

TRANSPLANT ASSISTANCE FUND HELPS MAKE TRANSPLANT POSSIBLE

Over the last few years, Ernesto Lugo estimates he has logged more than 23,000 miles between his former home in Mesa, Ariz., and Omaha, gone through two vehicles and put in hours of worrying and prayers. But in the end, he ended up with two daughters who were each the recipient of a liver transplant at The Nebraska Medical Center.

None of this would have been possible, says Ernesto, if it hadn't been for the support and financial assistance the family received from The Nebraska Medical Center's Transplant Patient Assistance Fund.

The fund provided Ernesto gas cards to make the trips back and forth to Omaha. It helped the family buy meals when times were tough and to do laundry so they could have clean clothes. The fund even helped them make several rent payments when Lugo lost his job in Mesa, and finally, it helped them relocate to Omaha so their daughters could continue to receive the special care and expertise they need from The Nebraska Medical Center.

"We got to The Nebraska Medical Center just in time," says Rosario Lugo.

The Transplant Patient Assistance Fund was established to help relieve some of the financial obligations and difficulties associated with a transplant and having to be away from home for an extended period.

The fund provides basic needs such as lodging, meals, clean clothing, hygiene items, gas cards and transportation for families that need assistance during their stay. The Transplant Patient Assistance depends solely on the generosity of donors.

If you would like to provide assistance, please contact the Office of Development at 402-552-2029.

Transplant Reunion Celebrates Gift of Life

Omaha native Houston Alexander, a mixed martial artist for the Ultimate Fighter Association, was one of more than 800 people who gathered at the 2009 Solid Organ Transplant Reunion on July 25 to celebrate new life.

Alexander's oldest daughter, E'lan, had her second kidney transplant at The Nebraska Medical Center last October after experiencing organ rejection. Patients and their families travel from across the country to attend this annual event, which allows current and former solid organ transplant patients and their families to reunite with friends and staff they met while at the hospital and enjoy educational sessions, food and socializing.

"The transplant changed our lives," says Houston. "It was pretty exciting when we got the call. E'lan had spent four years on dialysis and did not have all the freedom many other teenagers experience because of her health restraints. It was an emotionally trying time for the whole family." Houston spoke at the event about healthy eating habits and the importance of exercise.

"The transplant reunion is really a time of celebration," says Alan Langnas, DO, chief of transplantation at The Nebraska Medical Center. "For the transplant team, the reunion is a validation that this is what our hard work is all about. We have watched our patients through the most challenging time in their lives and it is so encouraging to see how well they're doing at the reunion."

About 4,200 solid organ transplants including kidney, heart, small bowel, pancreas and liver, have been performed at The Nebraska Medical Center since 1985.

If you would like to support organ transplantation at The Nebraska Medical Center, please contact the Office of Development at 402-552-2029.



Mixed martial artist Houston Alexander and daughter, E'lan, attend the 2009 Transplant Reunion. Alexander made a special presentation at the "Teens in Transplant" event, stressing the importance of healthy living and taking medications properly after transplant.



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The Gift

News from the Office of Development at The Nebraska Medical Center



Donation Helps Provide Free Mammography Screenings

The Nebraska Medical Center will boost the number of free mammography screenings it provides to underserved women in the community thanks to a \$25,000 grant received from the National Breast Cancer Foundation (NBCF). This is in addition to a \$50,000 grant received last year from the foundation, whose goal is to offer women education on early detection as well as life-saving mammography.

"Grants like this are so important, especially in tough economic times like these," says Kelly McDonald, business manager for Oncology Services at The Nebraska Medical Center. "We are seeing more patients come in without insurance so this will help them take care of their preventive healthcare needs."

While women over 40 make up the majority of recipients, McDonald says they recently opened the funds to women in the 25- to 40-year-old age group. "We found that there was a whole group of younger women who could use mammography funding assistance too because they were either high risk or needed a suspicious lump checked out," she says. "In the past, many of these women might have fallen through the cracks." Last year, the fund provided assistance to 86 women.

Women's clinics have been asked to help identify patients by looking for self-pay patients who have been seen in their clinics. Financial counselors who work for the clinic have also been important resources for identifying underserved women who may be neglecting preventive care services such as mammography.

"We have been a supporter of The Nebraska Medical Center since 2005 because of their comprehensive approach to women's breast health care and breast cancer prevention," says Janelle Hail, executive director and CEO of NBCF. "The Nebraska Medical Center has been recognized as one of America's Best Hospitals for cancer care by U.S. News and

World Report. We are so pleased to partner with a hospital that cares for women with the finest research and cancer care."

If you would like to support women's services at The Nebraska Medical Center, please call the Office of Development at 402-552-2029.

SERIOUS MEDICINE. EXTRAORDINARY CARE.®

NICU Nurse Hosts Fundraiser to Support Infant Development

Deb Egan, RN, a staff nurse in the Neonatal Intensive Care Unit (NICU) at The Nebraska Medical Center, has seen a lot of babies pass through the NICU in her 28 years of service. But what has been most significant in those 28 years is the advances she has seen in supporting infant development.

"Today we know how important it is to support our babies developmentally so that their brains can mature appropriately," says Egan.

To support these efforts, Egan recently helped raise more than \$1,500 for the NICU by hosting a Girl's Night Out for Infant Development on Sept. 8 at her home. The funds will be used to purchase developmental toys and supplies for the babies in the NICU.

Approximately 60 employees, former NICU parents and friends and families attended the fundraising event.

The event also recognized several NICU graduates by making them honorary chairpersons. Egan says she is already making plans for next year's Girl's Night Out.

"The environment in the NICU is so much better for our babies than it was 20 years ago, but there's always room for improvement and these funds will help provide additional tools to support our babies," says Egan.

Missed the event? You can still be a part of this effort to help support our NICU babies. Please call the Office of Development at 402-552-2029 to learn how your donation can help.



Sheri Lyons, RN, NICU staff and Lifenet transport nurse, Judie Bolam, wife of NICU neonatologist David Bolam, MD and Gloria Kisicki, APRN, NICU neonatal nurse practitioner, were guests at the NICU Girl's Night Out for Infant Development.

For more information on
how to support



visit
www.NebraskaMed.com
or call **(402) 552-2029**
or 1-866-711-0014

Please write to us at our address if you wish to have your name removed from the list to receive fundraising requests supporting The Nebraska Medical Center in the future.



A Letter from the Director

Legends, Stewardship and Legacies

Dear Friends,

Since joining The Nebraska Medical Center in May of this year, I've experienced many "firsts." On Oct. 15, I attended my first Legends program. What an inspiring evening! There is no question that the legends that once walked this campus created something very special and thought enough of it to pass it on to others.

While we call them legends, I found myself that evening thinking about the concepts of stewardship and legacies. In philanthropy, we think of stewardship in terms of fund raising; however, its primary definition deals with "the careful and responsible management of something entrusted to one's care."

Throughout the program there were amazing reminders of the remarkable contributions the honorees made to medicine and their commitment to excellence. These people took time to be mentors and teachers. It was impressive to hear present day leaders speak with reverence about the lessons they learned from these legends – the importance of doing things the correct way. Moreover, the honorees shared the pride they have in their pupils for carrying on this culture and tradition in their work.

Each day I observe doctors, nurses and staff as they tend to so many people throughout the hospital. They don't expect recognition and seem content simply knowing they made a difference for someone. They go the extra mile to ensure that their patients are treated with compassion and respect.

As you read this edition of The Gift, I hope that you will see the same excellence that I do. I hope you feel gratitude for those who set the standard as well as those who stand on their shoulders and provide outstanding care every single day.

With gratitude,

Randall Hallett
Director of Development

CHARITY PUTS SMILES ON THE FACES OF RECOVERING CHILDREN



With the holidays just around the corner, what better time to think about charitable opportunities for children. You can help put a smile on a child's face by making a gift directly to Child's Play.

Through the generosity of a recent charitable donation, Child's Play sent The Nebraska Medical Center 185 gaming items, including five Nintendo Wii systems and 20 Nintendo DS systems with 75 different games. Each year, the charity distributes donations to some 60 hospitals around the world. This year's package was bigger than ever and so were the smiles.

"Games like this minimize the stress and anxiety kids are exposed to while they're in the hospital," says Debbie Conklin, certified child life specialist at The Nebraska Medical Center. "Kids can sometimes be here for weeks and months. To give them something like this to look forward to... it's impossible to measure. Research shows that when kids are distracted with games, they require less pain medication, they are more relaxed and their recovery time is shorter."

The games also provide a welcome distraction during physical therapy. "Some of the stretching can be very painful for kids," says Kirsten Dannel, a pediatric physical therapist. "It really takes their minds off what's happening."

To learn more about how you can make a donation to brighten the holidays for our hospital-bound children, please call the Office of Development at The Nebraska Medical Center at 402-552-2029 or visit the Child's Play website at www.childsplaycharity.org.

Poison Center Provides Lifesaving Service to the Community



Poisoning is the fourth leading cause of injury-related mortality in Nebraska.

But if not for the efforts of the Nebraska Regional Poison Center, an emergency poison call center, those numbers could be higher. "Poison centers save lives," says Kathy Jacobitz, managing director of the Nebraska Regional Poison Center. "There are some types of poisonings where minutes count and if a call for help is not made, the victim could die before he or she reaches the emergency room."

Since 2003, the center has been primarily supported by The Nebraska Medical Center and University of Nebraska Medical Center. Last year, the two organizations collectively contributed approximately 60 percent of the poison center's \$1.5 million operating budget. The state of Nebraska contributed \$200,000. Private donations and support from other hospitals help the center make up for the budget shortfall. "Every year it is a struggle and an ongoing challenge to pursue funding dollars," says Jacobitz.

Poison centers not only save lives, they also save a community unnecessary health care costs, notes Jacobitz. In 2008, the Nebraska Regional Poison Center handled 40,961 incoming calls and treated 74 percent of poisonings at home. "By diverting these cases from emergency departments, the center estimates it saved the region more than \$23 million in unnecessary health-care costs," she says. "If we did not exist, these people would be flooding our local emergency departments instead of picking up the phone."

"A recent study shows that for each \$1 spent on poison center funding, \$36 in unnecessary health-care costs are saved," says Jacobitz. The Nebraska Regional Poison Center is one of the oldest continuous operating centers in the country and provides a critical resource to the community. "Not only are we a resource to community members by providing lifesaving instructions in the case of a poisoning, but we also provide advice and expertise to hospital emergency departments," says Jacobitz. In addition, the center also provides public education, awareness and prevention efforts to schools, parenting groups, community agencies and businesses as well as timely education to health-care professionals.

The vast majority of the center's operating costs go toward staffing. The 24-hour emergency phone service is staffed by licensed health-care professionals with specialized training in toxicology. This includes two physicians who are board-certified in medical toxicology and emergency medicine, one of which is always available for round-the-clock consultations. The center is also staffed by nationally-certified registered nurses who handle calls 24 hours per day.

If you are interested in contributing to the Nebraska Regional Poison Center or learning more about its services, please call the Office of Development at The Nebraska Medical Center at 402-552-2029.



F.A.R.K.L.E Fun Fest Fosters Funds

If Mark F.A.R.K.L.E. Lordemann could have been there, he would have had a smile on his face. Friends, family members and others in the community who wanted to be a part of something special, gathered on June 27 for 18 holes of golf, fun, socializing and an opportunity to help others.

The second annual F.A.R.K.L.E. Fun Fest, created in memory of Lordemann, raised more than \$11,000 to help families receiving care at The Nebraska Medical Center through difficult and uncertain times.

This is the second year the Lordemanns have earmarked the funds for The Nebraska Medical Center to help patients with everyday needs such as lodging, meals, clean clothing, hygiene items, gas cards and transportation.

Lordemann, who passed away Aug. 23, 2007, is remembered by friends and family as someone who would never close his door to someone in need. Through this fund, "we hope to alleviate others' suffering and show them they are not

alone in their struggles," says niece Angie Mills. "It feels good knowing these funds are going toward a good cause. If my uncle was here, he'd be participating right along with us."

Mills says the event at Shoreline Golf Course, which included a golf tournament, dinner, silent auction and raffle, was a huge success. The golf tournament included 144 golfers, the maximum number allotted for the event and had 44 hole sponsors for 18 holes.

"We had such a great response from people in the community that wanted to help and participate," says Mills. "We were concerned with the economy that we wouldn't make our goal, but we actually exceeded it by more than \$1,000." Mills says they have already begun plans for next year's event.

There are more than 400 requests for assistance each year from patients and they are funded primarily by grateful patients and friends who want to help others.

Friends and relatives created the F.A.R.K.L.E. (Friends and Relatives Keeping Life Enjoyable) Memorial Fund in memory of Mark Lordemann to provide assistance to families facing serious medical adversity.

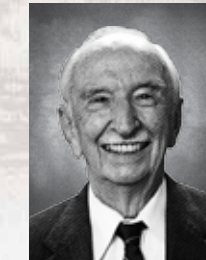


If you would like to help others through difficult times, please contact the Office of Development at 402-552-2029.

A Tribute to Legendary Professionals

They've shown remarkable leadership, unparalleled professionalism and a commitment to their patients and colleagues. The Nebraska Medical Center and Clarkson Regional Health Services are proud to honor this year's Legends for their contributions to the practice of medicine.

Warren Pearse, MD



Dr. Pearse led a distinguished career in obstetrics and gynecology. He joined the University of Nebraska Medical Center as instructor in obstetrics and gynecology in 1959. He later served as professor and chairman of the department. He was honored with the Distinguished Service to Medicine Award in 1971. Dr. Pearse left Nebraska to serve as dean of the School of Medicine at the Virginia Commonwealth University. He then

assumed the position of executive director of the American College of Obstetricians and Gynecologists (ACOG). He is the author of more than five published scientific papers. Dr. Pearse is an honorary member of numerous obstetrical and gynecological societies and served as a chair, consultant or advisor of many other organizations, committees, editorial boards and government agencies.

Randolph Ferlic, MD



Dr. Ferlic built an impressive career as a thoracic and cardiovascular surgeon at University and then Clarkson Hospital. He averaged approximately 300 open heart surgeries and other cardiac related procedures annually. He also performed the first heart transplant in Nebraska. He served as chairman of the Department of Surgery and was a member of the board of directors for Clarkson Hospital. He was honored as the Physician of the Year by the Association of Operating Nurses (AORN). He also had more than 50 peer-reviewed publications in national medical journals relating primarily to cardiology. Dr. Ferlic was elected to the Board of Regents for the University of Nebraska in 2000 and served as vice-chairman in 2002 and chairman in 2003.

Pepton Pratt, MD



One of the first hematologists in the region, Dr. Pratt helped advance the state's shift toward medical sub-specialization. Dr. Pratt's inspiration came from his father, George Pratt, MD. While in medical school in 1941, Dr. Pratt joined the U.S. Navy to finish his medical education. He continued his training with an internship and a pathology residency at Long Island College of Medicine hospital in New York. Dr. Pratt served his active duty with the

Navy at the Philadelphia Naval Hospital. There, he met Dr. Phillip Custer of the University of Pennsylvania in Philadelphia, whose monograph on the pathology of the bone marrow sparked Dr. Pratt's interest in hematology. In the course of his practice, Dr. Pratt obtained one of the first drugs used to treat acute leukemia. This marked the beginning of the use of chemotherapy to treat malignancies. Dr. Pratt retired from practice in 1977.

Edward M. Malashock, MD



Dr. Malashock is known for his expertise in the field of urology. He retired in 1989 after 36 years in private practice with Drs. Edwin Davis and Leroy Lee. In 1965, he was the urologic surgeon on the team that performed Nebraska's first two kidney transplants. He was a University of Nebraska Medical Center (UNMC) faculty member and served as clinical professor of surgery in the section of urology until his retirement. He continues in emeritus

status at UNMC and honorary status with the hospital. During his years in practice, his professional activities included serving on the Clarkson Hospital medical staff and as president in 1976 and 1977. He was also a member of the Metropolitan Omaha Medical Society, including serving as president in 1979. Dr. Malashock was a founding member of the Nebraska Urological Association in 1964 and served as its first president. He was named Outstanding Physician in 1985 by the Association of Operation Room Nurses (AORN) and received the Distinguished Alumnus Award from the UNMC College of Medicine Alumni Association in 2002.

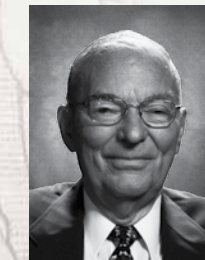
William Carter, MD



Dr. Carter practiced nearly 30 years as an ear, nose and throat surgeon at Clarkson Hospital. He is a graduate of Butler University and the University of Nebraska College of Medicine. He served his residency at the University of Missouri and was appointed a diplomat of the American Board of Otolaryngology. He was particularly interested in the study and treatment of inner ear problems. His experimentation with innovative surgical

techniques and technology led to new and improved procedures and treatments for the inner ear. He retired from medical practice in 1994.

John Greene, MD



Dr. Greene is an accomplished neurosurgeon who began practice at Clarkson Hospital in 1969. He is credited with development of the hospital's neurosurgery program. He is known among his colleagues for his technical expertise and his ability to embrace technology and new techniques in order to advance the field of neurology. Dr. Greene was the first neurologist in Nebraska to work closely with radiation oncologists to treat

neurologic tumors, which later led to the development of the first radiosurgery program in Nebraska. He spent the last five years in practice with his son, George Greene, MD, also a neurosurgeon. Dr. Greene retired in 1997.