Diane and Bob Miron Contribute Major Naming Gift

Crouse Hospital’s Cardiac Care Center was recently named in honor of the Central New York couple, Diane and Bob Miron, who have donated a significant gift to benefit cardiac care at Crouse now and in the future. The Diane and Bob Miron Cardiac Care Center at Crouse Hospital will benefit greatly from their gift to the Crouse Health Foundation.

“We celebrate a new name — and a new era — for Cardiac Care at Crouse Hospital,” announced President & CEO Paul Kronenberg, MD, during a ceremony in the newly named center. “None of this would have been possible without the vision, caring and generous spirit of two very special Crouse friends, Diane and Bob Miron.”

The Mirons’ gift was made with much forethought and appreciation for Crouse that began over a decade ago. When Bob Miron began having heart problems in 2002, it was the start of an evolving relationship with cardiologist Joseph Battaglia, MD, medical director of the Diane and Bob Miron Cardiac Care Center and partner with Cardiology, PC.

“Each time I needed access to cardiac services at Crouse, we’ve been continually impressed with not just the treatment provided, but also with the teamwork and skill of the physicians, nurses, technicians and staff,” said Bob Miron. “Diane and I decided to make this gift to Crouse so the lives of others may be saved and improved through the amazing work of this cardiac team.”

The Mirons’ philosophy of charitable giving is to do it during their lifetimes, rather than after they have passed away. “We’ve been very fortunate over the years, and it gives us much satisfaction in seeing how our contributions benefit others,” said Diane Miron.

More than 36,000 procedures take place in Crouse’s cardiac care center each year. “The Mirons’ financial support

(Continued on back)
Dear Supporters:

As we enjoy another CNY summer, we have some exciting updates to share with you. At the top of the list is the recent naming gift that has resulted in a new name for our Cardiac Care Center, now known as the Diane and Bob Miron Cardiac Care Center at Crouse Hospital. We’re deeply grateful to the Mirons for this overwhelming gesture of support and appreciation for Crouse and our cardiology physicians and team members. You can read more about this milestone gift on page 1.

One of our key strategic initiatives is improving the patient experience. By the time you read this we’ll have launched a new service to patients that has a proven track record of doing just that in hospitals around the country. “At Your Request” room service will enable patients to order from a specially designed, restaurant-style menu right from their bedside, anytime they wish. This is sure to be a major satisfier for our patients.

The hospital also recently installed a new, high-tech patient tracking system in the Witting Surgical Center family waiting area. This technology provides families with real-time patient status updates as their loved one moves through the surgical process, giving a virtual view on a flat-screen monitor in the family waiting area. Each surgical patient has a unique ID number assigned to him or her, made available only to family members or whomever else the patient authorizes. As the patient moves through the surgical process, status updates — each clearly labeled with the patient’s ID number — appear on a waiting room flat-screen monitor in colored bubbles, each color denoting a specific location (ie, in surgery; in recovery; moved back to the unit, etc). This is a great tool to enhance communication with family members, who many times are not aware of where their loved one is during the course of a surgical procedure. Crouse is the only hospital in Syracuse using this technology, which is already a big hit with family members.

In terms of the hospital’s financial health, I’m pleased to report that we are ahead of budget so far this year. The tough choices we made in the last part of 2012, while painful for the organization, have helped to put us on more stable financial footing as we move through 2013. However, the challenges we have talked about relating to healthcare reform remain with us and will continue to demand our continued focus, discipline and smart planning.

Thank you for your contributions to, and faith in, Crouse Hospital. It is deeply appreciated.

I hope you’re having a great summer — and stay safe!

Paul J. Kronenberg, MD
President & CEO, Crouse Hospital

Frantz and Green Elected Emeritus Trustees

John M. Frantz, Jr.
joined the Board of the Crouse Health Foundation in 1990. John served as a Trustee of the Foundation until 2002, when he stepped down to join the Crouse Hospital Board of Directors. During his tenure on the Foundation Board, John served in a variety of leadership roles including Board Chair from 1998 to 2000. He was also General Chair of the Tribute Evening gala in 1991 and Underwriting Committee Chair for the event in 1994. John served from 2002 to 2012 on the Crouse Hospital Board, and he was recently elected a Director Emeritus of that board as well. John is Chairman of the Board of The Sutton Companies.

Edward S. Green
joined the Foundation’s Board of Trustees in 1975, shortly after the Foundation was incorporated. During his 38 year tenure on the board, Ed was instrumental in the creation of the Foundation’s Endowment Fund as well as a key volunteer on its Finance Committee. He also served in a variety of leadership roles including Chair of the Board from 1981 to 1983 and as a member of the campaign cabinet that successfully raised the funds needed to build Crouse’s Marley Education Center. Ed was General Chair of the Foundation’s Tribute Evening gala when it celebrated its 25th anniversary in 1999, and he was recognized for his many contributions to the Crouse organization when he himself was the honoree at Tribute Evening in 2007. Ed was a founding partner of Green & Seifter CPAs and Attorneys, and is now a principal of Edward S. Green Associates Investment Advisors.
Join Us for Tribute Evening September 27

Betsy Hartnett will be honored at Crouse Health Foundation’s 37th annual Tribute Evening on Friday, September 27th at the Nicholas J. Pirro Convention Center, The Oncenter. She will be recognized for her significant contributions to the greater Syracuse community.

Betsy’s extensive involvement with Crouse as past Chair of the Crouse Hospital Board of Directors and the Crouse Health Foundation Board of Trustees will be highlighted as will her active leadership with Syracuse Stage, the Foundation of the Roman Catholic Diocese of Syracuse, Catholic Charities, the Central New York Community Foundation and other community organizations. A highly-regarded attorney and CPA partner with Mackenzie Hughes, LLP, Betsy’s leadership with local and state professional associations will also be applauded.

Tribute Evening 2013 will feature an extended reception, gourmet dinner, tribute presentation, and entertainment by The Silk Band. A popular entertainer in the New York City and New Jersey region, The Silk Band is known for their variety of musical styles and danceable tunes. The highlight of the evening will be the salute to Betsy.

Net Tribute Evening 2013 proceeds will be used to support the work of Crouse Health Foundation including purchasing special equipment, underwriting new initiatives, and funding educational programs and scholarships.

Tables of ten and individual attendees are welcome. Souvenir program ads are available at various prices. For more information, please contact Phyllis Devlin at the Foundation office at (315) 470-7008, phyllisdevlin@crouse.org.

Our Glorious Workplaces at Crouse Hospital

We’re proud to announce that Onondaga Historical Association has selected Crouse as the host site for its annual fundraising gala, Our Glorious Workplaces, to be held at the hospital on Saturday, November 9 from 6:00 to 10:00 p.m. This is a particularly noteworthy year for our hospital as the Crouse Hospital College of Nursing celebrates its 100th anniversary. Crouse Hospital has made a concerted effort over the years to collect and preserve the story of the people and events that shaped the hospital’s history, resulting in a better overall understanding of the important role our hospital and the healthcare industry played in the development of Central New York.

OHA’s annual event is an opportunity for organizations to showcase how they create and deliver their products or services, as well as emphasizing the historic impact of their business upon the larger community. This year’s Glorious Workplaces evening at Crouse will start with a tour of one part of the hospital complex during the reception. After a sit-down dinner (to be held in the shell space area above the Witting Surgical Center), OHA’s Curator of History, Dennis Connors, will deliver a presentation on the history of Crouse Hospital. Crouse staff as well as students from the College of Nursing will be involved in the event and tours of the College of Nursing/Marley Education Center and Witting Surgical Center will be available. Over 220 guests are expected to attend.

Gabriella Davis Receives Kingson Award

Congratulations to Gabriella Davis, Health Unit Coordinator for Labor & Delivery (8 Irving), on being selected as the Crouse Health Foundation’s 2013 Kingson Award recipient. Gabby was surprised by the recognition which took place in May during Crouse Hospital’s Employee Recognition Week celebration.

The award was presented by Hospital President & CEO Dr. Paul Kronenberg (left) and Dr. Eric Kingson (right), husband of the late Joan Fernbach Kingson, in whose name the award was established by family and friends in 2005. Gabby accepted her award with her well-known smile, stating that she’s “just doing my job.” However, Nurse Manager Jeri Gallauresi and fellow staff members said Gabby goes well beyond what is required in her job description, providing extraordinary service every day to the Crouse patients and families on her unit.

The Kingson Award is given by the Crouse Health Foundation each year to a Crouse Hospital service or technical worker whose special interactions with patients and families give vivid expression to the values of care which Mrs. Kingson was committed to in her work as a nurse and educator.
Crouse Health Foundation was the grateful recipient of over $22,000 from the 2013 SADA Charity Preview, an annual event held in conjunction with the Syracuse Auto Dealers Association’s auto show at The Oncenter.

Over $250,000 was raised at this year’s SADA Charity Preview benefitting fourteen local charitable organizations. In the fifteen year history of the event, nearly $2.3 million has been donated to charitable causes supporting Central New York children and families. Throughout the evening, as guests mingled among the newest vehicles, they were treated to great food, drinks and musical entertainment. Held the night before the Auto Show opened to the public, attendees leisurely viewed all the latest models Central New York auto dealers have to offer.

Net proceeds from this year’s SADA Charity Preview will be used to benefit Crouse Hospital’s Palliative Care Service. The Palliative Care Service is a specially-trained, multi-disciplinary team that provides direct consultation and support to those dealing with chronic and/or serious illness.

Palliative medicine is patient and family-centered, and may be helpful for individuals who have pain and are having difficulty with symptom management; require grief counseling or could benefit from additional emotional support; are experiencing conflict with family members or loved ones over treatment options; feel hopeless or depressed; are not yet ready for Hospice care; have questions about withdrawing or withholding treatment/life support; or would like assistance with reviewing and completing advance directives.

To help Crouse patients and families make more informed choices about care options, funds raised will be used to underwrite educational programs and reference materials that provide information on the disease process, prognosis and the benefits and burdens of potential interventions. Monies will also be used to provide education and information to providers about palliative medicine and the services they can access for the benefit of their patients.

For more information and/or to purchase 2014 SADA Charity Preview tickets in support of Crouse Health Foundation, please contact Phyllis Devlin at the Foundation office (315) 470-7008, phyllisdevlin@crouse.org.

3-D Mammography Benefits Crouse Patients

In March of this year, the Crouse Breast Health Center began offering breast tomosynthesis (3-D mammography) to its patients. The purchase of this ground-breaking technology was funded entirely by the Crouse Health Foundation through the generosity of The Saint Agatha Foundation and other supportive Crouse friends in our community.

After just four months of use, Crouse radiologists have found the breast tomosynthesis system exceeding their expectations as a tool for the diagnosis of breast cancer. Breast Health Center Medical Director Dr. Stephen P. Montgomery reports that he and his colleagues are finding about two cancers a week — small invasive cancers that cannot be seen on conventional 2-D mammograms. Dr. Montgomery notes that finding these tumors this early is the key to better predicted outcomes, proving that breast tomosynthesis can truly be a life-saving technology.

Last year, the Crouse Breast Health Center performed about 10,000 mammograms. Such large patient volume means that Crouse needs to acquire another system in order to be able to do 3-D screens on all its patients. To date, close to $200,000 has been contributed toward the purchase of another system, including recent grants from the Central New York Community Foundation and the Jim and Juli Boeheim Foundation. Every dollar contributed gets us closer to our goal of raising the $450,000 needed to acquire a second machine. If you would like to donate, please contact Carrie Berse at (315) 470-7004, CarrieBerse@Crouse.org. You can also visit crouse.org/give/foundation and click on the “Donate Now” link. For more information on breast tomosynthesis or to schedule an appointment for a mammogram, please call (315) 470-5880.

Jim Barr, chairperson of the 2013 SADA Charity Preview, presented the Crouse check to Phyllis Devlin, director of development for the Crouse Health Foundation (left) and Michele Johnson, Crouse Hospital Auxiliary president, Crouse Health Foundation board member and chair of the Foundation’s SADA Charity Preview committee (right).
Cinco de Mayo party to benefit the Baker Regional Neonatal Intensive Care Unit

In May, Crouse Health Foundation Trustee Corinne Ribble and her husband, Rob Simpson, hosted a Cinco de Mayo party to benefit the Baker Regional Neonatal Intensive Care Unit (NICU) at Crouse Hospital. The fundraising fiesta was held in honor of all the babies in our community, and it netted more than $2,000 to further the important work of the Baker NICU.

Since 1975, Crouse’s NICU has been the NYS regional referral center for high-risk maternity and newborn care. Between 800 and 1,000 premature and critically-ill infants are admitted to the unit each year, with several hundred more making a “pit stop” after birth for observation. Additionally, Crouse operates our region’s only Neonatal Transport Team, expertly and lovingly moving babies between 19 birthing affiliates over a 15-county area.

A heartfelt “muchas gracias” goes to all who participated in the event, including one of the honored guests pictured (above), Benjamin, Corinne and Rob’s son.

Crouse Receives Komen Grant

Crouse Health Foundation has received a grant of $48,700 from Susan G. Komen for the Cure, Central New York Affiliate. The overarching goal of the funded program is to insure that all women from Onondaga County, including women under 40 with a strong family history of breast cancer, receive mammography screening as well as a follow up appointment with a healthcare provider if an abnormality or problem is detected. Crouse Hospital staff will work with community partners to lessen the impact of obstacles to care that some women must battle: poverty; lack of education; language barriers; transportation; and other access issues.

The program will provide education and outreach in three distinct tracks:

- Outreach to Syracuse minority populations, including the refugee population and people seeking help for substance abuse;
- Outreach to physicians who may have patients under 40 with abnormal results or family history; and
- Outreach and programs aimed at small business owners, waitresses, stylists, and others who may not have health insurance or who may have high co-pays.

This is the third year that Susan G. Komen for the Cure has funded Crouse’s programs to increase the number of women who get tested for breast cancer. Once again, our efforts are led by Kathleen Miller Murphy, an RN from Crouse Hospital’s Education Department.

College of Nursing Hosts Homecoming Weekend

The Crouse Hospital College of Nursing is celebrating its 100th anniversary during 2013 with a major event this fall for alumni and friends: its first-ever Homecoming Weekend. Alumni and their families and friends are invited to be part of the festivities Friday through Sunday, Oct. 18-20. Visit crouse.org/nursing100 or call the college at 315/470-7481 for more details or to receive an invitation.

Homecoming Highlights

- Friday Night Welcome Cocktail Party
- Destiny USA Mall Excursion
- Spa Treatment Packages
- Alumni Luncheon Celebrating Our 50-year Graduates
- Saturday Night Dinner Dance
- Sunday Open House – College and Hospital Tours
MILESTONES & MEMORIES CONTRIBUTORS

MILESTONES & MEMORIES – SAYING THANK YOU FOR LIFE’S MANY GIFTS

The Milestones & Memories special occasions giving program of the Crouse Health Foundation provides an avenue for donors to mark an important milestone in their life or honor the memory of someone dear. Gifts may be given to celebrate the birth of a child, to express thanks for a successful surgery, or to observe a special birthday or anniversary. Gifts also may be given in memory of a dear friend or family member. In each edition of Foundations for the Future, you will find a listing of recent contributions made to our Milestones & Memories giving program. We’re pleased to recognize these special gifts and are sincerely grateful these donors have chosen to commemorate a milestone or memory in this meaningful way.

To learn more about the Milestones & Memories program or the other giving programs Crouse Health Foundation has to offer, please contact the Foundation Office at (315) 470-7702, crousefoundation@crouse.org.

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<th>IN HONOR</th>
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<tbody>
<tr>
<td>In Honor of Joseph G. Battaglia, M.D. John L. Hatcher</td>
<td>In Memory of Deceased Members of the Crouse Irving Memorial Nursing Class of 1949 Barbara C. Miller</td>
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<td>In Honor of William P. Berkery, M.D. Mr. and Mrs. William J. Currier</td>
<td>In Memory of Jameson Leigh Adams and Melissa Carly Adams Roberta S. Collins</td>
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<td>In Honor of David Carter, M.D. John L. Hatcher</td>
<td>In Memory of J. Howland Auchincloss, M.D. Crouse Hospital Medical Staff</td>
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<td>In Honor of Family and Friends Celebrating the Baby Shower of Anne Giacovelli, January 2013</td>
<td>In Memory of Lawrence R. Beil Betty O’Connor</td>
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<td>In Honor of Pam Knoop Phillip D. and Helen D. Clarke</td>
<td>In Memory of Lenora Berse Joanne M. Skeval</td>
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<tr>
<td>In Celebration of Corinne L. Ribble, Robert Simpson and Benjamin Simpson Christa Glazier Dirk and Carol Sonneborn</td>
<td>In Memory of Judy Conway Dr. and Mrs. Philip Ondocin</td>
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| In Honor of Ann L. Sedore Crouse Hospital College of Nursing Faculty and Staff Kathleen and Roger Paolini | In Memory of Robert Cupelo Theresa Adiano American-Italian Heritage Association of Syracuse Anonymous Joseph and Fannie Antelmi Carrie Berse Lynford Bieling Joe and Sue Bombard Bradley and Lucia Champagne CNY Internists, P.C. Albino and Charlene Colosi Barbara and Don Crossett Mark Cupelo Mr. and Mrs. Patrick Cupelo Ronald Cupelo and Rosemary Monticello Robert and Patricia Curry Donald and Patricia DeStefano Kay M. Di Serio Michael and Susan Duffy Carol S. False Linda and Michael Fantacone Mary C. Ferguson Alice M. Firley Steve and Sandy Frank Vic and Carol Ginsky Sheila Guenette Sheila Guinto Haylor, Freyer & Coon, Inc. Vern and Barbara Kessler Russell A. King Paul J. Kronenberg, M.D. Charles and Mary LaComb Ernestine Lanza Salvatore and Barbara Lanzafame Patrick and Frances Laratta Lou Ann and James Lee Vincent Leo Sue and Pat Leone Jim and Mary Ann Marsallo Mr. and Mrs. Gary McCrary Julie and Dodge Monteleone Mr. and Mrs. Peter Monteleone Mary J. Muolo Donna E. Neal Mary and Larri Ninemire Eileen and Anthony Oliva Madalyn and Ray Palladino Bill Pauldine Nick and Beth Petrella Thomas Potter Mr. Sal Pullano Nancy and Steve Rogers Joseph and Patricia Russo Robert Santaro, Heather Santaro and Anita Santaro Genevieve R. Saya Suzanne Schiller Joanna and Anthony Simone Mary Simone Mr. and Mrs. Stanley R. Sitnik Mr. and Mrs. Carmen Spadaro Jeanette M. Spindler Stephen and Margaret Mager Gerald M. Mager

In Memory of Alice Fehlman Joann Featherstone
In Memory of William M. Forrest The Dadey Family Linda McCausland Helen E. Stacy
In Memory of James Tolley Fritz Katryn Tolley Fritz
In Memory of Harry L. Gilmore, M.D. Crouse Hospital Medical Staff
In Memory of Barbara F. Hansen Robin Hansen
In Memory of Patricia Heaphy James E. Heaphy
In Memory of Suzanne Honold Crouse Hospital Medical Staff Dr. and Mrs. Herb and Ilene Mendel
In Memory of Dorothy Kahn James and Maryann Miner
In Memory of Patricia Lutz William F. Bellefontaine and Family Carol Jirik and Winnie Hinton Tom and Barbara Langstone Angie and Dick Peterson
In Memory of Stephen and Margaret Mager Gerald M. Mager
In Memory of Patricia Maher Joanne M. Skeval
In Memory of Aidan R. and Allyson C. McKenna Paul and Karen Twomey
In Memory of Allen D. Krassenbaum

Sometimes the brightest light comes from the darkest places.

That line, from the film Puncture, carries special meaning because proceeds from the November 2011 Syracuse premiere of Puncture were used to make a series of enhancements for the benefit of oncology patients and staff on the hospital’s 4 South Irving unit. But the bright light of these changes came from a very dark place for all those who knew, respected and loved Allen D. Krassenbaum. Allen’s long battle with cancer ended at Crouse in September 2011.

Allen’s presence is still felt at Crouse Hospital. An electric Hoyer lift for the oncology unit was purchased in his memory, making things easier for those who deliver direct patient care. And another tribute to him can be seen in the renovation of four private rooms on the floor, creating a more homelike and peaceful setting for some of our oncology patients. Each of these rooms has a plaque by its entrance which reads, “This room furnished by the family and friends of Allen D. Krassenbaum to honor the staff of 4 South Irving.”

Allen’s wife, Karen, and her family selected that wording specifically to acknowledge the physicians, nurses and others who cared for Allen during his many visits to Crouse. The staff of 4 South Irving participated in the redesign of the private rooms, with attention paid to every detail, including the colors of the walls and wood, the selection of artwork and the addition of music systems. The final piece, to take place soon, will be the replacement of the current televisions with flat panel systems.

On Sunday, March 24, 2013, the four private patient rooms were dedicated in Allen’s memory, which lives on within the walls of Crouse Hospital and in the hearts of his loving family and friends. Pictured during the dedication ceremony are (left to right) Crouse Hospital President & CEO Dr. Paul Kronenberg with Allen’s wife, Karen Krassenbaum, and her family.
(Continued from page 1)

will allow us to replace one of our three Catheterization Labs, as well as purchase new ultrasound equipment for our Echocardiography Suite,” said Dr. Kronenberg. “Their gift is also allowing us to establish an endowment fund to support the needs of the facility for the future. Bob is chairing an effort to raise additional funds to grow this new endowment, another gift of his time and talent to further the work of Crouse Hospital.”

Bob and Diane Miron are long-time residents of Central New York. Married for more than 50 years, they have three married children, Nomi (Bergman), Steve, and Lisa (Sidel), and nine grandchildren. Diane retired from the Fayetteville-Manlius School District, where she was a teacher for many years. She also served as the Cable in the Classroom Coordinator at NewChannels and Time Warner Cable.

Bob Miron retired in 2010 after a 50-year career in broadcasting, with 44 of those years spent in the cable industry. He had served as Chairman and CEO of Advance Newhouse Communications and its predecessor companies. In 2001 he was inducted into the Cable Television Hall of Fame, and in 2002, to the Broadcasting and Cable Hall of Fame. He currently is a member of the Board of Directors of Crouse Hospital and Discovery Communications, Inc., having served in that capacity since 1985. He is also a member of the Syracuse University Board of Trustees and is a past Vice Chairman.

Crouse Hospital has been providing high-quality interventional and diagnostic heart care services for patients of all ages for decades. Crouse was the first hospital in New York State to earn dual chest pain and heart failure accreditation and is home to the region’s only pediatric cardiac catheterization program. The following procedures are performed in the Cardiac Care Center: heart catheterizations, pacemaker implants, electrocardiograms (EKGs), echocardiograms, and electrophysiology studies.