patients may be one of the most thoughtful ‘thank you’s’ that physicians receive.

“I participate in breast cancer events and I’ll see people who were being treated just six months ago and today they’re smiling and happy,” she continued. “What a great thing—I look at these doctors and I’m so grateful.”

If there is a special doctor that you would like to honor for National Doctors’ Day, please contact Sonya Longbotham at (714) 992-3033 or go to donate.stjudemedicalcenter.org/DoctorsDay.

Standing on the Shoulders of Others
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Through the years, due to generous community support, this fund has provided resources to care for those without access to healthcare by developing a mobile health clinic program in 1988, a children’s dental clinic in 1999 (expanded in 2003) and the St. Jude Neighborhood Health Center in 2006 (expanded in 2014). This exemplary program is staffed by volunteer physicians, licensed staff and ancillary personnel, who last fiscal year provided 17,088 medical visits and 6,475 dental visits to uninsured/underinsured low income persons.

The program has implemented several successful protocols and initiatives; the pre-diabetes protocol has made a significant impact in preventing diabetes in patients identified as at-risk. The Healthy Weight Initiative addresses environmental, system and policy improvements in our community. The program also partners with Fullerton, Placentia, La Habra, and Buena Park Collaboratives on their Obesity Prevention Plans. Milestones include:

- Over 50,000 Dental Visits at our dental clinics since 1999
- Over 200,000 Medical visits since 1988
- Over 50,000 Immunizations since 1989

“I’m so proud of St. Jude’s Care for the Poor program and all that they have accomplished for the vulnerable and underserved in our community,” says Dianne. “My father could not have imagined the impact his efforts have made.”

Thanks to the vision of Dr. Fernandez and Sr. Jane Frances, serving the healthcare needs of all community members has remained true. Today the people who serve or support this program stand on their shoulders to continue this legacy.

If you would like to support our Care for the Poor program or would like information about the Neighbors Helping Neighbors fundraising dinner, please call the Memorial Foundation at (714) 992-3033.
Featured Inside:

- Meet Our New Board Members
- What Legacy Will You Leave?
- A Walk Among the Stars 25th Anniversary Celebration Recap
- Celebrating Doctors’ Day
- Vote for St. Jude

SAVE THE DATE

John Lin Memorial Golf Tournament
March 12, 2015
Coyote Hills Golf Course
Fullerton, CA

Neighbors Helping Neighbors
Thursday, March 19, 2015, 6 p.m.
Summit House Restaurant

Celebrate National Doctors’ Day
March 30th 2015
For more information on how to make a donation, call Sonya Longbotham at (714) 446-5871.

Your Vote Helps St. Jude
We have the opportunity to tell thousands of people how gifts to St. Jude Medical Center change patients’ lives, if we can get enough votes in the OC Register Golden Envelope program.
Please take two minutes to vote for us, starting March 1st online at:
Donate.StJudeMedicalCenter.org/Vote

CAPRIANA
Antique Appraisal Show
Saturday, May 2, 2015
Capriana in Brea

St. Jude Medical Center
38th Annual Golf Classic
Monday, May 18, 2015
Los Coyotes Country Club
Buena Park, CA

For more information about these events or to make reservations, please contact the Memorial Foundation at (714) 992-3033.