



California Pacific
Medical Center

A Sutter Health Affiliate

VOLUNTEER NEWS

Winter 2008

CALIFORNIA PACIFIC MISSION

Our mission is to serve our community by providing high quality, cost-effective healthcare services in a compassionate and respectful environment, which is supported and stimulated by education and research.

VOLUNTEER VISION

We lift people's spirits through our goodwill and by providing compassionate, high quality service to patients, visitors, staff and each other.



In This Issue:

Volunteer Spotlight

Director's Message

Guild Corner

St. Luke's Holiday
Craft Bazaar

St. Luke's Youth
Program

Reorientation

Dates to Remember

How may we help you? - Chad Kuwada

Upon walking into the lobby at any of our California Pacific Medical Center campuses, you will be greeted by a member of our wonderful staff at the Information Desk. They are here to serve our customers with a friendly smile and offer a warm welcome to an otherwise intimidating environment. In today's healthcare climate, walking into a major medical center can be distracting, unnerving, and very stressful. Our fantastic team of volunteers and paid staff, however, manage to make our customers' visit to CPMC second to none. Even though our team is not clinically trained, they are trained to make a first impression that will positively impact the patient's experience. This initial first impression will be carried with the patient or patient's family throughout their stay at CPMC.

At the Pacific campus information desk, we assist the surgery department by coordinating with families and friends waiting for surgery in the main lobby. In general, most of the procedures at the Pacific campus are intensive, invasive, and they address very acute situations. Needless to say, the stress levels of those waiting with us are very high. Often, our team will go to great lengths to make sure that our families and friends waiting are comfortable and, most importantly, kept informed about their loved one's progress.

Here are just some examples of when one of our team member's has taken the time to go the extra mile to comfort those waiting, whether it was making some additional phone calls to get information or simply being there to listen to concerns.

Jurate Antioco, who works at the Pacific campus information desk on Wednesday mornings, recently shared a story of a man who was worried that his wife was going to be too distraught during surgery without him by her side. Anticipating the patient family's need to be kept informed, Juarte made frequent calls to the recovery room, received updates on the patient's condition, and relayed the information to the husband. After some issues arose regarding a private room, Jurate took the extra time to make sure that this family was taken care of and that they were at ease. Another example comes from Barbara Horton, who staffs the information desk on Mondays at the Pacific campus. She tells of a situation where she helped a nervous young man whose friend was having a Heart Catherization procedure. Not knowing what to do, the young man waited anxiously and looked very concerned. Again anticipating his concern and desire for information, Barbara made frequent calls to the Cath Lab for updates and helped relieve the young man's stress and anxiety. Barbara frequently runs into the young man in the



Barbara Horton

Volunteer Spotlight



Jurate Antioco

Continued on Page 3

"Let us be grateful to people who make us happy; they are the charming gardeners who make our souls blossom."

—Marcel Proust

Director's Message

What has impressed me most during my initial time serving as Director of Volunteers at California Pacific Medical Center is the passion for excellence I see displayed by people at all levels of this organization. Patient-focused care is not just a slogan here, it is standard operating procedure.



Volunteers are an integral part of CPMC's culture, supporting an environment committed to making the hospital experience the best it can be for patients and their families. I have had the pleasure of meeting many of you and learning about the multitude of ways that you directly contribute to help create the ideal patient experience. I look forward to becoming acquainted with all of you over the next several months. If you are on the California campus, please stop by my office and introduce yourself. My office is located in the basement, Room B-560, in the suite of volunteer offices near Akiko Arikawa, the Volunteer Coordinator. I am frequently at other campuses throughout the week and would be happy to come meet you in the area you are working during your shift. Call or e-mail me to arrange a time. I am always interested and available to hear your thoughts and suggestions about our volunteer program.

Many of you have volunteered at the Medical Center for decades and have witnessed multiple changes during your tenure. Some of you were active volunteers in 1988 when Marshal Hale hospital merged with Children's Hospital, and you may remember when Children's Hospital and Pacific Presbyterian Medical Center merged in 1991 to create California Pacific Medical Center. You may have experienced change again in 1998 when California Pacific Medical Center merged with the Ralph K. Davies Medical Center and then in 2006 when CPMC merged with St. Luke's Hospital to form the 4-campus Medical Center we are today.

More recent changes occurred when CPMC became affiliated with Sutter Health Care, and now plans are being developed to form a new West Bay Region, with a new Regional Board of Directors that will include CPMC, Sutter Marin, Sutter Lakeside and Sutter Santa Rosa.

During all the changes that have occurred over our long history, and the changes yet to unfold, volunteers continue doing what you do best, providing individualized care and attention to our patients and their families. Thank you for choosing to volunteer your time and talent at CPMC!

Great medical centers have great leadership, physicians, staff, volunteers and philanthropists at their core, and I am proud to be joining such an accomplished team.

Carole Burns
Director of Volunteer Services

St. Luke's Auxiliary Goes to Beach Blanket Babylon

St. Luke's Auxiliary hosted a benefit performance on the opening night of Beach Blanket Babylon's holiday show. Over 350 people came out to support the Auxiliary in their effort to raise funds for the Kalmanovitz Child Development Center Satellite Clinic at St. Luke's.

Bravo to June Campbell and Mari Betta, event co-chairs, Maria Vicente-Puletti, St. Luke's Auxiliary President, and all of the Board members for creating a very successful event.

Guild Corner

This past May, we said a reluctant good-bye to the Victorian House Thrift Shop. Unfortunately, high rent and a shortage of volunteers resulting in additional paid staff made it impractical to continue operation. During the forty-four years since its start by the Presbyterian Ladies Auxiliary, the Thrift Shop's volunteers have raised hundreds of thousands of dollars for the Medical Center - our grateful thanks to them all!

Members enjoyed our traditional spring and fall luncheons. In May we were inspired by Laura Euphrat's story of how she and Joanne Dantes, a fellow CPMC pediatric nurse, founded Little Wishes, a non-profit that grants wishes to hospitalized children. The Guild presented Laura with a check for \$2,000 in the hope of bringing a little joy to some of our dearest patients.



We were pleased to welcome Carole Burns, the new Director of Volunteer Services, at our October luncheon. We look forward to working with her and are already inspired by some of her fresh ideas on how the Guild can fulfill its mission. Choice items from the California Gift Shop were available at the luncheon, and the proceeds from their sale were contributed to Coming Home Hospice in memory of Pete Eastridge, a long-time volunteer and a member of the Guild.

Congratulations to our incoming president, Valerie Mayer. To our outgoing president, Barbara Horton, words can't adequately express our appreciation for your commitment to the Guild over the years.

Don't forget to renew your membership, we value each of you and predict that '09 will be an exciting year to be a member.

Happy Holidays,
M'Lou Coppinger
Publicity Chair

Continued from Page 1 - Volunteer Spotlight

Marina; he addresses her by name and is always so thankful for her help.

Unfortunately, not all the news is good news. Claire Jarkovsky, who works at the information desks at the Pacific campus on Tuesdays and the California campus on Thursdays, recently shared a story about an old man who was waiting for his close friend to have surgery. While waiting for the prognosis, he turned to Claire for a friendly ear to listen to his concerns. Sadly to say, the man lost his friend, but he was nonetheless so appreciative of Claire's kind words and thoughtfulness that he later stopped by to thank her for her support during the difficult time.



Claire Jarkovsky

Our job at the information desk is not always dealing with those having acute and serious procedures, though. At the California campus, our team guides expecting parents to check-in while offering a few words of encouragement and congratulations. Also, it is always a pleasure to be able to send new grandparents or aunts and uncles on their way upstairs to visit the new addition to their family.



Maxine Cresci

Maxine Cresci, who works Wednesday afternoons at the California campus information desk, says that after she helps someone, they make a point to wave, smile and say thanks for her help as they leave the medical center; she knows she has done her job.

I cannot tell you enough about how wonderful and special our department's team of volunteers and paid staff are. We all go beyond the call of duty to provide "our" care to patients and patient families.

I think that Claire said it best: "It could have been any volunteer, helping any CPMC customer or guest, because all of the volunteers care so very much about what the patients and their families are going through."

I'd like to sum this up by saying that this is why we are here, this is what we do, and this is how we care.

Palliative Care/Hospice Training - Jacqueline Matzen

In October, I co-facilitated a twenty-hour training with Sutter VNA. This training was to equip sixteen individuals in caring for patients nearing end of life and to give emotional support to their loved ones. Upon successful completion of the course, each individual received a certificate acknowledging the training they received. Twelve of the sixteen candidates will work closely with our patients at Coming Home, Palliative Care, Bereavement, and in our new No One Dies Alone Program. The other four will volunteer at Sutter VNA's many programs.

The graduates of this training are as follows; Amber Blanford, Ryan Chao, Megan DeWeerd, Sarah Garcia, Elizabeth Hager, Karen Hall, Nadine Kalinin, Yuka Kaneko, David Lombardi, Patrick Miska, Christoph Schylte, Anne Segar, Faye Simpson, Caitlin Thomas and Heather Young.

Please welcome them aboard.

Our next training will be in spring 2009. If you are interested in volunteering in this program or learning more about our various programs, you can contact me at the Davies Volunteer office or send me an e-mail (415-600-5374 or matzenj@sutterhealth.org). I will be more than happy to tell you about our various programs and see if one may be a match for you.

St. Luke's Summer Youth Internship Program - Grace D'Anca

St. Luke's Campus Volunteer Services hosted seven youth interns this past summer in collaboration with Enterprise for High School Students, Jewish Vocational Services, and McKesson Summer Youth Development Program. One youth with learning disabilities who was assigned to St. Luke's in the Spring was encouraged to extend his service over the summer to keep building upon his success, and two other high school students who had volunteered the year before also participated.

The youth were assigned to various departments for 15 hours per week – Emergency Department Registration, Gift Shop, Information/Escort Desk, Laboratory Draw Station, Subacute Long Term Care, Outpatient Surgery, and Ultrasound. Most of the youth received either stipends from their sponsoring agency or school credit for their service hours.

The youth participated in discussions with a variety of healthcare professionals and weekly group sessions structured around visits to various hospital departments. The youth also shared their on-assignment experiences weekly through group discussion, writing and drawing.

In addition to writing thank you notes to professionals with whom they met, the youth gave a thank you party for their assignment supervisors. Most of the youth participated in life skills workshops with their sponsoring agencies and were required to do a project for their sponsoring agency culmination.

Besides taking the youth to lunch as a finale, I gave them a test based on questions they submitted. Each youth formulated questions and the answers based on three of the department visits or informational interviews they participated in over the summer. Instead of my correcting the test, the group answered the questions; the exercise led to a really rich discussion—probably the best one we had over the summer.

Each youth also completed a program evaluation. Two youth said that they had not been particularly interested in healthcare when they began the program, and they came away being more open to further study and a future healthcare career. The other youth said they were interested in careers as doctors, nurse practitioners and EMTs. One youth said that though he still wanted to be a doctor, the summer experience exposed him to technician fields he was not aware of before.

When asked about their most memorable experiences over the summer, one youth said that providing Spanish translation for patients and visitors was very satisfying for him. Another very stoic youth said that escorting newborn babies out of the hospital was his favorite experience.

One of the super stars of the summer was a learning-disabled youth who was hailed by a co-worker as one of the best volunteers the department had ever had. Another youth, who also had a rocky start, went on to shine and ended up being very well regarded by his coworkers; he received kudos from a customer service consultant who said he was a great model for excellent customer service.

New Sutter Health West Bay Region to Form

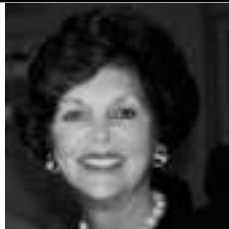
We are pleased to announce that after many months of careful evaluation and deliberation, CPMC's Executive Management team and our Medical Executive Committee unanimously recommended to the California Pacific Medical Center Board of Directors that creating a West Bay Region is in the best interests of our patients and our community. Health care is changing rapidly and regional planning will greatly facilitate our responses to these changes; it will be in the best interest of the patients we are privileged to serve.

A new West Bay Region means that there will be new governance with a new Regional Board of Directors that will oversee CPMC, Sutter Marin, Sutter Lakeside and Sutter Santa Rosa. The new Regional Board will be comprised of physicians and volunteer community members. Local Advisory Boards and Committees will focus on such areas as quality and community benefit programs. Philanthropy will continue to be local, with all funds given by our generous donors being used to support CPMC.

The regional structure will take some time to develop, and we anticipate that CPMC will play a key leadership role in formulating the region. We will keep you informed of the details.

Helene Ettelson appointed to Foundation's Board

Long term Guild member and Membership Chair Helene Ettelson was recently appointed to the Foundation's Board of Directors. Helene has been an active volunteer at CPMC for twenty-three years. We congratulate her on her new role with CPMC.



Volunteer Re-orientations scheduled for January 2009

Volunteers who have been at CPMC for 1 year or longer are due for their annual re-orientations in January. The re-orientation is required by the Joint Commission, an independent organization that accredits and certifies 15,000 health care organizations nationwide. Please help CPMC stay in compliance with Joint Commission standards by completing your reorientation in January. We'll be giving you more information at that time.

The reorientation is a time when safety measures are reviewed, including infection control procedures, customer service standards, and new federal legislation to protect patient privacy are discussed. (higher fines for breaches in confidentiality.)

Jerry Mapp, President of the Foundation, Steps Down

Jerry W. Mapp, after a remarkable 24 years as the President of the Foundation, has decided to move into a position demanding less of his time, which allows him to focus more of his energy on dealing with his Parkinson's disease and preparing for eventual retirement.

Jerry has been the rock on which the Foundation's success has been built over the past decades. He recruited the team, set the direction and provided the leadership that inspired staff and board alike, to work on fulfilling the Foundation's vision. He also developed a network of major donors that he personally stewards and he has agreed to continue to act as a key contact for those donors in the role of President Emeritus.

The next step will be to launch a nation-wide search for a new president of the Foundation. When that person comes on board, Jerry will move to the emeritus role, working part-time.

We would like to thank Jerry not only for his years of service

but also for his tremendous support and guidance of our volunteer program. The new president will have a tough act to follow but we are confident that, with Jerry's help, the transition will be smooth and that the Foundation will emerge even better prepared to meet the challenges ahead.

Volunteer Helping Liver Transplant Patients



On Tuesday mornings at 7am, Mary Ellen Cresci volunteers her time to guide tours of the Pacific campus to patients and their families. These particular patients come to the Pacific campus of CPMC to be evaluated as potential liver transplant recipients and undergo an extensive series of tests and screenings over the course of several days. As a Liver Transplant Escort volunteer, Mary Ellen is responsible for easing the patients' long day by giving an overview of the campus and, when needed, escorting patients to their appointments.

Mary Ellen began volunteering with CPMC-Pacific campus as a Liver Transplant Escort in 2007. As a teenager, Mary Ellen volunteered as a candy striper, working the coffee and magazine cart. Later in life, once she retired, she felt drawn to volunteering again.

Mary Ellen continues to enjoy working with, and contributing to the well-being of, patients and their families. She says her heart goes out to the patients who are often so ill while trying to navigate through a large medical facility in a new city. In addition to providing a tour of the hospital and walking patients to appointments throughout the facility, she realizes the stress they are under and always tries to focus on helping them to relax. She shares her thorough knowledge of San Francisco by providing patients who are able to tour the city with directions to Union Square and Fisherman's Wharf. She finds that the patients and families really appreciate the assistance. "They are always so happy to see the volunteer," she says.

After volunteering as a liver Transplant Escort, Mary Ellen dedicates an additional two hours in the Stanford Corridor where she provides directions and information to people in search of conference rooms, hospital services and doctors offices. Mary Ellen was drawn to both positions because she feels it's "providing a real service to patients and their families."

NEW TAX-SAVING OPPORTUNITY - Gifts from IRAs

Congress recently revised tax laws to permit people, who are at least age 70½, to make a tax-free charitable gift from their individual retirement account (IRA).

A transfer to the Medical Center, or other qualifying charity, up to \$100,000, will not count as taxable income and is not tax-deductible. However, you can count it toward your annual "minimum required distribution."

This is a great opportunity to give back to your community and help California Pacific provide excellence in health care through a tax-advantaged gift.

IRA Rollover Gift Guidelines: Qualify at age 70½ or older, Donate \$100,000 or less, Make your gift before December 31.

Under the law, your IRA custodian or administrator must transfer the funds directly to the Medical Center. The CPMC Foundation is pleased to provide you with sample transmittal forms.

For more information or a free brochure, just call Barbara Lowe, Senior Gift Planning Officer at (415) 600-2769. You may also visit us on the internet at www.cpmcf-legacy.org. Click "IRA Rollover Gifts" in the left column.

If you are not ready to make an IRA rollover gift, please consider naming CPMC as the beneficiary of your retirement account. This is an excellent way to make a significant gift to community healthcare while maintaining control of your assets. Thank you for being our partner in health care.

St. Luke's Volunteers' Holiday Crafts Bazaar

Jean Howard, Georgena Sullivan, Carmen Gallegos, Bill Fox and Ginny Pritchard have been working all year creating hand-made items for their annual St. Luke's Volunteers' Holiday Crafts Bazaar. They will be making their wares available for sale at most CPMC campuses and the proceeds benefit the St. Luke's long-term care recreation therapy program. Not pictured: Wanda Crady.



Dates to Remember

Event	Date & Time	Campus & Room
New Volunteer Orientation	Tuesday, January 13 4:30-6:30 PM	California Campus, Bothin Auditorium
Guild Board Meeting	Wednesday, January 28 10 AM - NOON	California Campus, Volunteer Office Meeting Room
New Volunteer Orientation	Monday, February 12 4:30 - 6:30 PM	Davies Campus, Auditorium
Guild Board Meeting	Wednesday, February 25 10 AM - NOON	California Campus, Volunteer Office Meeting Room
New Volunteer Orientation	Monday, March 9 4:30 - 6:30 PM	Pacific Campus - Conference Center
Guild Board Meeting	Wednesday, March 25 10 AM - NOON	California Campus, Volunteer Office Meeting Room
New Volunteer Orientation	Monday, April 9 4:30 - 6:30 PM	Davies Campus, Auditorium
Guild Board Meeting	Wednesday, April 22 10 AM - NOON	California Campus, Volunteer Office Meeting Room



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