

Your City, Your Hospital



CPMC Foundation
Sutter Health

“**At the end of the day, philanthropy is a vehicle for change.** The global pandemic shined a light on various areas of healthcare in need of change. Philanthropy’s task is to accelerate this vehicle wherever possible by inviting grateful patients and generous community members to participate in the journey.

CPMC’s Your City, Your Hospital philanthropic campaign has been the perfect opportunity for redefining healthcare by creating community—**Your City, Your Hospital, Our Partnership, Our Community** and, finally, **Our Gratitude to you, Our Philanthropic Partners.**”

— **Raya Elias-Petros**, Interim President, CPMC Foundation

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ON THE COVER **JoAnn Yuen** receives a COVID-19 vaccine at a Sutter Pacific Medical Foundation vaccination clinic in San Francisco.

Letter from Our Leadership



Dear Friend,

We hope you and your loved ones are safe and well. With widespread access to vaccines, decreasing rates of infection and hospitalization, and real hope on the horizon, the retreat of the COVID-19 pandemic is becoming more of a reality every day.

Life has changed in so many ways for all of us. This is true for CPMC and CPMC Foundation, as well.

Here at the foundation, we are beginning a new chapter in our history with Brad DeFoor as Chair of our Board of Trustees and Raya Elias-Petros as Interim President. Both bring valuable experience and have been working closely with CPMC CEO Warren Browner, MD, MPH, on continuing to elevate the care CPMC offers our community.

For the past few years, we've made huge strides in this effort through our philanthropic *Your City, Your Hospital Campaign* for CPMC. Thank you for partnering with us. You have made so much of the innovation, compassion, creativity, and care that happens within the walls of every CPMC hospital possible. This publication features just a few examples of the many ways your investment has had a positive impact on the lives of patients and families of every age and background. 2021 is the final year of this campaign and we hope you will help us close it on a high note.

Under normal circumstances, the end of a campaign or a new era of leadership would in itself be a major development for our philanthropic community. The fact that they are occurring amidst a world-changing pandemic is a truly unique situation. The pandemic has shown just how essential the work of hospitals like CPMC is to our lives and our neighborhoods. At CPMC Foundation, we feel privileged to be able to connect you to its inspiring care teams at a time when so many people are discovering what you have long understood: that engaging in healthcare philanthropy at CPMC is an investment in our community and our future.

With deepest gratitude,

Raya Elias-Petros
Interim President, CPMC Foundation

Brad DeFoor
Chair, CPMC Foundation Board of Trustees

Warren Browner, MD, MPH
CEO, CPMC

Sutter Health Brings Vaccines to San Franciscans

Residents of San Francisco's Bayview-Hunters Point neighborhood have been hit especially hard by COVID-19. To support the health of this underserved community, Sutter Health partnered with the City and County of San Francisco to open a dedicated large-scale COVID-19 vaccination clinic there earlier this year.

Located in the SF Market wholesale produce complex, the clinic began by vaccinating about 200 people per day in mid-February, but was able to ramp up its capacity to as many as 1,000 people daily. "Our main goal has been to vaccinate as many people as we can each day," says Kate Baust, director of operations for Sutter Pacific Medical Foundation. For example, for a roughly three-week period starting March 25, they provided 20,706 vaccinations, averaging out to 940 a day.

The clinic is part of a larger Sutter Health initiative that established community vaccination sites across Northern California. The first site to open was in Santa Cruz, where the old Skyview Drive-in movie theater was converted into a full-service drive-through clinic. Other vaccination sites around the Bay Area soon followed, including at the San Mateo County Event Center, the Santa Clara Convention Center, and another drive-through clinic at the Alameda County Fairgrounds. Sutter Health opened seven such sites in the Bay Area, while continuing to offer vaccines at many clinics and hospitals. **Sutter Health is now capable of delivering 25,000 vaccinations a day in the Bay Area, supply permitting.**

Given the evolving nature of the pandemic and vaccination availability, Baust and her colleagues have learned to work under constantly changing circumstances. "We adjust daily to adapt to new rules, barriers in the workflow, and vaccine supply," Baust says. They've also learned to keep warm when spending their days in a cold produce warehouse, but the clinic's location at SF Market means many essential grocery workers can easily receive their vaccines: 68-year-old Rong Ze Li, for example, stopped in on the clinic's first day, noting that he was able to walk over from his job at farm-to-table service Grub Market to get a shot while on his break. About half of the people who have been vaccinated at SF Market either live or work in the neighborhood, including seniors, people with chronic illnesses, essential workers in the food industry, teachers, and emergency responders.

While community vaccination is essential to ending the pandemic, the community itself has made important contributions during the pandemic at CPMC and across Sutter Health. "Philanthropy has been incredible," says Jimmy Hu, M.D., who chairs Sutter Health's COVID-19 vaccination task force. **"We've gotten help not just with vaccination efforts, but throughout the whole process of dealing with COVID-19, starting with providing iPads and other communication forums for patients to do video visits with practitioners."**



ABOVE Locals receive the COVID-19 vaccine at our community vaccination clinic in San Francisco's Bayview-Hunters Point neighborhood.

SF Market and similar sites have been crucial to this phase of vaccination efforts. And as this phase ends, Sutter Health plans to wind this site down in June and transition to a decentralized strategy of reaching more people through existing clinics. But Baust is glad to have been part of this unique moment in history. "It's been a ton of work and a daily challenge on supply planning," she says, "but it has been amazing to be part of the solution and to help people feel safe and protected against COVID."

To learn more about COVID-19 vaccination and to schedule an appointment, please visit sutterhealth.org/covid-vaccine.

CPMC's COVID-19 Response Fund

by the Numbers

AS OF 3/5/21

\$2.65
Million
Raised



150,000+
Pieces of
PPE Donated

To learn more, please visit
cpmc.org/giving/covid-19.

3,500+
Frontline
Workers
at CPMC



>400
Donors of Cash
& In-Kind Gifts



823
COVID-19
Inpatients Treated



In Memoriam: **Martin Brotman, M.D., and Jerry Mapp**

Pioneers of Healthcare Philanthropy

Our community recently lost two beloved members who were instrumental in elevating the quality of healthcare in San Francisco: former CPMC CEO Martin Brotman, M.D., last December, and CPMC Foundation's founding president Jerry Mapp in February. Both of these men are remembered fondly for their unique warmth, the way they cared deeply for friends and family, engaged patients, inspired philanthropic donors, and excelled in their respective fields. Each has created a legacy that will be felt well into the future. As CPMC CEO Warren Browner, MD, MPH, puts it: "We have lost two of the people who make CPMC special. Their contributions to our community cannot be overstated."



Martin Brotman, M.D.

"Martin was unconditional in his giving of himself to others," says Lou Giraudo, a prominent San Francisco businessman and attorney who was Dr. Brotman's patient and friend for more than 50 years. "He demonstrated his belief that all human beings were entitled to dignity, including the poor, rich, the educated, uneducated—and he felt all of them deserved good healthcare. That it was a right, not a privilege."

Martin Brotman, M.D., started studying medicine as a 15-year-old premed student at the University of Winnipeg in Canada, ultimately graduating first in his class from medical school. He and his young family moved to San Francisco in 1967 after he completed a fellowship in internal medicine and gastroenterology at the Mayo Clinic. He gained a reputation as a stellar physician, beloved by his patients and widely respected in his field. When he became president of the American Gastroenterology Association in 2002, a colleague wrote that among Bay Area gastroenterologists, Brotman was the "go-to person for the most challenging diagnostic dilemmas."

In 1995, Brotman became CEO of CPMC. He steered it through a financial crisis and toward his goal of making it a world-class medical center for the community. That goal would ultimately come to include the building of CPMC's Van Ness and Mission Bernal campuses.

"His impact, physically, on San Francisco is the presence of those two hospitals," says Giraudo. "But importantly it's also the level of care they provide."

A key element of Brotman's strategy was fostering medical education at the hospital. In 1976, he established a gastroenterology fellowship for young doctors. "He believed that the best physicians were actively involved in research and education," says Jesse Liu, M.D., who was one of those fellows. "And he practiced what he preached through dedicating his own time to the teaching and mentoring of the gastroenterology fellows." The fellowship Brotman established remains active today, part of a wide variety of medical education programs at CPMC. Many of these talented physicians remain in the Bay Area to care for patients, including Liu, who is CPMC's Chief of Gastroenterology and continues Brotman's tradition as director of the Gastroenterology Fellowship Program.

"His vocation was as a healer and a teacher," says Giraudo. Gail Glasser, a longtime CPMC Foundation trustee, echoes the sentiment, noting that he was a born mentor: "He made you want to do your best." As a physician, he also educated his patients on what was happening, walking them through the science and the reasons for a procedure. "He was the quintessential grateful-patient man," adds Glasser. "People were eternally grateful to him."



Jerry W. Mapp

“Walking a CPMC corridor with Jerry was one of your better experiences,” recalls Gail Glasser, who worked closely with Mapp for years as a foundation trustee and board chair. “He knew the janitors, parking attendants, every nurse, the doctors, he knew them all.”

Mapp grew up in Texas and when drafted in 1970, he served as an Army chaplain in Vietnam. He had intended to become a preacher but ultimately did not pursue that path, though he did dedicate his life to service. In 1984, he joined the Pacific Presbyterian Medical Center Foundation and when Pacific Presbyterian merged with Children’s Hospital to form CPMC in 1991, he became the founding president of the new CPMC Foundation. Mapp believed deeply in the medical center’s mission and over more than two decades he built a fundraising organization with a national reputation that raised more than \$350 million to create new programs and empower physicians and staff to pursue research and improve care.

When CPMC joined Sutter Health, he regularly brought senior philanthropic leaders from each affiliate hospital together. “He was the father of philanthropy at Sutter Health,” says Mara Hook, his former vice president. In 2009, Mapp stepped down due to the progression of Parkinson’s disease, which he believed was linked to his Agent Orange exposure in Vietnam.

“He had an inner sense of wanting to give back and he wanted people to be happy,” says Glasser. “He embraced the hospital and what it stood for, and he embraced each person who donated. It was as important for him to thank someone for \$5 as for \$5,000 or \$5 million. He knew people gave as much as they could and he was grateful for that.”

Advancing Healthcare Philanthropy

The combined energy and creativity of Martin Brotman as CEO of CPMC and Jerry Mapp leading CPMC Foundation produced many philanthropically funded innovations and opportunities at CPMC that helped countless patients and families in the city.

“They blended beautifully together when it came to philanthropy,” says Hook. “They were both 100 percent dedicated to the community and the success of CPMC and wanted the very best for their patients, bar none.”

Together, they pioneered a model in which physicians actively champion care and research programs, conveying their value and the potential for philanthropy to enhance and expand this work. They created a video, “The Physician as Fundraiser,” that outlined this model and was snapped up by healthcare organizations across the country that sought to emulate their success. Together, Martin Brotman and Jerry Mapp not only elevated the healthcare landscape in San Francisco, but helped others do that across the country.

Legacies Live On

Both Martin Brotman and Jerry Mapp understood the power of philanthropy to help others and their dedication to that cause never wavered. Both remained actively involved as trustees of CPMC Foundation and as donors themselves.

Dr. Brotman worked with CPMC Foundation in a variety of ways, including establishing a planned gift with his wife. After he passed away, the foundation, working with his family and colleagues, established the “Dr. Martin Brotman Medical Education Fund” to honor his lifelong commitment to educating physicians at every stage of their careers.

Jerry Mapp expressed a wish to help patients facing health challenges similar to his own. The “Jerry W. Mapp Welcome Home Fund for Parkinson’s Disease, Movement Disorders & PTSD” was inspired by both his experience in the Vietnam War and his struggle with Parkinson’s. The fund will benefit a range of patients with movement disorders, as well as veterans like him who may have developed Parkinson’s after chemical exposure during their service or who suffer from traumatic brain injury or PTSD.

To learn more or to donate to these funds, please visit
www.cpmc.org/giving/martin-brotman-tribute
www.cpmc.org/giving/jerry-mapp-tribute

Back to His Old Life, with a New Outlook

In late 2019, Scott Kidd, of Folsom, California, had a persistent flu that he couldn't shake. As the December holidays approached, his wife, Gina, and their three children had become increasingly worried. Although Kidd, the West Coast scouting supervisor for the Oakland A's, was otherwise healthy and in excellent shape at age 45, something didn't feel right about this illness. Kidd scheduled a visit with his doctor, where his heart rate swung from 167 beats per minute down to 101 and back up to 140. He was rushed to a nearby emergency department amid concerns that he might have a stroke. His condition deteriorated rapidly, he went into cardiac arrest, and he was immediately moved to the ICU.

Kidd's heart was so sick that doctors placed him on ECMO (extracorporeal membrane oxygenation), a system that takes over the functions of the heart and lungs, and eventually implanted a specialized pump in his heart to maintain blood flow. After Kidd's 12 days in a medically induced coma, his family turned to CPMC's Center for Advanced Heart Failure Therapies and he was airlifted to the Van Ness Campus.

At CPMC, Kidd's care team, led by cardiologist Michael Pham, M.D., and surgeon Brett Sheridan, M.D., regularly tackles challenging cases and recognized the urgency of Kidd's situation. He would need a new heart; it became clear he'd need a new kidney, as well. "And," adds Pham, "he needed time and supportive care to get stronger and be ready for the next fight, these two additional transplant surgeries."

The Kidds braced for the uncertainty of finding a suitable donor, but less than a week later—on Scott's 46th birthday—a donor heart and kidney became available. His back-to-back transplant surgeries were successful, and he entered a new phase of treatment at CPMC. Pham and his colleagues worked to ensure his body accepted the new organs and then helped him regain strength while coaching him through the recovery process and how to maintain his health as a transplant recipient.

More than a year later, the team remains active in his ongoing care, as they do for all of their transplant patients: "Our doctors, nurse coordinators, pharmacists—they see all of us," Pham says. Kidd's wife Gina adds that Scott can text them with questions and get an instant response.

"I'm proud to say that the cardiac team at CPMC has given me a second chance at life," says Kidd. "I couldn't be more thankful for everything they have done for our family." Gina adds, "Dr. Pham and Dr. Sheridan not only treated Scott with every bit of respect, kindness, and care that every patient deserves, they exemplify compassion. These doctors are in a league of their own and I knew it by the way they treated Scott, me, and our daughters."



ABOVE **Scott Kidd**, his wife **Gina**, and their three kids are more loving and appreciative of life after Scott's successful organ transplants.

Today, Kidd says he feels amazing. He's back working, golfing, and barbecuing, but Gina adds that one thing about him has changed: his view on life. "He is a better husband, father, and friend," she says. "And our entire family has become more loving and appreciative of life."

More than 50 years ago, CPMC conducted its first transplant operation—a kidney transplant. Since then, CPMC care teams have performed more than 9,000 organ transplants, including more than 6,200 kidney, 2,000 liver, 400 pancreas, and 500 heart transplants. Its heart transplant program is among the best in the country, ranking in the top 10 percent on factors like time to transplant, survival to transplant, and one-year post-transplant survival.



Helping Kids Process Pandemic Trauma

Late last spring, as the COVID-19 pandemic took hold, San Francisco parents detected signs of troubling behavior in their kids—behavior that didn't go away or worsened alarmingly to include suicidal ideation and self-harm. Many turned to Suzanne Giraud, Ed.D., and her colleagues at CPMC's Kalmanovitz Child Development Center (KCDC). KCDC has helped thousands of children in need of assessment and treatment for behavioral, developmental, and learning differences, as well as other special needs. Giraud is its clinical director and a psychologist who works with children and families. She's also an expert on the toll that disasters can take on mental health.

Just as adults wrestle with the unprecedented disruption, uncertainty, and loss inflicted by the COVID-19 pandemic, teens and children are doing the same while also navigating uniquely vulnerable—and developmentally crucial—stages of life. Some have lost loved ones or experienced economic fallout; many have had to adapt to separation from friends, school closures, and restrictions on other activities. “For wildfires, floods, or earthquakes,” Giraud says, “there is a start and a finish. But during the pandemic, it became clear that the lockdowns were indefinite. It was not only the isolation contributing to depression and anxiety, but uncertainty about the future.”

For many children across the country, that anxiety and depression has become too difficult to manage. Roughly one in five kids already lives with a mental health challenge and the pandemic has only exacerbated this. Starting a few months into the pandemic, Giraud was inundated by a wave of concerned parents that has not let up.

LEFT “Depression and anxiety caused by the pandemic is found across all age groups of children,” says psychologist **Suzanne Giraud**, Ed.D., “But it manifests in different ways based on their age.” Giraud and her colleagues at the Kalmanovitz Child Development Center are dedicated to helping them heal and finding ways to serve even more families.

At KCDC, Giraud supervises three doctoral interns in clinical psychology, and all four of them provide one-on-one care for these kids, using strategies grounded in cognitive behavioral therapy, which helps identify the thought patterns at work. But the demand far exceeds their capacity. KCDC is one of the rare centers of its kind in Northern California to accept insurance, and it provides scholarships to families to make up financial gaps as part of its commitment to turning no child away based on ability to pay. For many families, the center is their best hope to get their children the treatment they need. As of mid-May, 174 families were on a waiting list for behavioral services (KCDC's waiting list for all services includes 495 families; Giraud says the numbers for both lists are the highest ever).

As of mid-May, 174 families were on a waiting list for behavioral services. KCDC's waiting list for all services has 495 families—the highest in KCDC history.

Giraud has seen children of all ages struggling to cope. “The teens are more articulate in seeking help,” she says, but they also have greater ability to harm themselves, and many of the calls she's gotten were the result of a teenager expressing suicidal thoughts. “That is much more prevalent in the adolescent age group versus, say, a 10-year-old.” But pre-adolescents and smaller children, who may not yet have the language or awareness to express their feelings, can also experience harmful behaviors. “We've seen self-injurious behavior in some of the younger kids, too,” adds Giraud.

This pandemic-driven rise in behavioral healthcare needs has accelerated KCDC's focus on trauma-informed care, a growing field that helps patients by understanding the nature of their trauma while creating a culture of safety and empowerment to promote healing. Giraud's team has been implementing these principles in their work, and this summer they will research best practices to incorporate into their approach. And to help meet the overwhelming community need, they will be hiring a new trauma-informed psychologist with the philanthropic assistance of CPMC Foundation.

The care that her team provides has been helping. Giraud recalls meeting with a young patient who has been improving and recently resumed school; she told Giraud that she had moved beyond her suicidal thoughts. (“I thought: ‘Whew,’” she says with clear relief). But it will only become more important to recognize and address how broadly the pandemic has affected our mental health. “What has happened to all of us this past year really is trauma,” she says. “Much of the qualitative information and research published shows this is not going to miraculously go away. It is something we all need to process.”

Philanthropic investment in the Kalmanovitz Child Development Center will help ensure children throughout the Bay Area, from infants to adolescents, can receive multidisciplinary services from specialists who can help them on their paths to reaching their full potential.

Now Open!

CPMC's Center for Women's Health Care

Specialized care for women has been part of CPMC for nearly 150 years. The newest chapter in that history began on January 25, with the opening of the Center for Women's Health Care at the Pacific Heights Outpatient Center.

Each year, nearly 75,000 women will visit the center to benefit from the expertise of CPMC's Breast Health Center, Pelvic Health Clinic, and Women's Health Resource Center. By integrating these three programs in a single location, CPMC can better support women as they navigate complex medical systems, make decisions about treatment options like surgery or clinical trials, and enhance wellness at any stage of life through a variety of educational programs. And even though the center is still new, its staff is developing plans to use shared resources to provide women with additional services in the future, such as acupuncture and massage.

Philanthropy plays an important role in many aspects of women's health at CPMC. For example, the Notkin Family Breast Cancer Recovery Program helps women through every step of breast cancer diagnosis and treatment. And women experiencing ovarian and reproductive cancers can receive a variety of supportive care, from psychosocial counseling to nutrition advice, at the Women's Health Resource Center free of charge. Thanks to our philanthropic community, we can continue to provide these valuable services at the Center for Women's Health Care.



ABOVE The new Center for Women's Health Care at CPMC provides an inviting space and variety of programs to help women learn, grow, and heal.

Campaign to Date

When you make a philanthropic investment in CPMC, you are letting us know what matters to you. From you we have learned to see people before patients, and we have learned to focus on the full scope of the experience rather than on isolated medical procedures. You have taught us what it means to support compassion, excellence, and whole-person care.

Our community has demonstrated exemplary generosity.



Funds Raised
\$228,134,640

The Campaign for Sutter Health CPMC

Key Areas of Service at CPMC

In service to patients, this funding will:

- Innovate New Care Models
- Recruit and Retain Experts
- Inspire Intelligent Research
- Empower Patient Navigation
- Elevate Medical Education
- Enable Support Services
- Acquire New Technology

Women's Health

Education & Community Mission

Children's Health

Advanced Organ Therapies & Transplant

Cancer Care

Leading-Edge Research

Neurosciences

The Campaign for CPMC

In tandem with the construction of CPMC's two beautiful new campuses, our inspiring philanthropic partners have enabled CPMC to take so many extra steps for our patients, adding multiple levels of embracing, whole-person care to the clinical excellence our programs provide to each patient at CPMC's campuses across San Francisco.

As we enter the last year of our campaign, here we highlight just a few of the kinds of healing your gifts have made possible.

Women's Health

Integrating care at the Center for Women's Health Care; psychosocial support for women at risk of postpartum depression; Expressive Arts therapy for pregnant women on bed rest; research into new treatments for gynecologic cancers; breast cancer survivorship plans.

Children's Health

Expanded services through the Novack Family Child Life Services Program; music therapy; developmental assessment and treatment for depression, learning differences, and autism; advanced training for Deikel Family NICU nurses using sophisticated simulators; integrated support for breastfeeding newborns; support for children and families in the Pediatric Emergency Department.

Cancer Care

Nutritionists, social workers, genetic counselors, psychosocial counselors, hats and wigs, nurse navigators; the thoughtful use of leading-edge equipment to make procedures as comfortable as possible; integrating research and clinical practice to provide targeted, personalized treatment.

Neurosciences

Developing protocols for ethical decision-making for patients with neurological deficits; support for caregivers as well as patients with Alzheimer's

and other dementias; advanced geriatric care; outreach and education for communities without access to specialized care; clinical trials to speed access to more effective treatments.

Leading-Edge Research

CPMC's Cancer Avatar Research Program; clinical trials for new drugs, equipment, and procedures; research into reducing health disparities; personalized treatments targeted to a precise understanding of a patient's disease, or tumor, or seizures, or heart anomaly.

Advanced Organ Therapies & Transplant

A Living Kidney Donors Champions program; a robust Liver Biorepository; Fellowships to train the next generation of transplant physicians; palliative care services to enhance patients' quality of life; holistic approaches to helping patients live well.

Education & Community Mission

Internships, residencies, and fellowship programs ranging from psychology to palliative care to cardiology to nephrology, and beyond; grand rounds presentations to providers at CPMC and from the community; wellness checks, education, and support to community members through the Community Health Resource Center.



Making Your Mark on Our Community's Health

Thanks to the visionary partnership of philanthropic investors like you, CPMC is able to serve patients and their families with personalized, compassionate care. You ensure that patients have the resources to navigate the complexities of cancer care and can benefit from innovative clinical research. You elevate the experience of our youngest patients by providing specialists trained to help kids in the hospital. And you empower our physicians and care teams to accomplish extraordinary things they simply would not be able to do otherwise.

On these pages, we recognize donors who have chosen to name a space in one of our hospitals: CPMC's Van Ness Campus, Mission Bernal Campus, Davies Campus, or Pacific Heights Outpatient Center.

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*Named spaces across multiple campuses

We are deeply grateful to all of you for investing in the health of our community. To learn more, please contact Blair Parker, Donor Relations Manager, at CPMC Foundation: parkerbx@sutterhealth.org or 415-600-4405.

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:

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