

Learn about all
we have done this
last fiscal year.



2021 *Annual Report*

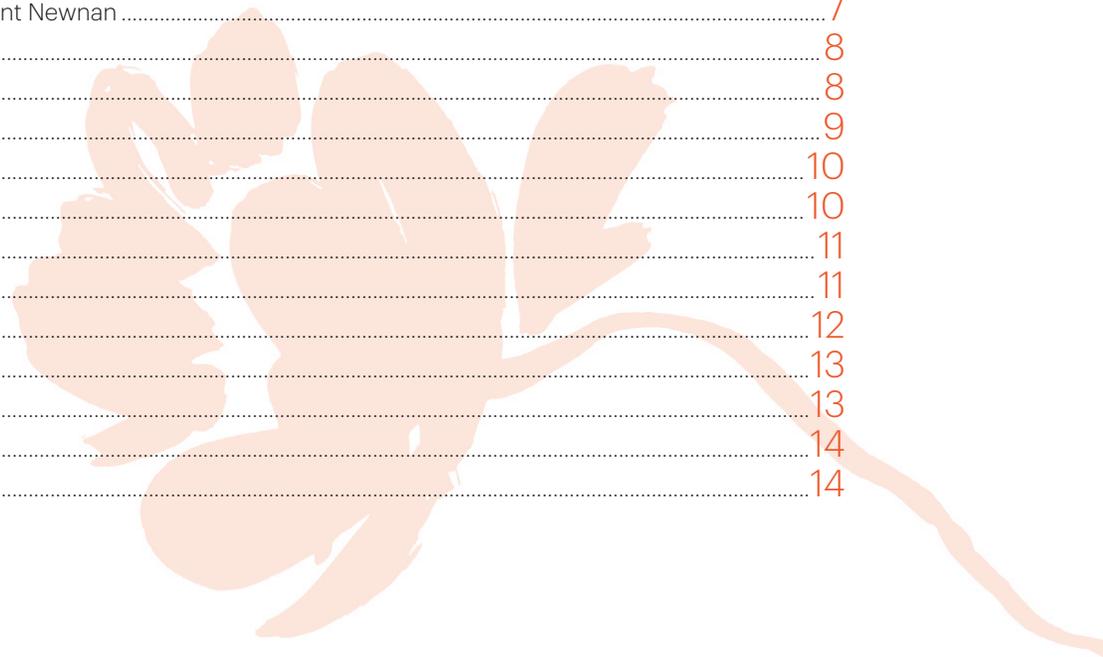
(July 1, 2020 – June 30, 2021)



Real change lives here

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Throughout the COVID-19 pandemic, you have relied on the expertise of your community hospital to guide you and your family through some of the toughest times our nation has experienced in decades. And as always, we have been able to rely on you in so many ways.

When schools began to close in the spring of 2020, donors gave to our emergency COVID-19 funds to help provide immediate childcare solutions for our frontline workers. Meal donations, personal protective equipment (PPE) and kind notes poured into our hospitals for months after, and into the summer. Thank you for supporting Piedmont Healthcare's frontline employees without hesitation.

Your continued gifts to the Piedmont Healthcare Foundation positioned us to serve our patients well and focus on delivering outstanding care across all service lines during the 2020-2021 fiscal year (FY21). In this annual report, we share stories about how your donations have impacted the work we do and the lives we touch. Thank you for making sure that our other priorities were not forgotten in the midst of the pandemic.

Piedmont Healthcare now comprises 16 hospitals. We are expanding our Neurosciences and Women's Services programs to meet the changing needs of our community. And we are managing several capital improvement projects across the system. It is your commitment to Piedmont that makes our growth possible.

We know our world has many worthy causes that can be transformed by philanthropic support. We are honored that you have chosen to invest in Piedmont Healthcare and advance our mission to make a positive difference in every life we touch. Thank you for the generosity you have shown to our patients and our team members. It is evident we couldn't do what we do for our communities without you.

Sincerely,

Sidney Kirschner
Chief Development Officer
Piedmont Healthcare Foundation

Kevin Brown
President/CEO, Piedmont Healthcare

Russell M. Richards, Chairman
Piedmont Healthcare Foundation

Piedmont Healthcare Leadership

Kevin Brown, President/CEO, Piedmont Healthcare
Todd A. Schmidt, M.D., Chair, Piedmont Healthcare Board
Patrick Battey, M.D., CEO, Piedmont Atlanta

Board Members

Kevin Brown, CEO - Piedmont Healthcare
Russell M. Richards, Chairman
William B. Shaheen, Immediate Past Chair
Lillie Axelrod
Stephen Berman
Sarah B. Brown
Charles W. Cary (Bill)
Margaret Chambers
Mark Cohen, M.D.
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Jeremy Ellis
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John Ferguson
Thomas Lovell Fleetwood
Thomas S. Harbin, III
Thomas H. Hawk, III
Emily Levy Heimermann
Robin Hensley

Lily Jung Henson, M.D.
Mona Heyer
Christopher Hohlstein
John Huntz
Vicki Kaiser
Lee Katz
Jane Lanier
Samuel Lorenzo, M.D.
Lynette Mathis
Allen Meadors
Harry M. McFarling III, M.D.
Carter D. Pope
Sarah Scalia
Denise Smith
Vicki Turner
Michael Wallace
Mack Wilbourn

Greater Atlanta Piedmont Healthcare Foundation Staff

Sidney Kirschner, Chief Philanthropy Officer
Kelly Loftin, Executive Director
Susan Berkowitz, Foundation Coordinator and Researcher
Jessica Davis, Gift Officer, Grateful Patient Program
Candace Ellis, Waters Pavilion Liaison
Gwendolyn Herndon, Patient Liaison
Julie Hiland, Foundation Database Administrator
Trey Joyner, Program Manager
Nicole Maroun, Development Coordinator
Anna Johanson McConnie, Director, Business Operations
Andrea Mendez, Director of Major Gifts
Jeanine P. Osborne, Donor Relations Liaison
Caitlin Still, Director, Annual Giving, Grants & Communications

Piedmont Healthcare Foundation by the Numbers:

**PIEDMONT HEALTHCARE FOUNDATION
FUNDS RAISED IN FY21**

\$17,991,129

**TOTAL FUNDRAISING DOLLARS
SPENT IN FY021**

\$46,459,937

TOTAL DONORS

5,637

Piedmont Healthcare Foundation proudly supports eight Piedmont hospitals in Metro Atlanta.

- Piedmont Atlanta
- Piedmont Cartersville
- Piedmont Eastside
- Piedmont Fayette
- Piedmont Henry
- Piedmont Macon
- Piedmont Macon North
- Piedmont Mountainside
- Piedmont Newnan
- Piedmont Newton
- Piedmont Rockdale
- Piedmont Walton

Piedmont Athens Regional and Piedmont Columbus Regional hospitals are supported by their respective Foundations. To learn more about Piedmont's three Foundations, please visit piedmont.org/foundation.

Swope Family Establishes Oncology Patient Assistance Fund at Piedmont Newnan



Steve and Marie Swope created the Swope Family Fund to support their local community of Newnan, Georgia, and charities across the country and around the world. Through their Family Fund, the Swopes recently gave a philanthropic commitment of \$50,000 to the Piedmont Healthcare Foundation to start the Swope Family Cancer Assistance Fund at Piedmont Newnan Hospital. Their generous

donation will support underinsured or uninsured cancer patients in Coweta County and surrounding areas by funding transportation to and from confirmed medical appointments and providing medical supplies for at-home care.

The Piedmont Newnan Oncology Support Services team will work together with Piedmont's case managers to qualify patients who truly need this type of patient assistance. Then, our nurse navigator and oncology social worker will provide qualified patients with the necessary supplies they need and arrange transportation.

"Cancer touches just about every family at some point – it certainly has touched ours," said Steve and Marie Swope. "The diagnosis of cancer can be physically, emotionally and financially devastating. Many families simply don't have the resources to care for a sick family member and carry on their day-to-day lives. We believe that supporting the Swope Family Cancer Assistance Fund will help alleviate the burden these families face."

Although the Swopes established the fund at Piedmont Newnan, anyone can contribute towards sustaining the Patient Assistance Fund. To do so, visit give.piedmont.org, choose Piedmont Newnan Hospital and select the Swope Family Cancer Assistance Fund.

Infusion Therapy Chairs Bring Comfort

Piedmont Fayette Hospital held its annual Celebration of Care gala for three years before canceling the 2020 and 2021 events to mitigate the spread of COVID-19. Despite the cancellations, the Piedmont Healthcare Foundation received several individual gifts and corporate sponsorships to support oncology programs at Piedmont Fayette Hospital.

Thanks to the community's continued support of the gala, Piedmont Fayette Hospital was able to use philanthropic funds to purchase 12 new state-of-the-art infusion chairs, including two bariatric chairs, to create a more welcoming treatment environment and help reduce stress for our infusion therapy patients. These chairs are not just a piece of essential equipment, they personify the high level of quality care our infusion therapy patients receive. Most importantly, the chairs optimize the overall experience for patients receiving treatments such as chemotherapy, blood transfusions, antibiotic treatments, hydration therapies and more. They can choose from relaxing options such as gentle warming systems or massage, the convenience of recharging ports and other custom accessories.

“Our patients truly appreciate and benefit from the attention to detail of every aspect of their care each time they prepare for treatment. Our donors have enabled us to make a positive difference in the lives of our patients that exceeds their expectations during a time they need it most.”

– Debbie Britt , Executive Director of Patient Services

Transporting Babies to Better Health

The Neonatal Intensive Care Unit is often an undesirable detour that some expectant parents have to take while on their journey from hospital to home with their newborn. However, the NICU's specialized equipment and trained staff have proven to be life-savers for many families whose babies are born prematurely or with complications. Donations to NICU Funds across the Piedmont system provide the support needed to enhance our highly specialized neonatal care.



During FY21, the NICU at Piedmont Atlanta Hospital used philanthropy dollars to purchase a new Neonatal Transporter. PAH's Director of Women's Services, Lori Walker, said, "We were very grateful for the purchase of the Neonatal Transporter this last fiscal year! Our previous transporter was at the end of its life and, if it malfunctioned, would not be able to be repaired. Our transporter is used to transfer infants to other parts of the hospital in a safe environment for testing such as an MRI; swallow studies to determine airway and feeding issues; and visit with a mother who may be unstable in a critical care area. Because the baby may still require respiratory support and monitoring, this can only be done in the transporter.

This also keeps the infant protected from the hospital environment and helps provide temperature stability. If we did not have the transporter, these critical tests and bonding situations could not occur, therefore not providing the best treatments based on findings and best care."

A Remarkable First Year in the Marcus Tower at Piedmont

Five years ago, when the construction of the Marcus Tower was in its early stages, we could not have imagined completing the first phase of this massive project during a pandemic or opening early to treat patients as a result. But August 1, 2021, marked one year that the Marcus Tower at Piedmont Atlanta Hospital has served its purpose as a premier destination for cardiac care in the Southeast.



The tower hosts 13 new operating rooms, 8 of which are dedicated to cardiovascular procedures; 8 heart and vascular catheterization labs; 4 electrophysiological (EP) labs; and 408 new patient beds, with 262 dedicated to heart and vascular patients. Additionally, to improve patient access and strengthen our multispecialty programs, Piedmont also hired 64 new heart and vascular physicians.

Since the Marcus Tower at Piedmont Atlanta opened, the cardiovascular center has gained recognition as:

- Leading national center for transcatheter aortic, mitral and tricuspid valve therapies.
- Leading center for catheter-based, high-risk, complex coronary interventions including chronic total occlusions, unprotected left main disease and calcified coronary anatomy.
- Leader for early phase, first-in-human structural heart transcatheter therapies and interventional treatment of complex coronary artery disease (nationally and internationally).
- Leading center of patient acuity and illness; critical care program internationally recognized for advanced therapies including ECMO support.
- PERT (Pulmonary Embolism Response Team) Consortium founding member conducting research to develop emergency protocols to care for patients with pulmonary embolisms.

Thanks to the generosity and commitment of our donors, Piedmont is better prepared to accommodate and care for patients challenged with heart failure, valvular and structural heart diseases, and the long-term effects of COVID-19, which are yet to be discovered.

As we close this chapter of the Building Better Campaign, we hope you feel proud of our achievements so far and hopeful about what's to come. We are sincerely grateful for your commitment to our patients and their families. Your support is helping Piedmont transform the health and well-being of the next generation of families in Georgia.

Doctors' Day Gifts Help Us Invest in our Greatest Assets

Doctors' Day is nationally recognized on March 30 and gives us all a chance to celebrate the physicians and clinicians who have chosen to dedicate their life's work to the service of others. Every year, generous donors show their appreciation by sending kind letters and gifts of support to the Piedmont Healthcare Foundation. Some donors choose to support funds that align with their physician's specialty, but the majority of gifts support the Healthcare Provider Learning & Development Fund.



The Learning and Development Fund allows Piedmont to invest in its greatest assets by providing ways for Physicians and Advance Practice Professionals to continue to increase their wealth of knowledge. For example, members of

our Renaissance of Physicians (ROP) Team will be able to attend the Lincoln Leadership at Gettysburg. During the weekend retreat, attendees will explore leadership concepts, including positioning for strategic advantage, identifying and protecting organizational vulnerabilities, managing a professional disagreement, and building high-performing, high-character teams.

Another opportunity afforded by gifts to the Learning and Development Fund is Piedmont's Women's Physician Program. This educational support group provides leadership development, personal development, networking and peer support. Its goal is to help women physicians create a more balanced life and secure a complete sense of well-being. If successful, Piedmont plans to expand the program to meet the needs of other underrepresented groups of women physician employees.

The generosity of our donors allows Piedmont to invest in our physicians and advance practice professionals' continued education and development. In turn, our community benefits from being served by staff members who are more engaged; staff members provide improved quality of care and patient satisfaction; and Piedmont is able to attract and retain new top talent.

Supporting our Staff

Alan Elsas joined the Piedmont Healthcare Foundation Board in 2016 and has supported a variety of programs and capital projects during his 5 years of service. Last year, to commemorate his 80th birthday, Mr. Elsas tapped into his social network to raise funds for Piedmont Atlanta Hospital's Staff Support Fund, which supports activities that raise employee morale, aids staff in their self-care and helps employees as they care for loved ones at home.

For over a year, we've adjusted our routine hospital operations to care for COVID patients. And, during this time, our frontline workers have had to overcome challenges of their own such as schooling their children from home or caring for elderly loved ones. By thoughtfully using the Staff Support Fund, Piedmont Healthcare's Physician Leadership, Human Resources and Community Relations teams have committed to the important work of supporting our frontline caregivers.



Piedmont's mission to make a difference in every life we touch is not limited to patients but includes the lives of our employees who work every day to provide exceptional care to all who seek treatment at our facilities.

Cord Blood Partnership Saves Lives

A generous gift from the Cleveland Cord Blood Center allows Piedmont Atlanta Hospital to offer parents an opportunity to make a potentially lifesaving donation of their newborn baby's umbilical cord blood.

The Cleveland Cord Blood Center (CCBC) is a public umbilical cord blood bank whose mission is advancing umbilical cord blood cell therapy treatments: saving lives, enhancing health, and expanding knowledge one birth at a time. The Center fulfills its mission by collaborating with hospitals in areas with diverse genetic and ethnic populations and funding the hospitals' umbilical cord donation programs. Because there are not enough cord blood matches at public banks for African Americans and Hispanics who need treatment, donations made by African American and Hispanic parents can help fill a critical need.

Cord blood, the small amount of blood left in the umbilical cord after a child's birth, is rich in stem cells, which contain the basic building blocks of blood cells and the body's immune system. Cord blood cells have proven to be an effective option in the treatment of leukemia and other metabolic diseases, and research is being done to explore its use in treating numerous other medical conditions such as diabetes, degenerative diseases and autism.

Lori Walker, Director of Women's Services at Piedmont Atlanta, states, "The Cleveland Cord Blood Center grant has provided the opportunity for cord blood donation through staffing and resources. This is an extremely valuable service that can save lives! Healthy blood-forming cells can be stored and later used by a patient who needs them. The availability of the Cleveland Cord Blood program at Piedmont gives parents the option to donate their newborn's cord blood in hopes of finding a match for a recipient cancer patient."

Funding from the CCBC covers costs associated with collecting, transporting and storing cord blood, making the donation process free to patients at Piedmont Atlanta Hospital. Last year, there were 1,030 cord blood donations for a total of 14,802 since we began our partnership with the Cleveland Cord Blood Center.

Piedmont Walton Hospital leads the way for *Count Me In*

As members of the Piedmont family, our purpose and our promise is to make a positive difference in every life we touch. Employees who make donations to the Count Me In employee giving program have an immediate and powerful impact on the communities we serve and in the lives of one another.



Piedmont Walton Hospital has the highest level of participation in the Count Me In program among all Piedmont Healthcare entities, with almost 50 percent of the workforce choosing to contribute to the Piedmont Sharing

Club or other philanthropic funds. The Sharing Club is funded entirely through employee contributions to the Count Me In campaign and is designed to provide confidential financial aid to fellow employees during times of crisis.

Nicole Malcom, Human Resources Business Partner at Piedmont Walton Hospital, explains, "Since Count Me In is one of the last things we present to new hires at New Employee Orientation, new staff have had the chance to really get to know the Piedmont Walton Hospital team and how we truly treat each other like family. Within the first few hours of employment at Piedmont Walton, they begin to get an overwhelming sense of the culture that keeps our current staff engaged!" Additionally, the presentation of a video, which showcases the program for the entire system and shares experiences of employees who have benefitted from the support of the Sharing Club, hits home with a lot of new employees.

The Count Me In program is optional. Employees may choose to participate with as little as \$1.00 per pay period through payroll deduction or may make a one-time gift of any amount.

Congratulations and thank you to Piedmont Walton and all of the generous contributors to the Count Me In program!

Going Virtual for Women's Heart Health

In this current moment, navigating the Covid-19 pandemic is taking a toll on our physical and mental health, and the Dottie Fuqua Women's Heart Support Network (WHSN) is more critical than ever for women facing heart disease. The WHSN provides female heart disease survivors with an ongoing, personal way to connect to others with similar experiences. This innovative program educates women and connects them with resources in the community to meet their needs as they learn to live with—and beyond—heart disease. And thanks to the generosity of our donors, all services provided through the Dottie Fuqua Women's Heart Support Network are free to the community.

When the pandemic began and social distancing became the norm, our Women's Heart team had a remarkable response to this public health crisis, quickly pivoting to an online model to meet the current and growing needs of the women we serve. The WHSN successfully offered 1-on-1 Wellness Coaching to 150 women and produced more than 250 workshops and classes that engaged more than 4,500 participants. These workshops and classes covered healthful eating, emotional well-being and stress reduction and physical movement.



Weekly classes such as Meditation, Yoga, and Strength & Power, provided participants with a consistent opportunity to incorporate physical movement in their lives. Clients also attended educational classes and workshops like cooking demonstrations, sessions on laughter, music therapy and forgiveness, and clinical talks on hypertension, menopause, and sleep. Not only does the Women's Heart Support Network empower women with knowledge and resources to control their heart health, but it also provides a safe way to connect with a community during this unprecedented time.

“These online events are greatly appreciated! They’ve provided a form of structure, as in a sense of routine and even socialization. Helping to abate this crazy scary period that we all woke up to one morning.”

—Women's Heart Support Network client.

By offering free virtual services, the WHSN can serve a wider group of people in various situations, including those with low income whose access to services is often hampered by transportation, childcare and scheduling barriers. We are also building a digital resource library that will be accessible systemwide and beyond. This library allows us to expand our community outreach with educational opportunities for patients and care providers across the Piedmont System footprint. Our patients and staff will benefit from these educational tools, which can be accessed from anywhere and will more easily fit into our women's already busy lives.

Piedmont Newton Purchases Equipment to Aid Delicate Deliveries

Piedmont Newton made improvements to the Labor and Delivery department by purchasing six HALO® BassiNests® and two Panda Warmers (radiant warmers) in FY21. HALO BassiNests allow mothers to keep their infants close by while reinforcing the importance of safe sleep. Beth Timberlake, Director of Women's and Surgical Services said, "The mothers love it because they can rest the bassinets right in the bed, pick their infants up to breastfeed or bottle feed with ease."

When asked about the importance of the radiant warmers, she continued, "Radiant warmers are for more delicate deliveries when we are not able to do skin-to-skin immediately after birth. These warmers give us the technology to care for infants who may need extra-special attention with oxygen and warmth. We have had many positive outcomes with both, and we are hopeful to outfit all of our rooms with the Panda warmers over time."



Piedmont Fayette Hospital Focuses on Women's Health

Like many of us, as the end of 2020 approached, Peachtree City residents Bob and Debi Lenox reflected on the importance of having quality healthcare close to home. They made the decision to support Piedmont Fayette Hospital by making a \$500,000 donation.

"My wife, Debi, and I are both cancer and COVID-19 survivors, so we have a keen appreciation for Piedmont Healthcare and the people who make it the wonderful organization

that it is," said Bob Lenox. "Its importance to our community cannot be overstated: as a world-class health facility, as an employer of hundreds of people and as a leader in community involvement and service. We are pleased to be able to support their efforts and initiatives to provide the best possible health care to us all."

As avid travelers, Bob, the former mayor of Peachtree City, and Debi have experienced many different cultures and communities, and they have a heightened awareness of the critical components of a healthy community. Steve Porter, CEO of Piedmont Fayette Hospital met with Bob to present a couple of projects where their support would have the greatest impact.

Without hesitation, they chose to support Piedmont Fayette Hospital's vision to create a fully integrated network of coordinated, supportive care for the wide array of health needs that affect women. Thanks to support from the Lenoxes, Piedmont Fayette is developing an easy-to-navigate approach for every specific healthcare need for the female population. The women's health initiative will focus on improving the health care experience for women of all ages by recognizing the diverse needs of female patients. This includes creating a unique experience through specialty women's care, such as a birthing center, or a center for specific surgical inventions, as well as a more comprehensive, medically integrated network to help women navigate through their health needs from adolescence to mature adulthood. The program will also be focused on providing patients with customized choices as well as easy access to specialists, the Piedmont Physicians network, educational resources and other resources offered through trusted community partners. From childbearing to caregiving to physical health, emotional well-being and everything in between, Piedmont Fayette's vision to better meet the unique needs of women starts right here in our local community thanks to charitable support.

"We are grateful to have generous donors like Bob and Debi, who not only trust us with their medical care, but who also want to partner with us through philanthropy as we strive to meet the healthcare needs of the community we serve," said Porter. "Our purpose is to make a positive difference in every life we touch, and support like this helps us achieve that purpose every day."

Special Events

“Out of an abundance of caution...” It’s a phrase that has been used many times during the pandemic to preface a cancellation announcement of some sort. We’ve sent a number of these communications to past event attendees and corporate sponsors to inform them that our annual golf tournaments, galas and benefit concerts would be canceled until it was safe to resume larger-scale, in-person events.

Piedmont fundraising events raise awareness and funds for oncology programs and other initiatives that align with the needs of the communities in which our hospitals reside. They also give our Foundation staff and physician leadership the chance to meet donors and thank them in person.

Despite the cancellations during FY21, generous individuals and corporate sponsors gave \$121,625 in lieu of fundraising events by either responding to a mail campaign or allowing their local hospital to keep the proceeds from tickets purchased before their event was canceled.

During FY22, indoor events, which include Angels on Earth and the Newnan Soirée, remain cancelled. But most outdoor events, including the Newton Concert, Rockdale Cookout for Cancer, and the Fayette and Henry Golf tournaments resumed on a smaller scale or had a virtual component.

Piedmont Healthcare Foundation Fundraising Events Calendar	
Piedmont Rockdale Cookout for Cancer	October 1, 2021
Piedmont Fayette Golf Tournament	October 4, 2021
Piedmont Henry Golf Tournament	October 18, 2021
Piedmont Mountainside Breast Cancer Thrive 5K	April 16, 2022
Piedmont Newton Concert for a Cause	April 22, 2022
Piedmont Newnan Soirée	Fall 2022

Find updates about future events on the Foundation’s website under the special events tab.

Thank you!

At Piedmont, the communities we serve rely on your generosity. You are the reason we can provide everyone with the care they deserve. And you are the reason we can continue transforming healthcare. Together.

As a donor-supported health system, and on behalf of your fellow Georgians, we say Thank You.

To see a full list of donors, please visit piedmont.org/foundation.



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