



Novant Health Presbyterian Medical Center Foundation 2019 annual report



NOVANT
HEALTH

Presbyterian Medical Center Foundation

A year of igniting change: community investments in 2019



This year has challenged our concept of normal. It has stretched our collective capacity for change. The events of 2019 seem very far away from where we are in 2020, but because of your unwavering support and our commitment to providing remarkable care, we were well positioned to rise to the unknown challenges and opportunities we would face.

As we reflect on what your support allowed us to accomplish in 2019, we can see your dedication and compassion propelling the decisions we made. No matter the need, we will work tirelessly together to meet it.

In 2019, that work took shape in a variety of ways and centered around several strategic priorities: quality and safety, access to care, the human experience, nursing recruitment and retention, as well as partnership and growth. To that end, we pushed forward on a series of construction projects designed to bring state-of-the-art services and facilities to our patients and their families across our footprint. At the same time, we embraced opportunities to expand into new communities, bringing world-class healthcare to more patients across our region.

Your generous contributions have allowed us to enhance the healthcare experience across our facilities with a focus on everyone, from our pediatric

patients to those battling cancer. We built a state-of-the-art clinic to provide care to underinsured and uninsured families, and we created opportunities to take that care beyond our walls directly to patients in need. Our mobile mammography cruisers, for instance, are designed to serve our more rural populations, and our telemedicine solutions increase access to behavioral and mental health services. We also invested in our nursing team members, providing funding to support educational opportunities that will help them advance their careers and grow within our system.

Your commitment to the foundation made that work possible, and the importance of your continued support cannot be overstated. Each year, this report highlights the profound impact made possible through the generosity of you and donors like you across all the communities we serve. Your gifts allow us to respond to emerging needs and to be better stewards of health and wellness, providing remarkable care to all, no matter what.

As a not-for-profit healthcare institution, we partly measure our success based on patient outcomes — in numbers and statistics. Those key performance indicators are important as we work to improve the health of the communities we serve, but we also look at more qualitative metrics. In 2019, those metrics were overwhelmingly positive and are shared through the stories in this report.

Your support of Novant Health Foundation positioned us well to serve our patients, team members and communities in the midst of the COVID-19 pandemic. We know there is more to learn and more to do. Your support accelerates our mission and our promise to make your healthcare experience remarkable. We do that by bringing you world-class clinicians, care and technology — when and where you need them — and reinventing the healthcare experience to be simpler, more convenient and more affordable, so that you and everyone your gift supports, can focus on getting better and staying healthy.

Thank you for all you do for our patients, our team members and for Novant Health. Quite simply, we couldn't do what we do for our communities without you.

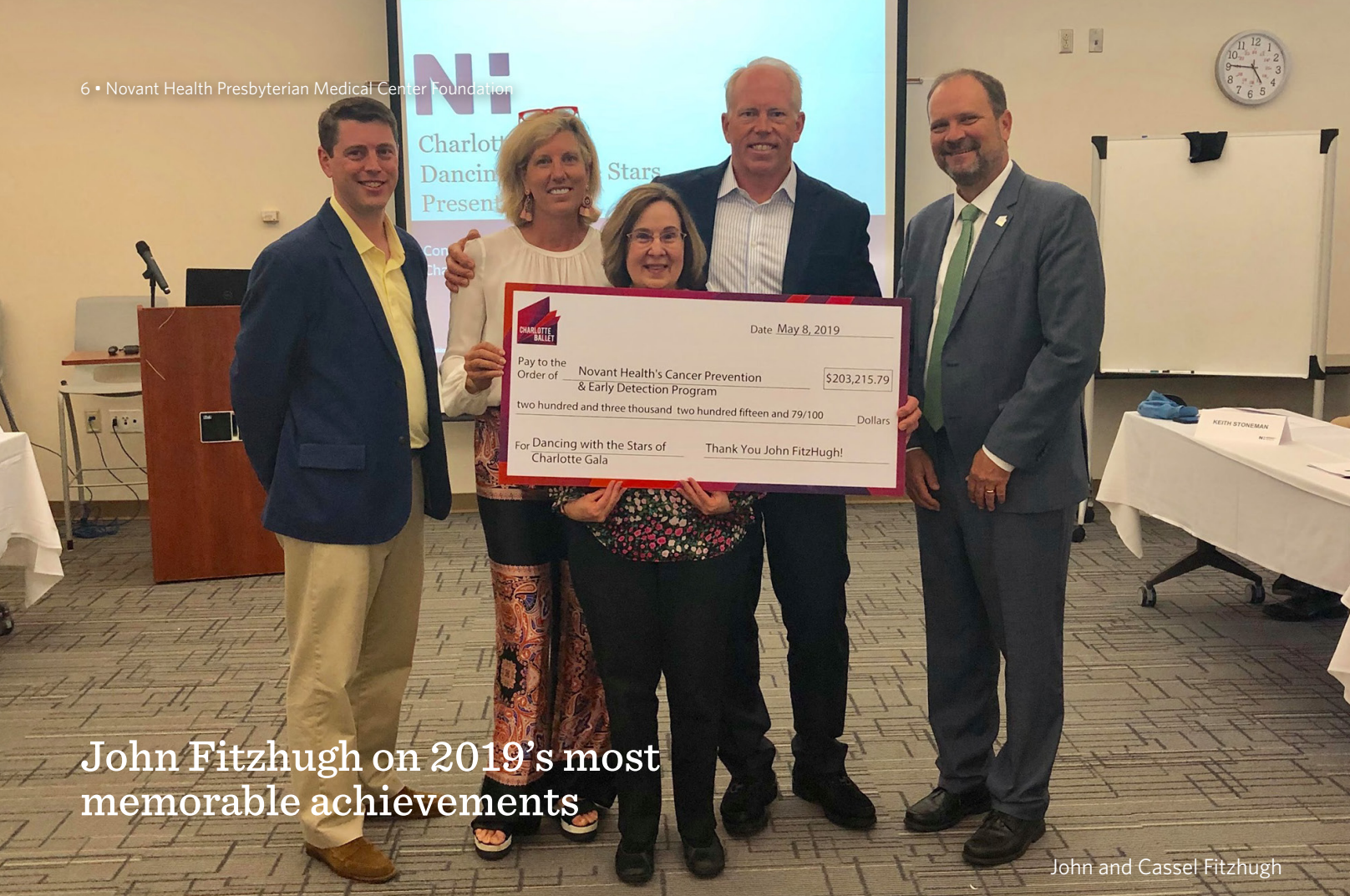
Carl S. Armato

Carl S. Armato
President and chief executive officer, Novant Health

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John Fitzhugh on 2019's most memorable achievements

John and Cassel Fitzhugh

When asked what he's most proud of in 2019, John Fitzhugh struggles to settle on one accomplishment.

As 2019 board chairman of Novant Health Presbyterian Medical Center Foundation, Fitzhugh shepherded several large-scale fundraising projects through to completion. 2019 was the year the Novant Health Michael Jordan Family Medical Clinic opened on Charlotte's west side. It was the year construction crews broke ground on the new building that will house the Novant Health Claudia W. and John M. Belk Heart & Vascular Institute, as well as the Novant Health Agnes B. and Edward I. Weisiger Cancer Institute. It was the year the foundation launched the Children's Trust to ensure all children have access to quality care, regardless of their ability to pay.

And those are just a few of our successes from a year that, unbeknownst to us all, would precede one of the most challenging for healthcare providers, patients and our community.

"We're doing so many exciting things at Novant Health. It's honestly so incredible," Fitzhugh said. "The thing that always

amazes me is how much goes on behind the scenes when it comes to planning and looking forward. If we're going to make the impact we want to make, we have to look forward not just to where we are today, but to where we're going to be."

Fitzhugh reflected on the foundation's 2019 key accomplishments and what that means for 2020 and beyond.

What made you decide to take on a leadership role with the foundation?

My wife, Cassell, is a two-time cancer survivor. Going through that makes you realize that we were fortunate because we have the financial means along with the awareness and the education to be able to tackle that challenge, and so many people in the community don't. Around 20% of people in Charlotte are underinsured or uninsured, and because of that, so many people don't get the care they need when they need it. Part of the work the foundation does involves providing financial assistance for those who can't afford the care they need. It's impactful, important work, and that was a huge part of why I got involved.



So 2019 was a busy year for the foundation. What were some highlights for you?

The Novant Health Michael Jordan Family Medical Clinic is a big one. It brings healthcare and education into the community at an early age, and that is fantastic. If you increase access to healthcare and education at an early age, children grow up healthier. The cost of providing care goes down. They're more likely to graduate from high school and to have productive careers. If you look at the long-term implications to the total business model of our healthcare system, it's a benefit. It reduces the overall costs long term. But it runs at a loss, which makes it a prime example of why private philanthropy is critical to the care we provide. You can't do things like the clinic without private philanthropy.

What are some other examples of private philanthropy creating opportunity at Novant Health Presbyterian Medical Center?

We completed funding for the new playground at Novant Health Hemby Children's Hospital. We raised funds for Caroline's Corner, a project that includes both a respite room for healthcare providers, as well as a space for families with children in the pediatric intensive care unit to rest and recharge. In Huntersville, we are building a new pediatric emergency room to expand access to care across the region.

Everyone who has given to any of these areas has probably had a personal experience. As a result, this is how they want to have an impact. We're here to help them along the way.



The COVID-19 pandemic has obviously impacted our healthcare community in dramatic ways. How has it shifted priorities for the foundation heading into the remainder of 2020?

Recently, I heard the story of a nurse at Novant Health who knew she could be exposed to COVID-19 in the course of her work. She's a single parent with an older mother at home. She didn't want to risk bringing the disease home to her family, so she stayed in a hotel for a week, so she could go to work. We have a fund to help pay for needs like this.

These stories are why I'm so proud of the work we've done to raise money for the Hope for Remarkable Team Aubergine Fund (formerly the Novant Health COVID-19 Disaster Relief Fund), which covers the cost of critical resources for front-line workers like that nurse. It's been incredibly impactful, and we've been able to raise money to help our healthcare workers as they make sacrifices to be able to handle what they've done so far and what is likely to come.

In times of crisis, people look to other people for help. We reach out to other people. We want to be close to other people. This tragic pandemic causes us to do exactly the opposite and to rethink how we get close to people. It's very difficult, but this fund allows us to help in this new reality, in a way that really makes a difference.

There's much work to be done as we navigate our new reality, and your gifts allow us to ensure quality care is accessible to all.

2019 Novant Health Presbyterian Medical Center Foundation funding snapshot

Here's how your gifts are supporting programs and initiatives that save lives and improve the health of the communities we serve.





Women & children initiatives
\$698,149





Cancer
\$216,503






Heart & vascular
\$52,944






Clinical team member education
\$214,865







Employee emergency assistance
\$60,000



A generous donation from Michael Jordan comes to life on Charlotte's west side

In 2017, Michael Jordan donated \$7 million to Novant Health Presbyterian Medical Center Foundation to help build two healthcare clinics to serve Charlotte's most at-risk and in-need communities. On Oct. 17, 2019, the first of those clinics opened to the public on Charlotte's west side.

The Novant Health Michael Jordan Medical Family Clinic on Freedom Drive is designed to eliminate these health equity gaps. The clinic now delivers primary and preventive care to those with little to no access, in addition to behavioral health and social support services. The 6,800-square-foot facility is equipped with 12 exam rooms, an X-ray room and flexible space, which is designed to meet the future needs of the community it serves. A full-time social worker is also on staff to connect patients with vital resources — a model that

has worked well at the Movement Family Wellness Center, powered by Novant Health, in the same ZIP code. During the first six months the clinic was open, 98% of patients were referred for social work services.



Michael Jordan

‘Topping off’ the Novant Health Agnes B. and Edward I. Weisiger Cancer Institute and Novant Health Claudia W. and John M. Belk Heart & Vascular Institute

On April 18, 2019, Novant Health celebrated the placement of the final steel beam atop its new Novant Health Agnes B. and Edward I. Weisiger Cancer Institute and Novant Health Claudia W. and John M. Belk Heart & Vascular Institute. Vannoy Construction broke ground in late 2018 on Novant Health’s new seven-story, \$165.9 million, 260,000-square-foot building, which is located on the corner of Hawthorne Lane and Fourth Street.

Novant Health Presbyterian Medical Center Foundation kicked off its groundbreaking campaign in 2011, raising nearly \$30 million in philanthropy.

“We would not be standing atop this beautiful building without the support of Claudia and John Belk; Agnes and Ed Weisiger; Tan, Sarla and Raj Ganatra; Bank of America; Sherry Pollex and Martin Truex; Jim and Beverly Hance; the Alex Hemby Foundation; the Philip Van Every Foundation;

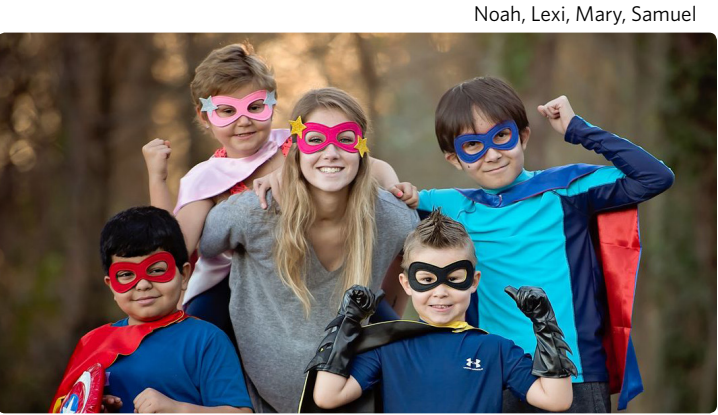
the Blumenthal Foundation; and countless other wonderful businesses foundations, and people throughout greater Charlotte,” said Jennifer Clifford, chief development officer at Novant Health Presbyterian Medical Center Foundation.

“Charlotte’s support of this project is a testament to their commitment to improving our city’s heart, vascular and cancer care,” said Clifford, “while also demonstrating their collective belief in Novant Health’s broader mission of improving the health of the communities it serves, one patient at a time.”

Novant Health Children’s Trust program empowers kids like Lexi

One of Novant Health Presbyterian Medical Center Foundation’s top funding priority is pediatric initiatives, so in January 2019 we launched a new annual giving program, the Children’s Trust. Under this program, we rely on what we call “Superhero donors” to spark change for so many children in need.

At just 6 years old, Lexi refused to let a diagnosis of acute lymphoblastic leukemia dull her light, but she needed your help to keep shining. She needed a superhero like you to ensure her access to the best facilities, technology and care as she undergoes intense radiation treatment. With just one glimpse of her fighter personality and endless positivity, you will be thinking Lexi is, in fact, your superhero.



Noah, Lexi, Mary, Samuel

Thank you to Superhero families who joined our trust in 2019 to support initiatives at Novant Health Hemby Children’s Hospital.



‘This is stage 3 rectal cancer, and I can do this’

After 20 years without seeing a doctor, Judy Caswell visited Novant Health Presbyterian Medical Center when she could no longer ignore her health issues. She was 53 years old and had just run a marathon with her son.

“I can’t be sick,” she recalled thinking at the time, “because you don’t run marathons and beat kids to the finish line if you’re sick.”

But that’s exactly when she got her diagnosis: She had stage 3 rectal cancer. “I had a very bad attitude. For my first appointment with the colorectal surgeon, Dr. Robert Stevens, I promised my husband I would listen. That was it. And there was a good chance I wasn’t going to follow through,” Judy said.

She didn’t want to have a doctor lecture her about all the checkups and screenings she’d avoided over the years. She didn’t want to be told she now had to “take it easy.” And she also didn’t want to be just a bystander in the process of improving her health. But that first meeting with Dr. Stevens changed everything.



“He spent such a long time with me explaining rectal cancer, my specifics, where it was, what it meant, the treatments and then what to expect at the different phases,” she recalled. “There was no computer screen in front of him. It was very conversational, and he was very calm. It made me feel very comfortable. I got this sense of confidence and trust.”

Because of the remarkable care she received, Judy is now passionate about giving back to Novant Health in honor of the team of professionals that made it possible for her to not only be a cancer survivor but also an ultramarathoner.



Grants funding breast health screenings and education supported four Novant Health medical centers

Novant Health Presbyterian Medical Center Foundation was awarded \$239,921 in grants from Susan G. Komen Charlotte (Komen Charlotte). Novant Health Presbyterian Medical Center received \$119,972, and Novant Health Huntersville, Matthews and Mint Hill medical centers received a combined \$119,949. These awards funded screening and diagnostic services for under/uninsured individuals in Mecklenburg, Union, Iredell, Rowan and Cabarrus counties in North Carolina, and York County, South Carolina.

Ongoing grant support has enabled Novant Health Cancer Prevention, Education and Early Detection team members to provide 2,580 uninsured individuals with one-on-one, evidence-based breast health education, screening mammography and 2,864 diagnostic services since 2012.

Komen Charlotte has been a Novant Health Presbyterian Medical Center Foundation funding partner since 1999.

“This long-term funding has made a tremendous impact in helping to reduce late-stage breast cancer diagnoses in our community,” said program manager Maria Kuklinski-Long. Komen funding has enabled staff to diagnose 94 individuals with breast cancer during that time. “These individuals likely would have waited to obtain screening or diagnostic services, prioritizing housing or family expenses ahead of preventive care, possibly resulting in later-stage diagnoses,” said Kulinski-Long. “The earlier breast cancer is detected, the better the survival rate is among these individuals.”

The Duke Endowment supported better eyesight for students in need



Novant Health Presbyterian Medical Center Foundation received a \$200,000 grant from The Duke Endowment to engage Vision To Learn, a national nonprofit organization that operates mobile vision clinics to provide free screenings, eye exams and glasses to economically disadvantaged students.

Novant Health Presbyterian Medical Center Foundation serves as a fiduciary agent for the grant, which provided \$40,000 in 2019 and will provide \$160,000 incrementally until 2024 to serve students throughout Charlotte-Mecklenburg Schools.

Vision To Learn reports that about 1 in 5 children needs glasses to see the board, read a book or participate in class. About 95% of children who attend school in low-income communities do not have the glasses they need. Students with uncorrected vision problems often avoid reading, suffer headaches and experience difficulty focusing in class. Students not proficient in reading by the end of third grade are more likely to drop out of school.

Vision To Learn partners with the school district and provides a program that begins with vision screenings for all students in the school. After the initial evaluation, Vision To Learn coordinates with schools to schedule one or more visits by the mobile vision clinic staff. Students who require glasses can choose frames onboard the mobile vision clinic.

Approximately two weeks after exam day, Vision To Learn’s optician returns to the school to deliver new glasses, provide individual glasses fittings and educate students on proper care and cleaning.

Lung Cancer Initiative of North Carolina awarded \$10,000 grant



LUNG CANCER INITIATIVE
of North Carolina
A NETWORK OF HOPE AND ACTION

Thanks to the support from the Lung Cancer Initiative of North Carolina, the staff at Novant Health Cancer Prevention and Early Detection improved accesst to care for under/uninsured Mecklenburg County individuals at high risk for lung cancer through our Novant Health’s lung cancer screening and education program. Staff collaborated with Shelter Health Services, Charlotte Community Health Clinic and Lake Norman Community Health Clinic to encourage under/uninsured, high-risk individuals to enroll in program activities if they are long-term smokers or have experienced long-term exposure to secondhand smoke.

The staff continues to provide education, smoking cessation counseling, nicotine patches and low-dose CT scans with the goal of reducing late-stage lung cancer diagnoses among the targeted population. They also provide gasoline cards to patients facing transportation barriers to screening appointments.

“We are proud to partner with Lung Cancer Initiative of North Carolina for the 2019 grant cycle,” Maria Kulinski-Long, program manager. “This grant afforded under/uninsured individuals the opportunity to access lifesaving prevention and early detection measures to reduce the risk of late-stage lung cancer. We are extremely grateful for the generous support of the Lung Cancer Initiative of North Carolina in this important endeavor.”

The Peninsula Community Foundation awarded a \$15,000 grant to support Novant Health Huntersville Medical Center Child Life Specialist

Thanks to The Peninsula Community Foundation, children who needed to visit the ER had access to a child life specialist to help them and their family cope with the trauma of illness and medical treatments.

Novant Health Presbyterian Medical Center Foundation received a two-year, \$15,000 grant, which was used to help fund the child life specialist at the Novant Health Huntersville Medical Center pediatric-friendly emergency department.

The new child life specialist, Alexandra Parkey, started in the beginning of 2019. “As a child, I was very ill,” Parkey said. “My family and I experienced firsthand how impactful a child life program truly is at normalizing the hospital environment and minimizing traumatic medical procedures.”

Novant Health Presbyterian Medical Center Foundation began fundraising in 2018 for expansions at Novant Health Huntersville Medical Center, including the new pediatric-friendly emergency department.



Alexandra Parkey

Novant Health Presbyterian Medical Center Foundation received \$75,000 from the Colon Cancer Coalition

Thanks to a generous grant of \$75,000 from the Colon Cancer Coalition to Novant Health Presbyterian Medical Center Foundation, Novant Health Cancer Care was able to cover colonoscopy screenings, patient living expenses and colon cancer rehabilitation and wellness services for Charlotte-area low-income colorectal cancer patients. This grant was made possible through funds raised during the March 2018 “Get Your Rear in Gear – Charlotte” event.



A record-setting year for the Hemby Golf Classic

The 2019 Hemby Golf Classic was our largest and most successful event to date.

We are grateful for all the support from donors, event staff and vendors who came together to raise \$256,525 for Novant Health Hemby Children’s Hospital.

A great day of golf was capped off with a visit with one of our 2019 Children’s Trust Superheroes, Samuel Mosquera-Munoz. Samuel spent many months in our hospital fighting an extremely rare childhood cancer, disseminate oligodendrogial-like leptomeningeal brain and spinal cord cancer.

“In 2018, sitting in a hospital room, we never knew if we would have another day like this,” said Samuel’s dad, Juan Carlos Mosquera, as he watched his son run down the fairway. Only 35 people in the world have this rare form cancer, but Samuel doesn’t let his cognitive and physical obstacles stop him from retraining his body to play soccer with his friends.

Because of our Superhero donors, Samuel had access to top physical therapy and leading treatments as he embarked on his recovery journey. His fun-loving personality and stubborn determination are an inspiration to us all.

Thank you to the 128 golfers, our sponsors, community partners and leaders who participated on Aug. 12, 2019 at Carmel Country Club. The funds raised from this year’s Hemby Golf Classic will help build Caroline’s Corner, a family kitchen and respite room, to be located across from the newly renovated Hemby playground. A spacious, private and peaceful retreat uniquely designed to meet the needs of pediatric patients’ families, the space will allow families to vacate patient rooms, enjoy meals and experience a sense of normalcy during what is often a very chaotic time.

Previous golf tournaments have funded numerous projects benefiting the hospital, including the Hemby Child Life Program, Blume Family Playroom, pediatric emergency department and the Hemby playground renovation.

Children’s Trust Superheroes



John Fitzhugh and Dancing with the Stars of Charlotte

Thanks to Novant Health Presbyterian Medical Center Foundation’s board Chairman John Fitzhugh, and his participation in Charlotte Ballet Dancing with the Stars of Charlotte, more than \$200,000 was raised for the Novant Health Cancer Prevention and Early Detection Center.

The funds raised provided critical mammography screenings and diagnostic services to underserved and uninsured individuals in Charlotte and the thousands of Carolinians with limited access to healthcare.

We are grateful to all who participated in this event and for their continued support of the foundation.



A night of music, barbecue and philanthropy at the 2019 Physicians’ Impact Fund benefit concert

The 2019 Physicians’ Impact Fund benefit concert took place on May 9 at Dale F. Halton Theater. This spectacular venue, built in the style of a 19th century opera house, set a perfect scene for a night filled with music, fun and philanthropy. Rivers Rutherford, Tim James and Brett James rocked the house with their Grammy award-winning tunes penned for some of country music’s biggest superstars. Afterward, guests of the event headed to the Visulite Theatre for an after-party where local Americana band, The Blue Dogs, continued the night of music and dancing.

The 2019 benefit concert raised over \$145,000 and more than 425 guests attended. We are thankful for all of our generous donors and attendees for continuing to support the mission of Physicians’ Impact Fund to improve the health of the greater Charlotte community.



Since its inception, Physicians’ Impact Fund has raised over \$3 million for area nonprofits focused on healthcare, including Care Ring, Project Life, Ronald McDonald House, MedAssist, HeartBright and local community clinics.

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Our commitment to community



Thank you for choosing Novant Health! We could not do this without you.

At Novant Health, it is our mission to improve the health of communities, one person at a time.

Novant Health is here for you. We promise to bring world-class clinicians, care and technology to all people, when and where you need them, and we treat our patients with compassion, patience, empathy and respect. We strive to deliver a remarkable patient experience in every encounter. As president of Novant Health Foundation, I find moments to pause with gratitude for the incredible dedication of our healthcare providers. I have watched our healthcare heroes and front-line team members sacrifice themselves to care for and heal our community — especially during this COVID-19 pandemic. I spent 34 years in the world of journalism and executive leadership of several regional newspapers, serving as president and publisher of *The State Newspaper* in Columbia, South Carolina, and *The Charlotte Observer*. I watched our committed journalists become embedded with front-line military troops in Iraq. We sent team members to Haiti to report on the aftermath of the catastrophic magnitude 7 earthquake. Our reporters would report from the heart of a hurricane and put themselves at great risk to deliver the news to the communities we served. They answered the calling to ensure the truth

was told in all circumstances. They wanted to protect and serve our communities.

I witness that same commitment to service, passion and mission at Novant Health. Our team members are our single greatest asset. There are countless stories of individuals at all levels demonstrating their selfless commitment and tireless efforts to treat, heal and keep our patients and communities healthy day after day. They are ready and eager to serve during the most challenging circumstances. And although this is a time of great uncertainty, it is also a time in which we have demonstrated great humanity.

Thank you for trusting Novant Health. We are honored you have chosen to support our healthcare system. Your generous gifts are put to good use to help ensure our patients have exceptional care and that we are prepared for the moment you need us — whether it is the birth of a baby, a fight against cancer, a surgery or a pandemic. Your contributions are used for lifesaving technology, patient care, upgraded facilities and initiatives that ensure all people have access to healthcare. Novant Health Foundation is listening and responding to critical needs in our communities.

Last year, we made progress on several major construction projects, which will bring world-class care to communities across our region. We expanded opportunities for cancer screenings and primary care to areas with underserved populations. We focused on integrative medicine and behavioral health as we gained a deeper understanding of the issues that matter to the people we serve. We continued our commitment to invest in our team members, ensuring that our teams feel supported at every turn.

That support increased exponentially as the COVID-19 pandemic upended our lives and put healthcare workers on the front lines of an epic battle. Our front-line team members put thousands of hours into caring for patients and their families, adapting to sweeping policy changes and a vastly different environment without skipping a beat. Our community stepped up in immeasurable ways, with displays of gratitude across our region and generous gifts to the Hope for Remarkable Team Aubergine Fund (formerly the Novant Health COVID-19 Disaster Relief Fund). This support provided front-line workers with access to the resources they needed outside the walls of our hospitals, such as emergency child care, temporary lodging and more.

As we adjust to living in our new normal, our focus has shifted yet again to making life as healthy as possible for our patients. Novant Health maintains the highest safety standards of care, having garnered top safety scores from the national nonprofit agency that evaluates the safety, quality and patient experience provided by hospitals across the country this spring. As a system, we will also continue to remain vigilant in providing safe, quality care to our patients. Novant Health is committed to being ready when you or your family need us.

The COVID-19 pandemic has changed all of us in ways large and small, and the Novant Health Foundation is no different. We learned the critical importance of being nimble and responsive, of listening to the needs of our entire community and working fast to develop a plan of action. While we will continue to plan for the large, visionary projects that will take our facilities into the future, we will also keep an ear to the ground to understand what our people need now to do the work that saves and improves lives across our community.

Thank you for everything you do for Novant Health. I am proud to be part of this community, and I look forward to accomplishing even more remarkable things as we move forward, together.

Ann Caulkins
Senior vice president, Novant Health
President, Novant Health Foundation



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