



# Medina Hospital Advocate

A Publication of the Medina Hospital Foundation

Winter 2022

## Hospital's Achievements Linked to Community Support



Richard Shewbridge, MD

Generous donors are helping Cleveland Clinic Medina Hospital meet the challenges of a pandemic while enabling caregivers to excel in other critical areas, says Medina Hospital President Richard Shewbridge, MD.

"We are extremely grateful for our supporters' ongoing generosity as we take care of increasing numbers of COVID-19 patients," he says. "We're also thankful for their contributions that allow us to send caregivers to conferences for stroke care and emergency medicine, and that help our nurses attend conferences and work toward achieving Magnet status with the American Nurses Credentialing Center."

Magnet status awarded through the ANCC Magnet Recognition Program® reflects nursing excellence and high-quality patient outcomes. The program is

important to hospitals because it leads to improved patient care and boosts nursing recruitment and retention.

In 2021, philanthropic gifts were used to purchase medical equipment and other needed items that enhance patient care and support caregivers. Here are just a few examples:

- Video nystagmography goggles for measuring and recording patients' eye movements, allowing physical therapists to diagnose vestibular and balance disorders.
- Arjo Sara Stedy Transfer devices that permit smoother, safer transitions of patients from beds to chairs, improving patient and caregiver safety.
- A leading-edge transducer to provide high-resolution images for breast ultrasound at the Jones Center.
- Furnishings for a relaxation room where caregivers can take a break from their busy schedules.

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Video nystagmography goggles



Arjo Sara Stedy Transfer device



Relaxation room



## Hospital Receives AHA Award

Medina Hospital has received the Get with the Guidelines-Stroke GOLD PLUS with Honor Roll Elite and Target Type 2 Diabetes Honor Roll award for 2021.

Get With The Guidelines®—Stroke is an in-hospital program for improving stroke care by promoting consistent adherence to the latest scientific treatment guidelines. Numerous published studies demonstrate the program's success in achieving measurable patient outcome improvements.

## Memorial Listing

### **In Memory of Dr. and Mrs. Richard W. Avery**

*Linda Avery*

*Jennifer Avery*

### **In Memory of Mr. Dhanesh K Goyal and Mrs. Shila Goel**

*Anonymous*

### **In Memory of Genie Clement**

*Landstar Holdings*

## Community Support

*Continued from page 1*

In addition, philanthropic gifts provide 100% of the funding needed for the renovation of Medina Hospital's chapel, expected to be completed in December, and construction of the Logsdon Family Wellness Center for Integrative Medicine, planned to begin in January 2022. Integrative Medicine patients have been receiving services at Medina Hospital since January 2021.

By advancing patient care and medical education initiatives, philanthropy also contributed to national recognition for the hospital's emergency geriatric medical care and for stroke care, Dr. Shewbridge says. "This year, the Emergency Department achieved the bronze standard for Geriatric Emergency Department Accreditation (GEDA) from the American College of Emergency Physicians, as well as a Gold Plus Quality Achievement Award from the American Heart Association/American Stroke Association's Get With The Guidelines® quality program."

Recently, Medina Hospital had a highly successful review by the Joint Commission on behalf of the Centers for Medicare and Medicaid Services, which performs a detailed accreditation survey every three years.

All of these achievements and honors can be linked to philanthropic giving, says Dr. Shewbridge. "Philanthropy helps ensure that our caregivers feel supported and have the advanced tools they need to take care of our patients," he says. "When people are supportive of our work, it shows our caregivers that we are not on an island. We are fortunate to have overwhelming support from our community, which exemplifies how tightly knit Medina Hospital is with the community, as it has been since our founding more than 77 years ago."

## Amy Immel Joins Foundation Staff

We're pleased to welcome our newest staff member Amy Immel, Development Associate at the Medina Hospital Foundation. Amy has 10 years of experience working in the nonprofit sector and has spent the majority of her career fundraising in higher education. Amy has a wide range of skills including major gift fundraising, annual giving, donor relations, and volunteer management. She holds a B.A. in Management from Hiram College and a Master's in Public Administration specializing in nonprofit management from the University of Akron.



Amy Immel

Amy resides in Montville Township with her husband Kris, and their two young boys Konnor and Alex.

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# Using

# LIFE

# INSURANCE

## for Philanthropic Intent

Life insurance is a significant, but often overlooked, financial resource for donors who want to leverage their assets for greater charitable impact.

There are two types of life insurance policies – term life insurance and permanent life insurance. A donation of a permanent life insurance policy is ideal, since a term life insurance policy is only in force for a fixed number of years. Permanent life insurance is paid out to a beneficiary or beneficiaries after the policyholder's lifetime, provided that the premium payments were maintained.

Life insurance offers flexibility as a gift planning tool. The assets a donor would typically use for a gift can be leveraged as funding for the premium payments on a policy to produce a much larger donation for charity than the donor may have originally thought possible.

When a person donates an existing life insurance policy to the charity of their choice, the actual ownership of the policy is transferred to the charity.

The charity can then choose to surrender the policy for its cash value or keep the donated policy in force and the donor can fund the remaining policy premiums with annual cash donations.

A donor who makes a gift of life insurance can take advantage of several tax benefits. For instance, when an existing policy is donated and then surrendered for its cash value, the donor receives an immediate income tax deduction for the lesser of either the policy's fair market value or the net premiums that have already been paid. If the donated policy is kept in force by the charity, the donor's ongoing cash donations for support of the premium payments are deductible against the donor's income taxes.

Along with donating an existing policy, donors can take advantage of their excess insurability (an often overlooked asset) and establish a new life insurance policy to donate to charity. The charity takes control of the policy from the start, including its cash value and future policy benefit, while the

donor makes a pledge to cover the necessary premium payments to fund the policy.

The process for making a gift of life insurance is usually simple to implement and maintain. The easiest option is to change the beneficiary of an existing life insurance policy to a charity. Most insurance carriers can accommodate this process through

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**If you are interested in making a gift of life insurance to Cleveland Clinic Medina Hospital, or in discussing your overall charitable giving strategy, please contact the Foundation office at 330.721.5941 or [MedHospFound@ccf.org](mailto:MedHospFound@ccf.org).**

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a basic change-of-beneficiary form. While this option does not provide for an immediate income tax deduction, it does allow donors to maintain control of the policy during their lifetime, enabling them to make a charitable gift while retaining a sense of security against future risk and uncertainty.







### Medina Hospital Foundation

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medinahospitalfoundation.org

Medina Hospital Foundation realizes that individuals would like to learn more about its particular programs, services or developments. However, if you do not wish to receive information relating to your philanthropic objectives at this time, please call the Medina Hospital Foundation at 330.721.5941 or send an email to medhospfound@ccf.org.



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Amy Immel  
*Development Associate*

The program features remarks from three Cleveland Clinic Medina Hospital caregivers, Dr. Shewbridge, President of Cleveland Clinic Medina Hospital, hospital foundation leaders Ellen Hunter, Danielle Shaffstall, and Roberta Woodard, as well as recognizes our sponsors and auction item donors.

Thank you to our volunteer committee, sponsors, and auction donors for all your contributions. Together, we raised \$63,000 in support of Medina Hospital's philanthropic priorities.

Save the date for next year's BASH scheduled for October 15, 2022.  
Hope to see you there!

This year's BASH was held virtually with a live program premiering on October 26. If you missed it you can view the brief video by checking out:  
[https://youtu.be/VzVOs\\_ubfWM](https://youtu.be/VzVOs_ubfWM).

## Virtual BASH Results

