Novant Health Thomasville Medical Center Foundation 2019 annual report

NOVANT HEALTH
Thomasville 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

Table of contents

Mission and beliefs	4
Philanthropic summary	5
Most memorable achievements	6
Snapshot	8
Market highlights	9
Grant highlights	10
Events recap	11
Board of directors	15
Letter from president of Novant Health Foundation	16

Novant Health Foundation mission

Novant Health Thomasville Medical Center Foundation engages and connects donors to Novant Health programs and initiatives that save lives and improve the health of the communities we serve.

Novant Health Foundation beliefs

- We are effective and transparent stewards of donors and their gifts, honoring donor intent and communicating philanthropic impact.
- We strive to develop a culture of philanthropy within Novant Health and our communities.
- We integrate our efforts with the clinical staff to better understand critical needs and accelerate solutions.
- We serve as ambassadors to share Novant Health's remarkable outcomes, raise community awareness and increase giving.
- We connect donors' passions with Novant Health priorities to improve the health of the communities we serve.
- We are passionate about health and wellness.
- We embrace diversity and inclusion to connect better with our communities.
- We treat our donors with gratitude and respect.
- We value excellence, commitment and compassion.
- We commit to the development of our people and the implementation of industry best practices.
- We collect and maintain current, accurate and informative donor data with the highest level of confidentiality.
- We embrace collaboration and accountability, and celebrate success.

2019 Novant Health Foundation philanthropic summary

2019 totals

$6,803,732	$5,812,393	$12,616,125
Total gifts	Total new pledges	Total new commitments

Novant Health Thomasville Medical Center Foundation

164	$294,789	180	$33,782	$328,570
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

Novant Health Brunswick Medical Center Foundation

84	$73,665	333	$105,238	$178,903
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

Novant Health Forsyth Medical Center Foundation

737	$975,821	684	$1,684,190	$2,660,011
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

Novant Health UVA Health System Prince William Medical Center Foundation

173	$199,367	108	$26,525	$225,892
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

Novant Health Presbyterian Medical Center Foundation

1,644	$3,250,595	490	$1,611,892	$4,862,487
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

Novant Health Rowan Medical Center Foundation

805	$2,009,494	428	$2,350,766	$4,360,260
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

To view federal form 990 visit **SupportNovantHealth.org/990s.**

Diversity and passion — Jed Orman on the qualities that make the Novant Health Thomasville Medical Center Foundation board unique

As chairman of the board for Novant Health Thomasville Medical Center Foundation, Jed Orman believes the board's responsibilities are threefold.

First is the fiduciary responsibility to ensure all funds donated to the foundation are allocated appropriately. Second is to determine the best way to allocate unrestricted funds to ensure they are making an impact for Novant Health Thomasville Medical Center and the community it serves. Third is advocacy and fundraising — spreading the word about the good work happening within the walls of Thomasville Medical Center and educating the community on why donations are critical in continuing that work.

"We focus on who can help us raise money but then also how do we help maintain diversity and get into all segments of the community," said Orman, senior vice president and commercial banker at Triad Business Bank. "Thomasville is very close knit, and once you build up that connection and loyalty, I really think the possibilities are almost endless."

Orman and the board pushed forward on several exciting possibilities in 2019. Here, he shares a few highlights and priorities, as well as goals for the foundation as we move through the challenges of 2020 and beyond.

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

I'm very passionate about the Davidson County community and joining the board was a way for me to have a direct impact on this community and address its unique needs.

We have a very passionate, I would say, outspoken board, which is good. They're not afraid to challenge folks, and they're trying their best to find opportunities and open doors. From a diversity standpoint, we have several different ethnicities represented on our board, which is important for our community. We also have a good balance of physicians and other Novant Health team members, which gives us valuable insider perspective.

Jed Orman, Chairman

What were some of your key accomplishments from 2019, from the foundation's perspective?

In 2019, we silently kicked off our capital campaign to support the Novant Health Wellness and Education Center. We haven't really gone public with it yet. We were getting ready to do that when COVID-19 hit. But we spent 2019 getting a solid foundation in place to start raising funds to address the unique needs of the community. Wellness and education are big issues here, so we are working to combat high rates of diabetes and obesity with new programs at the center, such as healthy cooking classes. We are also looking at increasing programs and services centered around behavioral and mental health issues, which are gaining a lot more attention these days, and rightly so.

Are there any stories that stand out to you from 2019?

In September of last year, we hosted Docs That Rock, and it was a really successful first-time event. We had some local doctors get together in a band and perform for everybody. Adaumont Farm generously offered up its highly sought-after event space, and the proceeds from that event all went to support our capital campaign. In total, we raised $18,000.

Also, in 2019, we received $150,000 of support from The Cannon Foundation to assist the foundation in purchasing a new stereotactic 3D breast biopsy system. I remember talking with an employee of mine at a past bank, and she told me she had to have a breast biopsy done and her local hospital didn't do it. Instead, she had to make an appointment to go to Winston-Salem to get it done. It was right around the time we were looking to purchase the biopsy system, and I suddenly understood just how important an investment it was. It allows us to offer something to people inside and outside our community. That was really special.

What are some areas of ongoing need that you or the new board chairman are focused on for 2020?

Our new reality will change a lot about how we raise money, as well as where we allocate donations and spending. Hopefully we'll never be here again, but I think preparation is key. It may cause us to establish a new fund for pandemic-type situations. It may make us focus on doing mini-campaigns to raise funds for employee assistance. We really want to formally launch our capital campaign, as well.

What does remarkable care mean to you?

For me, it's personal. Our first child was born at another hospital, and the experience was terrible. There were significant complications. It was a mess. For our second child, we had him at Thomasville Medical Center, and it was a completely different experience. Zero issues. It felt like we got everything we needed and then some. To this day, we really don't use anybody outside of Novant Health, even though, for us, that means driving farther for that experience. That has built a loyalty for us to where we're pretty much only going to use Novant Health going forward.

2019 Novant Health Thomasville 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.

Employee emergency assistance

$4,584

Patient assistance

$3,995

Behavioral health

$5,545

Clinical team member education

$1,400

Wellness and Education Center

After more than 85 years of serving the Davidson County community, Novant Health Thomasville Medical Center is ready to develop a place that will inspire and educate people of all ages. Right here in our region, diabetes, behavioral health and outpatient rehabilitation continues to impact the lives of thousands of patients and their families each year.

Novant Health Thomasville Medical Center Foundation launched a $2.6 million community giving campaign to establish the new center for wellness and education. The foundation invested in the purchase of the former health department building for the conversion into a center for wellness and education. This building is located on the Thomasville Medical Center campus.

This campaign will help address the need for outpatient rehabilitation, provide a community room that will support smoking cessation classes and include a demonstration kitchen to provide proper nutrition counseling and classes.

In addition, the new facility will include a much-needed space for outpatient behavioral health services and diabetes education.

Once completed, the $4 million, 18,000-square-foot Novant Health Wellness and Education Center will house the following services:

- Behavioral health providers
- Diabetes education, including a demonstration kitchen
- Chronic health disease education
- Obesity education for adults and adolescents
- Outpatient physical rehabilitation
- ConnectionLink for senior citizens
- North Carolina's first certified Baby Café for nursing mothers and their babies

Thank you to our generous donors who, as of Dec. 31, 2019, helped us raise $759,202 of our $2.6 million goal to make this center a reality.

Donor appreciation and philanthropic award ceremony

We recognized and celebrated our donors at the second annual appreciation event on March 26 at Colonial Country Club in Thomasville.

The annual philanthropic award was presented to Dr. Joe and Cathy Hedgpeth in honor of their many contributions to the foundation and community. Dr. Joe and Cathy Hedgpeth's loyal and steadfast support throughout the years has allowed our foundation to continue to support the advancement of healthcare for generations to come. During the ceremony, Phil Griffin, Dr. Richard Kirsch, Elaine Rabon and Dr. Sandy Sikes shared inspiring stories on the impact the Hedgpeths have made, and continue to make, across Davidson County.

We thank each of our donors for your support of our mission to save lives and improve the health of the communities we serve.

Novant Health Thomasville Medical Center Foundation received $150,000 from The Cannon Foundation

Novant Health Thomasville Medical Center Foundation received $150,000 from The Cannon Foundation to purchase a new stereotactic 3D breast biopsy system. The system will enable staff to offer a full schedule of biopsy procedures at the Thomasville Medical Center breast center. In addition to The Cannon Foundation grant, the Novant Health Thomasville Medical Center Foundation committed $120,432 to purchase the $270,432 system.

"In 2018, Thomasville Medical Center staff performed over 4,000 mammography screenings," said Jon Applebaum, the hospital's president and chief operating officer. "The new biopsy system, made possible with Cannon Foundation support, will enhance services, reduce wait times and improve patient experience and satisfaction."

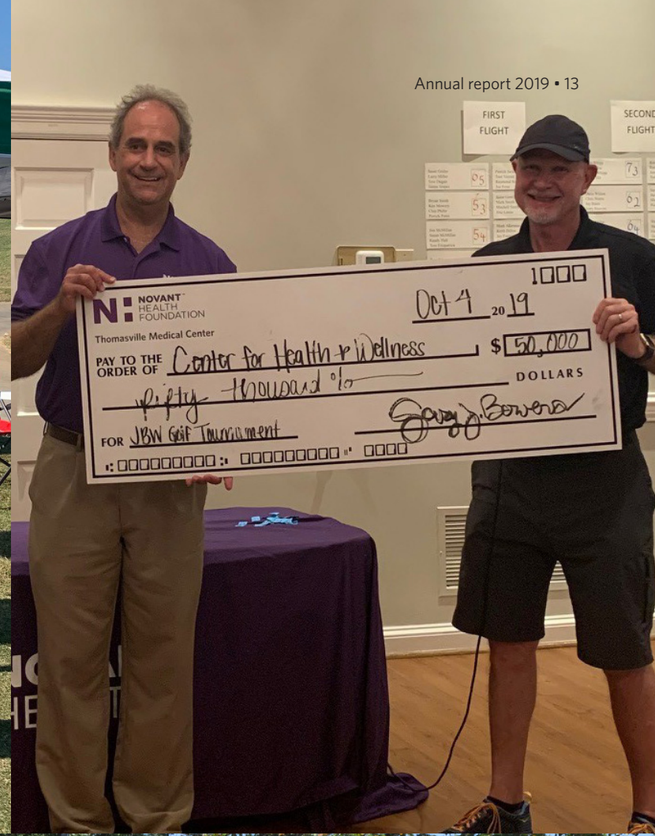
Thomasville Medical Center began offering 3D mammographies in 2018. Despite adding a second 3D machine later in the year, high patient demand forced hospital staff to refer patients to other facilities for biopsy services. This created transportation challenges for some patients, and prolonged the process and associated stress patients sometimes experience while waiting for biopsy results. Having an on-site stereotactic 3D breast biopsy system will accelerate biopsy procedures and results while generating high-quality images in seconds.

"We are grateful to The Cannon Foundation for enabling Novant Health staff to provide remarkable health care to everyone we serve with this advanced biopsy system," said Ann Caulkins, president of Novant Health Foundation. "The Cannon Foundation staff and board of directors consistently demonstrate exceptional compassion and engagement, and we are proud to partner with them in this effort."

Inaugural Docs That Rock

More than 150 supporters joined us on Sept. 19 for our inaugural Docs That Rock fundraiser where we raised more than $18,000. Held at Adaumont Farm, attendees celebrated with a reverse raffle and dinner, and enjoyed rock-and-roll music by our very own physician band, Assisted Living.

Thank you to all who helped make this inaugural event such a success. All funds raised went directly to support the Novant Health Wellness and Education Center located on the campus of Novant Health Thomasville Medical Center.



Third annual Jane Burt Williams Memorial Golf Classic

On Oct. 4, we held our third annual Jane Burt Williams Memorial Golf Classic at Colonial Country Club. More than 140 participants joined presenting sponsors Vannoy Construction and Facility Systems Services Inc. to raise over $50,000 for the Wellness and Education Center at Novant Health Thomasville Medical Center.

With the addition of these proceeds, we raised $747,690, which is 29% of our goal to raise $2.6 million for the Wellness and Education Center. Once completed, this center will be dedicated to furthering health education and wellness in Davidson County and the surrounding communities, specifically addressing diabetes, adult and adolescent obesity, chronic disease management, breastfeeding support for mothers and behavioral healthcare.

"In just three years, this fun and competitive tournament has raised more than $128,000 for Novant Health Thomasville Medical Center programs and initiatives that save lives and improve the health of our community," said Kristen Trexler, Novant Health Thomasville Medical Center Foundation's manager of program development.

The 2019 Jane Burt Williams Memorial Golf Classic champion trophy was awarded to Kieron Kennedy, Randy Crainshaw, Jason Newsome and Todd Deaton. Congratulations to our champions, and thank you to our sponsors, participants and volunteers for making this tournament a huge success.

Dr. Beatriz Juncadella

Second annual Chair City Society dinner

Thank you to the more than 30 Chair City Society members who joined our second annual Chair City Society dinner at Colonial Country Club on Oct. 17. We founded this society in 2018 to recognize and celebrate our donors who contributed $1,000 or more to help us in our mission to save lives and improve the health of our community.

The Chair City Society 2019 honoree was Dr. Beatriz Juncadella, known locally as "Dr. Bea." Born in Nicaragua, Dr. Bea knew she wanted to be a pediatrician by 8 years old, and since 2005 she has served as pediatrician with Thomasville-Archdale Pediatrics. Her community care goes beyond the practice's walls, where she is an active volunteer with Grace Community Church and serves on the board of the Tom A. Finch Community YMCA. Most recently, Dr. Bea joined the board of Novant Health Thomasville Medical Center Foundation.

Dr. Bea's philanthropy extends to her native country, too. In 2007 she founded and now leads a medical mission called La Luz de Cristo Ministries, which focuses on health maintenance, community development, leadership training and children's ministries in Nicaragua. During the event, Kim Magee, whose children have been patients of Dr. Bea for years, praised her for the remarkable care Dr. Bea continues to provide for her family and others.

Congratulations to Dr. Bea and thank you to our Chair City Society for your support and commitment to the health of our community.

Novant Health Thomasville Medical Center Foundation board of directors

Chairman
Jed Orman
1st Vice President/Business Banker

Vice Chairman
Lisa Miller
Novant Health Thomasville Medical Center - Lactation consultant

Secretary/Treasurer
Mary Jane Akerman
Communities In Schools

Assistant Secretary
Jon Applebaum

Directors

Joe Bennett
Retired

Gary Bowers
Plyler and Waterhouse, PLLC

Dr. Tom Byrnes, Director Emeritus
Physician (retired)

Charlie Hanner
Retired educator

Lois Hunter
Thomasville Housing Authority

Diane Huskey
Retired

Candice Epps Jackson
Thomasville Counseling

Dr. Beatriz Juncadella
Thomasville Pediatrics

Susan McMillan
Center Towne Realtors

Dr. Daniel Myers
Novant Health-Physician

Rev. Misty Polston-York
Carolina SeniorCare

Tam Reid
Bank OZK

Dr. E. Tom Smith, Jr., DDS
ECU School of Dental Medicine (DCCC)

Colon Starrett
Retired

Dr. Deanna "Dee" Stokes
Unity UMC- Senior pastor

Dr. Joseph Stringfellow
OB/GYN, NH Thomasville OB/GYN

Keith Tobin
Thomasville Area Chamber of Commerce

Staff

Rick Parker
Executive director

Kristen Trexler
Program development manager

Brittney Turner
Administrative specialist

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

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

Join our mailing list

We look forward to keeping you connected with remarkable stories of care from those you've impacted through your generosity. Join our mailing list by snapping a picture of the QR code or visit **SupportNovantHealth.org/Connect**.

Contact us

Payton Williams, BSPH
Development Program Coordinator

207 Old Lexington Road
Thomasville, NC 27360

336.474.7957

NOVANT HEALTH

Thomasville Medical Center Foundation