

Developments

For Friends of North Memorial

Safety on Wheels

Preventing head injury and trauma with bicycle helmets

Have you heard about the Lance Factor? This is not some new discovery about a disease or even a mystery novel. The Lance Factor evolved as many people have been inspired to try bicycling over the last few years because of the example set by Lance Armstrong, the American cancer survivor who won a record seven Tour de France races before retiring last year.

While Lance may have retired from racing, one thing he didn't retire from is wearing his helmet whenever he rides. And not only are more children riding, but baby boomers are hitting the road as well to maintain fitness and to reduce the wear and tear on joints caused by running on hard pavement. An estimated 33 million children ride bicycles nearly 10 billion hours a year. The percentage of American cyclists 45 years or older has increased to about 23 percent of the bike riding population.

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editor's note:

Developments is a newsletter for friends of North Memorial. It includes news about hospice, emergency and trauma services, cardiology and the Humphrey Cancer Center.



Your Heart Center

The Beat is Strong

The North Memorial Heart and Stroke Center continues to achieve superior outcomes for patients, and as a result has received recognition from national agencies. Leading heart specialists, combined with leading edge technology, means that patients can be assured they receive outstanding heart and stroke care. Your donations to the Heart and Stroke Center help us achieve results like these:

- The heart angioplasty (a procedure used to open narrowed or blocked blood vessels of the heart) program is using a very successful "Heart Team

Stat" program. Using a race track "pit crew" model, the time from when a patient arrives at the Emergency Department with an acute heart attack to the time the blocked artery is opened is minimized.

- How well does this work? National guidelines for hospitals advise that the artery should be open in less than 90 minutes. At North Memorial, the median time to open a coronary artery averages 49 minutes with a record time of 23 minutes. These results are in the top 5 percent nationally.

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North Memorial

Event Recap

Over the past six months of 2007, a number of activities and events have been held that support the work and mission of North Memorial Foundation. The following recap of these activities shows the range and depth of the Foundation's work:

Pay It Forward Casino Night

Pay It Forward was established by a breast cancer survivor to help women cancer patients who are struggling financially while receiving treatment. The fund assists patients with the payment of basic living expenses. Our hope is that women who receive help will some day, somehow – financially or otherwise – find a way to “pay it forward” by helping other women during treatment.

The fundraising event, a Casino Night, was held on Friday, February 9 at the Medina Entertainment Center. More than 580 guests attended and \$110,000 was raised. North Memorial's Pay It Forward Fund has assisted more than 60 women with the payment of basic living expenses such as heat, electricity, water, rent and mortgage.

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The 19th Annual Benefit Gala

On May 5, North Memorial Foundation hosted its 19th Annual Benefit gala at the Hilton Minneapolis. The event was most successful with almost 1,000 people in attendance, raising more than \$250,000. The highlight of the evening was the



Steinar Berg, North Memorial Golf Tournament Chair talks with Rena Sarigianopoulos, KARE11 News.

presentation of a check for \$300,000 to David Cress, North Memorial President and CEO, from Barbara Hensley, founder of Hope Chest for Breast Cancer. The contribution was in support of this year's gala beneficiary, the new breast center named the Hope Chest Breast Center of North Memorial.

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SafeJourney Garden Tour

Pontoons & Petunias, SafeJourney's 2nd Annual Garden Tour, was held on Saturday, July 28. Participants were able to view the flourishing gardens found on Lake Minnetonka from the comfort of a Bennington luxury pontoon. The tour included tea and crumpets. Event proceeds benefited SafeJourney, a North Memorial program that provides 24-hour advocacy and support for victims of domestic abuse.

The 17th Annual Hospice Golf Tournament

A warm and sunny July day greeted 264 golfers as they came to the Golden Valley Golf & Country Club to play in the 17th Annual Golf Tournament to benefit North Memorial Hospice. The goal was to raise \$78,000 for the hospice program, and it was reached!

A heartfelt thanks to our major sponsors. Their generosity and kindness is deeply appreciated. And our thanks to the many individuals and organizations who contributed time, energy and hundreds of items for silent auctions. All of you have made an impact on the lives of others!

Golfers and friends enjoyed fantastic golf, lunch, dinner, silent and live auctions and an award ceremony.

Many of the golfers have personal experiences with hospice care and find that helping people at the end of life is exceptionally meaningful. Caren Gaytko, hospice manager, said “People come back year after year to play in this event. They love the golf course. The whole day is just a great time, and they are happy to be able to help patients and families.” Through the use of money raised at this and other hospice events, many day-to-day money worries can take a back seat for patients and families, and they can focus their energy on the important tasks – being together and saying goodbye.

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- Steinar Berg
- Becky Woll



Steinar Berg presents a check to David Cress, North Memorial President and CEO.

Your Heart Center continued:

- Patients at North Memorial receiving first time elective coronary artery bypass surgery had a greater than 99 percent survival rate. This places the Heart and Stroke Center in the top 5 percent nationally for this open heart surgery.
- The Stroke Center received re-accreditation by the Joint Commission (accrediting organization for health care programs) this past May. The accreditations team gave North Memorial an excellent rating in 8 of 10 care indicators!

Patient satisfaction is high in the Heart and Stroke Center. The Heart

and Stroke Center’s relationship-based care philosophy connects the patient and family with every member of the care team. This program gives patients and their families an experience that emphasizes privacy, provides a sense of control, reduces wait times and streamlines the process.

From the moment a patient enters North Memorial to the time they walk out the door, our cardiac and stroke care team provides quality services that patients expect in a leading cardiac and stroke program. Thank you for your donations. You are part of the team that provides superior heart and stroke care.

Safety on Wheels continued:

The rise in cycling has necessitated an increase in awareness about safety and injury prevention measures. North Memorial Trauma Neuro Services strongly advocates the use of helmets on all riders regardless of age. North Memorial was at the Minnesota State Fair educating adults and children on how to appropriately fit and purchase bicycle safety helmets. Your generous donations to the North Memorial Bicycle Safety program helps make this activity possible.

Bike safety tips:

1. Teach your child the rules of the road. A child’s behavior is often a risk factor in bike safety. Many accidents are associated with behaviors such as riding into a street without stopping, swerving into traffic coming from behind, running a stop sign or riding against the flow of traffic.

2. Your objectives for a helmet are snug, level and stable. The helmet should be comfortably touching your head all the way around, level and

stable enough to resist violent shakes or hard blows and still stay in place. It should be as low on the head as possible to maximize side coverage while held level on your head with the strap comfortably snug.

3. Don’t negotiate with your child about wearing a helmet.

Approximately 75 percent of bicycle-related deaths among children could have been prevented with a bicycle helmet.

4. Set a good example when you ride your own bike. Model the behavior you are teaching and wear your helmet, too!



Did You Know?

The growth of hospice and palliative care services across the United States and here at home is steadily increasing. Here are some facts and figures about hospice:

4,100 hospice programs in this country. The first program in the U.S. opened in 1974. North Memorial Hospice began in 1980.

70 hospice programs in Minnesota. North Memorial Hospice was a founding member of Hospice Minnesota (then called the Minnesota Hospice organization), a statewide agency that provides advocacy, education and service for programs around the state.

93.6 percent of hospice programs are Medicare certified. North Memorial Hospice became Medicare certified in 1981. North Memorial Hospice is also accredited by the Joint Commission on Accreditation of American Hospitals. Patients and families can thus be assured that we meet rigorous standards of care.

1.3 million patients were served by hospice programs in the U.S. in 2006. North Memorial Hospice served almost 800 patients in 2006.

32 percent of all deaths in the United States are under the care of a hospice program.

75.9 percent of hospice patients die in the place they call "home." Home could be a private residence, residential hospice, nursing home or other residential facility. In the general population, about 50 percent die in hospitals. North Memorial Hospice not only opened the first Medicare certified residential hospice in Minnesota in 1998, but also has a separate 15-bed unit in the hospital and serves most patients in their own homes.

80 percent of hospice patients 65 years of age or older. One third of all hospice patients are 85 years of age or older, reflecting the aging of the general population.

98.9 percent of families receiving care from North Memorial Hospice are so satisfied with services they would recommend us to another patient/family needing care.

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