“Every hour of every day, we check vital signs, answer phones, triage patients, clean halls, adjust ventilator settings, deliver babies, teach patients to walk again, cook meals, remove tumors, prescribe and prepare medications, and do thousands of other tasks. Perhaps most of all, our compassion and excellence lift the spirits of those who are suffering. It takes the village we call CPMC to make this happen.”

— Warren Browner, MD, MPH, CEO of CPMC
Dear Friend,

I hope you and your family are safe and healthy as our community continues to navigate the COVID-19 pandemic one careful step at a time.

During the early, uncertain stages of the pandemic, so many parts of life came to a standstill—including many of our regular healthcare habits. At CPMC, our care teams have made heroic efforts to treat hundreds of patients with COVID-19 and stand ready for potential surges. But as we’ve learned more about the pandemic, we’ve also learned the importance of maintaining our own good health, and how to do it safely. And so we devote this issue of Your City, Your Hospital to highlighting some of the ways CPMC helps women to do just that.

In early 2021, CPMC will mark a new milestone in its 150-year tradition of specialized care for women with the opening of the Sutter CPMC Center for Women’s Health Care. Housed at the Pacific Heights Outpatient Campus, it integrates three important programs: our Breast Health Center, Women’s Health Resource Center, and Pelvic Health Program. Women draw on that expertise in a variety of ways, such as by undergoing important screening procedures, making informed decisions about treatment options, and learning how to enhance wellness at any stage of life. The Center for Women’s Health Care will continue to provide those services and more in a beautiful and safe new space outfitted with state-of-the-art screening and diagnostic technology.

It’s important to note that much of this is available only because of philanthropy like yours. And so I thank you for choosing to make CPMC part of your life, and for investing in the health of so many more throughout our community.

Warmest regards,

Karen Jeu
President, CPMC Foundation
Scheduled to open in early 2021, the Sutter CPMC Center for Women’s Health Care at the Pacific Heights Outpatient Campus will offer a variety of services in an expertly renovated facility that houses advanced equipment and ensures patient safety.

Pre-Visit and On-Site Screenings

Staff will talk with patients the day before their appointment for pre-screening and discuss delaying their visit if there is any risk of exposure to COVID-19. All patients and staff will be screened upon their arrival.
Physically Distanced
Patients will be asked to arrive no more than 15 minutes early to reduce the number of people in our reconfigured waiting area.

Clean Environment
Mammography equipment will be cleaned by staff in front of each patient, while high-touch areas elsewhere will be cleaned hourly.

The Notkin family has helped patients and families at CPMC for more than 25 years, including founding the Notkin Family Breast Cancer Recovery Program. This program provides resources to improve overall breast health and supports women diagnosed with cancer through their treatment and recovery. We are pleased to recognize their remarkable commitment to the health of our community by naming the main waiting room at the Sutter CPMC Center for Women’s Health Care for them. Read Michelle Notkin’s account of what drives her family’s dedication on page 24.
Patients will be asked to keep personal belongings in a plastic bag throughout the course of their visit.

Masks are required upon entering the hospital and remain strictly enforced.
The new center integrates three specialty health programs that serve about 50,000 women each year:

**Breast Health Center**

**Pelvic Health Program**

**Women’s Health Resource Center**

CPMC is committed to offering world-class care for women, and the new Sutter CPMC Center for Women’s Health Care will provide expanded services in a modern and comfortable space to maintain wellness, heal, and learn. It will enable women to efficiently draw upon a variety of CPMC programs and will continue to grow as a hub offering more comprehensive services for women.
CPMC is a leader in treating and supporting women with urinary incontinence using biofeedback and education.

The Women’s Health Resource Center handles nearly 15,000 patient interactions a year.

Hundres of breast and gynecological cancer patients participate in individual or group sessions with specialized health psychology postdoctoral fellows.

CPMC’s Cancer Avatar Project recently discovered a potential new therapy for ovarian cancer patients as part of its research into ovarian, breast, and other cancers.
Advanced Detection

“Early diagnosis makes a big difference in survival rates.”

“Statistics show that one in eight U.S. women will be diagnosed with breast cancer in their lifetime. That makes regular screening crucial, because when a tumor is discovered while it’s still in the breast tissue, five-year survival rates are above 99 percent. But if the tumor spreads outside the breast, even just nearby, that number drops to 86 percent. So early diagnosis makes a big difference in survival rates.

“Including mammograms, ultrasounds, biopsies, and other procedures, we handle close to 45,000 patient visits a year, which makes us the busiest breast health facility in the city. With that level of activity, it’s extremely important for us to offer our patients the most advanced technology so we can screen more women for breast cancer and give them the most accurate results possible.

“Thanks to the generosity of our compassionate philanthropic partners, we now offer women the latest in 3D mammography, which provides enhanced imaging for better breast cancer detection. Compared to routine 2D mammography, which takes only two static images of the breast, this new technology captures images from multiple angles in a matter of seconds. This provides us with a number of different views of the breast tissue, which can reveal smaller tumors we might not otherwise see, improving cancer detection.”

Recent research shows that by adding 3D mammography to the screening process, the overall detection rate for breast cancer increases by almost 30 percent. All of our 3D mammography units at CPMC’s nationally accredited Breast Health Center were funded by philanthropy.

Above Chief Radiology Technologist Amy Chun and her colleagues offer CPMC patients the latest 3D mammography technology, which is more effective at finding small tumors or those hidden by dense breast tissue.
Women’s Health Center Affiliated Services

- Pelvic strengthening exercise classes
- Acupuncture
- Yoga
- Massage

Sutter CPMC Pelvic Health Program

- Registered Nurse: education, biofeedback, electro-stimulation
- Board-certified, fellowship-trained physicians

Pelvic Medicine Expertise

Nearly one in four adult women have experienced the embarrassment of losing urine when they cough, sneeze, or lift something heavy. There are numerous causes of incontinence, including pregnancy and childbirth, urinary tract infections, hormone changes during menopause, and others. Many women struggle with this condition for years and don’t seek medical care simply because they think nothing can be done about it. But physicians affiliated with the Sutter CPMC Pelvic Health Program say that no woman should have to endure the indignity of incontinence.

“A lot of women suffer in silence because they are embarrassed or think it’s just a natural part of aging,” says Sharon Knight, M.D. “Though it does sometimes happen as people get older, it can be treated successfully.” Dr. Knight and her colleague Alexandra Haessler, M.D., say the vast majority of women can control the problem with pelvic exercises, lifestyle changes related to diet and exercise, nerve stimulation, and medications. But for some women, surgery is the best option.

“We will never tell a woman that she has to have an operation,” says Dr. Haessler. “She will arrive at that decision on her own when the symptoms become bothersome enough.” When surgery is necessary, patients can turn to two board-certified, fellowship-trained surgeons in Dr. Haessler and Dr. Knight, who are among just a few gynecologists in San Francisco with this level of training. Together they offer virtually any surgical service needed by a woman with incontinence. Most of their procedures are performed using minimally invasive techniques and very small instruments. This results in safer procedures, smaller scars, less pain, and a much faster recovery time compared to open-incision surgery.

“At CPMC, we care for women throughout their lives — from childhood, to motherhood, through menopause, and into their geriatric years,” says Dr. Haessler. “Women of any age can struggle with incontinence, but one concern we have about elderly patients is that primary care providers are often dealing with so many other issues that pelvic conditions could be overlooked.”

“Urogynecological problems are as common as asthma and diabetes,” adds Dr. Knight. “We want women to know that this condition is not unusual and there is no need for them to continue living with incontinence.”
Improving Quality of Life

“This has made a tremendous difference in my quality of life.”

“I’ve been teaching ballet in San Francisco for more than four decades and have always loved the friendliness of this city. I often run into one of my students on the street years later and find we still have so much to talk about.

“I know that a multitude of valuable lessons are learned within my studio’s magical environment. We teach the children to dance, but also how to work cooperatively with their fellow dancers, how to listen, and how to speak with confidence when it’s their turn. I often instruct through games, combining technique with the children’s imagination and the beauty of classical piano accompaniment. The children glory in being ‘real’ ballerinas because I engage with them on their level. I love what I do!

“My profession is physically demanding and I had an uncomfortable condition that made me begin to feel not quite right while I was teaching my classes. I wear a leotard every day and it’s imperative that I feel confident when I’m working with my students.

“To deal with this, I chose to have a minimally invasive surgical procedure by two of the most highly regarded gynecologists in town — Dr. Alexandra Haessler and Dr. Katherine Hsiao. Everything went splendidly and I was back teaching again in just six weeks. If I worked in less strenuous conditions I could have returned even sooner because I didn’t experience significant pain afterwards. This has made a tremendous difference in my quality of life.”

Last year, more than 2,000 women came to CPMC for gynecologic surgical procedures. Many of these were performed with minimally invasive techniques by physicians using a highly advanced surgical robot, which was acquired with philanthropic funding.
ABOVE  John Chan, M.D., appreciates the diversity of food in Chinatown and North Beach when he roams the city on self-guided walking/eating tours.

Personalizing Treatments

“It really is personalized medicine – it’s fantastic.”

“We have the good fortune of living in an area with incredible ethnic diversity. I take my own walking tours in Chinatown and North Beach, and I can get 10 different types of food all within just a few minutes of each other. I might start with Chinese or Korean appetizers, then get a slice of pizza and maybe finish with a Middle Eastern pastry. I love it.

“That same diversity plays a huge role in our research on gynecologic cancer at CPMC. Ethnic groups vary genetically, and outcomes for people from different backgrounds aren’t the same, even if you give them the same treatment. But thanks to Sutter Health’s two dozen hospitals across Northern California, we have access to one of the largest and most diverse patient populations in the country. This gives us the ability to build a genomics bank that we can study to learn how different races respond to specific treatments.

“With our electronic database, we can quickly enroll patients into clinical trials and devise a better course of care. It really is personalized medicine — it’s fantastic because we can match each patient’s treatment to their own genetic profile.”

Dr. John Chan’s ambitious research efforts — funded in part by philanthropy — have enabled him to enroll more gynecologic cancer patients in clinical trials personalized down to the molecular level than anyone else in Northern California.
Care Beyond the Clinical

“I could not believe all their services were donor supported.”

“Coming to the Conservatory of Flowers is like going home. I grew up in the Haight and would bring our dogs here to walk them. The changing displays on the lawn never ceased to dazzle me. It was also a peaceful and tranquil place in the city.

“I had the same feeling when I first walked into the Women’s Health Resource Center (WHRC) at CPMC after my cancer diagnosis. The opportunity to practice yoga with other women drew me in, but what I discovered was so much more — there’s meditation, massage, acupuncture, makeup, and even wigs! My wig was designed specially for me, taking into account my skin tone in various lighting. It made me feel confident and pretty at a time when I felt vulnerable and afraid.

“It’s ironic, but as a nurse practitioner, I was reluctant to ask questions about my own health because I thought I should already know all the answers. Barb asked me what I knew and articulated the options available to me. She was also very candid about what to expect. She took me on the journey, every step of the way, with compassionate and loving care.

“And I could not believe all these services were donor supported. I wouldn’t be the person I am today without Barb, the WHRC, and their therapy dog Sophie Silver.”

— Deborah McNeil, R.N., N.P., MSN

The Women’s Health Resource Center at CPMC handles nearly 15,000 patient interactions a year.
ABOVE  “A perfect San Francisco afternoon for me is taking my dog for a walk in the neighborhood,” says Michelle Notkin, seen here with her favorite canine friend Coco. “I guess I take after my mom on that, because one of her favorite things to do was to casually stroll through Pacific Heights with my dad, enjoying the natural beauty and the lovely architecture.”

“A Family’s Legacy

“Mom would be so proud of how this program helps women and their families through one of the most difficult times in their lives.”

“When my mom was diagnosed with breast cancer at the age of 52, it was frightening for all of us. She was treated at CPMC and the care was wonderful – she lived almost another seven years and we’re so grateful for every day of that time. But her experience gave us an up-close view of just how difficult this disease can be. She often needed to see multiple doctors at once and scheduling all of that was very challenging. What we needed was someone who was familiar with her case, knew exactly what she needed, and knew how to get it for her quickly.

“The challenge was that the system isn’t set up to allow doctors to deliver all of the care these patients need. Ultimately, that’s what inspired us to create the Notkin Family Breast Cancer Recovery Program at CPMC more than a decade ago. The nurse navigators work with doctors to help these women understand their treatment options and the program’s resources, including access to patient education, emotional counseling, support groups, and more.

“I also volunteer at the Breast Health Center and it’s hard for me to describe how good I feel when I see the support patients receive. Sometimes there’s a tremendous sense of relief and sometimes there are many, many tears. It can be incredibly difficult, but that’s what the program is all about, helping these women through their cancer journey.

“We have had three people in our family die from breast cancer, all far too young – my mom, my aunt, and my stepmother – so we understand the pain these families are feeling. Unfortunately, we know that there will be several hundred women diagnosed with breast cancer every year at CPMC. I think about that a lot and know mom would be so proud of how this program helps women and their families through one of the most difficult times in their lives.”

The Notkin Family Breast Cancer Recovery Program has served more than 20,000 women since its inception.
Thanks to the partnership of visionary philanthropic investors, CPMC offers women care and support throughout their entire medical treatment and beyond. By the end of 2020, women will be able to draw on some of our key services at a centralized location: the Sutter CPMC Center for Women’s Health Care.

Any investment that you make to the Your City, Your Hospital campaign will empower the physicians and care teams of CPMC’s Center for Women’s Health Care to accomplish extraordinary things they otherwise would not be able to do.

This new location provides our philanthropic partners with visible ways to be recognized or honor loved ones. Here is a sampling of beautiful and prominent spaces available for naming in our new center.

Starting at $25,000

- Dressing Rooms
- Massage Room
- Reading Room
- Staff Rooms
- Exam Room
- Ultrasound Rooms
- Mammography Rooms
- Boutique and Fitting Room
- Specialty Waiting Areas
- Multipurpose Rooms
- Consult Room
- Sutter CPMC Center for Women’s Health Care

Equipment Funding Opportunities

- 7 3D Digital Tomography Machines
- 1 Digital Prone Stereotactic Biopsy Table
- 1 Upright Digital Stereotactic Machine

ABOVE Donor naming recognition begins with beautiful art-glass plaques displayed in prominent locations within the Center for Women’s Health Care.
Ways to Give

Sutter Health’s CPMC is a not-for-profit medical center. Your philanthropic partnership enables our physicians and researchers to do what they otherwise could not for our patients and their families:

Innovate new care models
Recruit and retain experts
Inspire intelligent research
Empower patient navigation
Elevate medical education
Enable support services
Acquire new technology

Your charitable investment options include:

Appreciated securities
Bequests in a will or revocable living trust
Cash gifts
Charitable gift annuities
Charitable lead trusts
Charitable remainder trusts
Life insurance
Real estate
Retirement plan assets

Your City, Your Hospital is a publication of CPMC Foundation, the philanthropic team of Sutter Health’s CPMC.

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Photography: Marla Aufmuth
A Message from Our Hospital’s Leadership

Please Don’t Let Up on Physical Distancing

COVID-19 continues to be infectious. Let’s not undermine the success we have achieved by practicing physical distancing measures so effectively. Now more than ever, all of us need to be vigilant and continue to protect ourselves and those around us by following these important safety measures:

- **Limit gatherings, unnecessary contact or social visits** and keep your number of contacts as small as possible
- **Be mindful of your physical space** when you are outside or running essential errands
- **Always practice physical distancing** and stay at least six feet away from others when outside of your home
- **Wash your hands regularly** with soap and water or use alcohol-based hand sanitizer
- **Wear a mask in public**, whether inside a building or outside around other people
- **And if you are sick, stay home**

Doing your part to help prevent the spread of COVID-19 has been key to preventing an unmanageable surge in Northern California. Thank you for continuing to do all you can for our patients, our communities, and each other.
We care for the city that is full of heroes.

Especially in this unexpected and uniquely challenging time, we salute the bravery and commitment of our frontline heroes who care for others every day. Thank you. When you call this city home, you call CPMC your hospital. cpmc.org/giving

Your City, Your Hospital

To learn more about CPMC’s COVID-19 Response Fund, scan your smartphone camera here: