

BAYLOR MAKES US ALL BETTER

Campaign 2015

Baylor Health Care System Foundation publicly launches first-ever comprehensive campaign

BAYLOR HEALTH CARE SYSTEM has announced the first comprehensive fundraising campaign in its 110-year history. The unprecedented campaign, dubbed **Campaign 2015: Baylor Makes Us All Better**, will raise \$250 million to invest in patient-focused programs, research, medical education and capital improvements. To date, Baylor Health Care System Foundation has raised \$165 million toward its goal.

“Ever since Baylor was founded more than 110 years ago, it has been a leader and an innovator in the health care field. Baylor is a priceless resource for all of North Texas and its citizens. It is vital that the community come together to support the tradition of excellence that makes the very best health care available to all those in need,” said **Erle Nye**, chairman of the Foundation board and Campaign 2015.

Erle is joined on the Campaign 2015 Executive Committee by **Barry Andrews**, **Hal Brierley**, **Mary Anne Cree**, **Margo Goodwin**, **Debbie Oates**, **Leonard Riggs Jr., M.D.**, **Paul Stoffel**, **Lisa Troutt** and **Bea Wallace**, as well as Baylor president and chief executive officer **Joel Allison** and Foundation president **Rowland K. Robinson**.

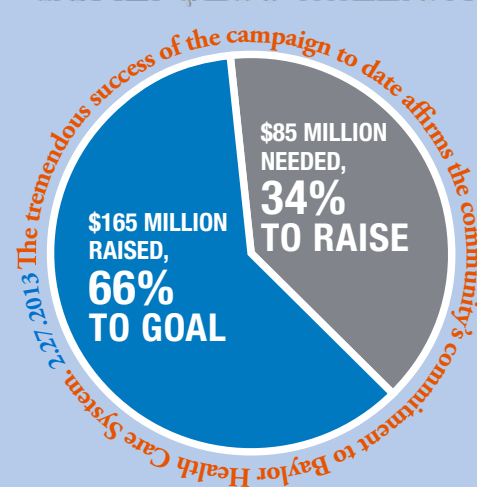
“We are asking the community to help us guarantee that excellence remains at the heart of Baylor – and to take it to an even higher level. The needs are too great and our mission is too important for us to ever say, ‘Okay, we’ve done enough,’” said Joel.

Rowland addressed the shifting landscape of health care. “We recognize that, while we remain committed to our mission of serving all people through exemplary health care, the environment is changing. Campaign 2015 will ensure that Baylor can embrace the new changes and excel in the delivery of services to meet the needs of a growing population even better than we are today,” he said.

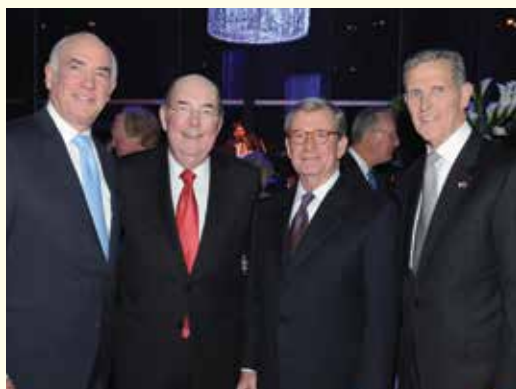
Campaign investments have a wide-reaching impact on the health care system’s patient-centered programs, facilities, research and medical education, and Campaign 2015 already enjoys wide support from the Dallas philanthropic community, including transformational gifts of \$20 million from the **Sammons Family** and the **Men and Women of Sammons Enterprises, Inc.**; \$20 million from **Annette C. and Harold C. Simmons**; \$12.4 million from the **Deerbrook Charitable Trust**; and \$10 million from **T. Boone Pickens**. Other community and philanthropic leaders and organizations who have supported the campaign with gifts exceeding \$1 million: **Lana and Barry Andrews**, **AT&T**

CAMPAIGN 2015 UPDATE

GOAL: \$250 MILLION



Foundation, **Phyllis and Richard Bernstein**, **The Earl C. Bradley Jr. Family**, **Linda and Don Carter**, **The Collins Family**, **The Discovery Foundation**, **EmCare, Inc.**, **Blair and Martha Foster-Skiles**, **The Joan and Andy Horner Family** and **Premier Designs, Inc.**, **Hassie Hunt Foundation, Inc.**, **Thomas M. Hunt**, **Betty and Pom Smith**, **Texas Oncology**, and **The James and Angela Thompson Foundation**. ☺



Rowland K. Robinson, Erle Nye,
Dr. Leonard Riggs Jr. and Joel T. Allison

Campaign 2015 Kickoff

See “A Closer Look: Campaign 2015”
on pp. 4–5 for more photos
and information about
the kickoff event.

Baylor Makes Us All Better



Diane and Hal
Brierley



Lana and Barry
Andrews

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PHYSICIAN PROFILE

NICOLE YOST, M.D.

NICOLE YOST, M.D., is an obstetrician/gynecologist specializing in maternal-fetal medicine and serves as a clinical associate professor at Texas A&M Health Science Center College of Medicine. Dr. Yost joined the Fetal Care Center practice of Baylor University Medical Center at Dallas in 2009. She was previously an associate professor of maternal-fetal medicine at the Medical College of Georgia and Emory University School of Medicine.

Dr. Yost is a native of Georgia and earned her undergraduate degree from the University of Georgia in Athens where she was inducted into the Phi Beta Kappa honor society, before going on to earn her medical degree from Emory University School of Medicine in Atlanta. She completed her residency at The University of Texas Southwestern Medical Center and Parkland Hospital in Dallas and continued her education with a fellowship in maternal-fetal medicine, also at UT Southwestern. Dr. Yost is a current member of both the American College of Obstetricians and Gynecologists and the Society for Maternal-Fetal Medicine. She has received numerous faculty awards in recognition of her teaching ability from Emory University School of Medicine and the American College of Obstetricians and Gynecologists.

What excites you about working for Baylor?

My colleague, **Kevin Magee, M.D.**, encouraged me to come to Baylor, and I've discovered for myself what a great place it is to work. The team

is so supportive, and I've forged some strong partnerships among the physicians, nurses and leadership. I'm a believer in evidence-based medicine,

and it's been exciting to see the willingness to change our way of practice when a different way will lead to improved outcomes for patients.

What motivated you to become a physician?

My father, **Henry**, was a psychiatrist and his desire to help his patients really left an impression on me. When I realized early on in my college career that medicine was going

to be my path, he and my mother, **Karin**, were both really supportive.

My practice involves a lot of high-risk pregnancies where the treatment may involve a combination of medicine and surgical intervention. I'm motivated by the chance to make a difference for these patients and their children – to give them hope.

To whom do you attribute your success?

I've been fortunate to have the encouragement of my family, but also the guidance of some really talented mentors. The men and women I had the opportunity to work with, especially early in my training, laid a strong foundation for the rest of my practice.

What special story can you share about your time at Baylor?

I ran into one of my patients a few weeks after her twins were delivered – she gave me a big hug and told me how well her new babies were doing. Those moments are the highlight of my career. ☺



Dr. Nicole Yost

Baylor and Scott & White sign agreement of intent

IN DECEMBER 2012, Baylor Health Care System and Scott & White Healthcare announced that their respective boards had signed an agreement of intent to combine the two health systems and create a \$7.7 billion organization. The proposed new system, named Baylor Scott & White Health, will include the organizations' combined 42 hospitals, 350+ patient care sites, more than 4,000 active physicians, 34,000 employees and the Scott & White Health Plan. When combined, it would be the largest non-profit health system in Texas and one of the largest in the United States.

The torch sat down with **Joel Allison**, president and chief executive officer of Baylor, to learn more about this proposed alliance.

Why did Baylor and Scott and White propose an alliance?

This is a turning point in the health care industry and presents an opportunity for Baylor Scott & White Health to be a national model for integrated health care. Baylor is joining forces with Scott & White to create an innovative new model of care that addresses health care reform but will also help drive and shape what health care delivery in this country will become. The geographic diversity, reputations for clinical excellence, and strong medical school and research synergies strengthen both organizations during a time of significant change.

What qualities do the two organizations have in common?

Baylor has a century-long tradition of quality, innovation and service, and Scott & White is nationally known for its high-quality, efficient care. They're a perfect partner for us to continue to

Continued on page 8

Transplant patient's emotional journey ends with a beautiful gift

ADELE BROWN was diagnosed with Alagille syndrome shortly after she was born. When her mother, **Cynthia**, heard the diagnosis she recalled thinking, "She's really got something. This isn't just going to go away." Alagille syndrome is a genetic disorder affecting the liver, heart and kidneys and is caused by narrowed or malformed bile ducts in the liver. Bile builds up and causes scarring which prevents the liver from working properly.

At first the disease didn't slow Adele down and only required regular visits to her doctor to monitor her condition. That changed when a CT scan revealed that she had a nodule on her liver. "I think that's when I realized that something was actually wrong," said Adele. As she began her freshman year at The University of Texas, the nodule started to cause complications – it was pressing on the portal vein, which feeds the liver, restricting blood flow and causing her pain.

She was referred to Baylor University Medical Center at Dallas. An evaluation revealed that the nodule was regenerative tissue within Adele's liver and could not be removed. Adding to their concerns – damage to her blood vessels would endanger a successful liver transplant. To protect the blood vessels and relieve pressure, an interventional radiologist at Baylor Dallas, performed a procedure to place stents in her veins. While the procedure was successful, Adele's pain continued and her condition worsened.



Adele Brown

Adele was added to the transplant list in December 2010, but her MELD score – which assesses the severity of chronic liver disease and helps determine a patient's prognosis and priority for receiving a transplant – was low. Although Adele had strong reservations about the potential risks to a living donor, she and her family began to explore the option.

As the Browns worried about Adele's health, they also prepared to celebrate older sister **Charlotte's** wedding in January 2012. The day following the wedding, Cynthia received an unexpected phone call from Baylor that would change the course of Adele's life. The message was simple – another Texas family had lost a son

Adele's age due to an auto accident and decided to donate his organs. They heard about Adele's need for a donor and directed his liver to her – she was a perfect match. Less than 24 hours later, she was undergoing a successful transplant surgery performed.

After her recovery, Adele met with the family of the young man who had given her the gift of a new, healthier life. She said, "I think it was one of the most incredible things I've ever done. I have so much love for that family." Cynthia described the emotional nature of the relationship, saying, "They were just overcome to meet her ... and through all of this, it's been a wonderful experience in that we share so many people in common. Our world overlaps so much." Adele and her family would discover a multitude of connections and miraculous intersections – the interwoven prayer groups of family and friends, the chance phone calls and emails that now seem fated.

Adele also learned that the nodule, which had worried her doctors for years, was the only functioning part of her liver and had actually been keeping her alive. Looking back on her experience a year later, Adele said, "Every member of the staff at Baylor is really incredible. They all have a smile on their face, they all love what they're doing and they just all care so much."

For more information on Baylor's transplantation initiatives, contact Melissa Dalton at 214.820.2705 or Melissa.Dalton@BaylorHealth.edu. ☺

ON THE BOARD

SCOTT P. SEALY SR.

Scott P. Sealy Sr. is the chairman of Sealy & Company and has been a member of the Baylor Health Care System Foundation board since 2012. Sealy & Company (Sealy), originally founded by his father, **J. Pollard Sealy Sr.**, in 1946, is a commercial real estate investment and management firm. Scott is a native of Shreveport, La., and earned a B.B.A. degree from Southern Methodist University, majoring in real estate.

He started working for the family firm in his teens as a “runner,” making trips to the courthouse to pick up and deliver documents, and officially joined Sealy & Company shortly after graduating from college. Scott has focused his work on expanding the company’s real estate investment and operating focus, placing an emphasis on industrial real estate properties. Under his leadership, Sealy and its affiliates have acquired or developed and sold approximately 30 million square feet of industrial real estate and the staff has grown from five to nearly 125 employees.

In addition to his work with Sealy &

Company, Scott has also served on the corporate management teams of Sealy Energy Resources, L.L.C., Praeses Corporation and Parata Systems. He is chapter president of the Society of Industrial and Office Realtors (SIOR), a member of the SIOR’s National Board of Directors and a member of its Strategic Planning Committee.

What brought you to Baylor Health Care System Foundation?

I’ve served on several other boards, but I became involved with Baylor at the suggestion of a friend, **J. Marc Myers**. I’ve always had great admiration for Baylor, and while I’m thankful that I haven’t needed the hospital’s services, it’s

comforting to know that there is an institution of such high quality and reputation available.

Why are you passionate about our cause?

The outlook for health care in our country is of great concern to me, and as I’ve learned more at the Foundation board meetings I’ve been fascinated by Baylor’s ability to assess the challenges of the future. I’m glad to be involved with an organization that’s addressing these

issues in order to provide affordable care to the maximum number of people. I hope I can be part of a solution for the greater good.

Describe your leadership style.

As chairman, my role is to develop strategies and then empower my team to accomplish those goals through mentorship and encouragement. My brother once said I was the chief cheerleader, and I think that’s a fair description.

What are your hobbies or interests?

My wife, **Diane**, and I have four children and eight grandchildren, and my priority is spending time with them. I play golf periodically, and when we’re out at our ranch I’ll do some bird hunting. I’m interested in land and wildlife preservation, and we’re practicing some of those strategies on our property.

What is the highlight of your career?

I get a lot of satisfaction out of building a successful family business that can handle the challenges of the marketplace and the economy. I have the opportunity to guide my two sons, who have both joined the firm, and give them a strong foundation. It’s rewarding that we’re able to remain competitive and maintain a sense of family. ☺



Scott P. Sealy Sr.

FOCUS ON RESEARCH

Baylor clinician and researcher team up to fight breast cancer

IN 2012, an estimated 220,000 women will be diagnosed with breast cancer, and even though detection rates and therapies for breast cancer have been improving in recent decades, the disease is still the second-leading cause of cancer-related death in women.

Joyce O’Shaughnessy, M.D., an oncologist in the Baylor Charles A. Sammons Cancer Center, and **Karolina Palucka, M.D., Ph.D.**, a researcher in the Baylor Institute for Immunology Research (BIIR), are forming a new collaboration to further work on a vaccine for a notoriously difficult-to-treat form of breast cancer called triple negative breast cancer (TNBC). The collaboration was inspired by a patient whose battle with TNBC also galvanized her family and friends to establish the **Amy T. Selkirk Breast Cancer Vaccine Fund** in her memory. The funding will focus on research in breast cancer immuno-oncology.

Subtypes of breast cancer are generally diagnosed based upon the presence, or lack of, three “receptors” known to fuel most breast cancers: estrogen receptors, progesterone receptors and human epidermal growth factor receptor 2 (HER2). The most successful treatments for breast cancer target these receptors. Unfortunately, none of these receptors are found in women with TNBC, thus the name

“triple negative.” Approximately 10 to 20 percent of breast cancer patients will learn that they have this specific subtype, an aggressive form of the disease that is not responsive to standard (estrogen or HER2-targeted) therapies. Once these breast cancers have metastasized, patients will often only survive one year after diagnosis.

Led by Dr. Palucka, the scientists at BIIR have developed an immunotherapy to harness the power and specificity of the immune system to treat tumors and potentially provide a new treatment option for TNBC patients. The process uses a patient’s own white blood cells – including macrophages, T cells, B cells and other kinds of immune system cells – to fight cancer. The primary advantages of immunotherapy are three-fold: its relative lack of side effects, its specificity against targeted tumor cells and the generation of a long-lasting memory response against tumor-specific antigens.

Dr. Palucka and her team have been able to isolate cells from the blood called dendritic cells (DCs), which recognize pathogens such as bacteria, viruses and proteins. DCs attack these pathogens and signal a warning to the rest of the immune system. In the lab, the DCs are exposed to dead cancer cells or proteins and once mature, they are administered to the same patient in a

series of injections. The desired outcome is that the mature DCs will alert the immune system to attack the cancer cells present in the patient. Similar to other vaccines, this approach uses killed cells to start an immune response, but instead of preventing disease it signals the immune system to attack a disease that already exists and may prevent the disease’s return.

BIIR has made strides using this technique with other forms of cancer including eight clinical trials, more than 150 patients with metastatic melanoma treated since 1999, preclinical research and a pancreatic cancer dendritic cell vaccine trial that began in 2012. With this success, BIIR is moving on to a new target: triple negative breast cancer.

Baylor approaches these breakthroughs in a unique way by pairing a scientist with a clinical physician. The scientist and clinician work as a team to deliver these innovative treatments to patients who need it most. BIIR has conducted several clinical trials using this personalized approach – making vaccines for each patient using their own immune cells.

Initially, research will include proof-of-concept, small scale experiments in the lab as well as small human clinical trials, with the goal of conducting large human clinical trials in the future. Dr. O’Shaughnessy said, “It is important to leverage the immunology expertise of BIIR and Dr. Palucka on behalf of breast cancer patients.”

For more information on Baylor’s research initiatives, contact Sarah Burdi at 214.820.4721 or Sarah.Burdi@BaylorHealth.edu. ☺



Dr. Joyce O'Shaughnessy



Dr. Karolina Palucka

A CLOSER LOOK: CAMPAIGN 2015

Baylor celebrates 110 years of excellence, kicks off Campaign 2015: Baylor Makes Us All Better

BAYLOR HEALTH CARE SYSTEM supporters gathered for a public unveiling of *Campaign 2015: Baylor Makes Us All Better* on February 27, 2013, the first comprehensive campaign in the health care system's 110-year history. The celebration was held at the Dee and Charles Wyly Theatre at Dallas' AT&T Performing Arts Center and featured remarks from **Joel Allison**, president and chief executive officer of Baylor; **Rowland K. Robinson**, Baylor Health Care System Foundation president; and **Erle Nye**, chairman of the Foundation board and Campaign 2015.

Nearly 400 attendees were treated to an eye-opening, multimedia production entitled, "Beyond Excellence," which began with an account of the milestones that have occurred at Baylor since it was founded in 1903. **Leonard Riggs Jr. M.D.**, former Foundation board chairman and chair emeritus of Campaign 2015 welcomed the audience by highlighting Baylor's distinguished history, saying, "This is a unique and amazing institution ... that for well over a century has been true to its God-given mission to provide quality health care to all those in need."

After shedding light on Baylor's leadership role in health care, research and medical education, the evening's focus turned to the "Baylor Difference." Joel described how people make

Baylor special, saying, "I am blessed and privileged to work with a team of wonderful, devoted, compassionate professionals: people who come to Baylor with a servant's heart ... who make a difference in each patient's life, well beyond the medical care they provide."

Several patients shared their moving stories and the special interactions where they experienced the "Baylor Difference." **James Chippendale** spoke about being diagnosed with advanced leukemia at age 31 and his search to find a bone marrow transplant donor when there was no match on the national donor registry. Of his experience, he said, "The team at Baylor ... they became family." **Rev. Larry Walker**, deacon of the Agape Baptist Community of Faith in Garland, described how a twinge in his chest turned out to be a serious heart attack requiring a quintuple bypass and said, "I just

felt tremendous love and respect for Baylor." College student, **Adele Brown**, who received a liver transplant at Baylor, said, "Every member of the staff at Baylor is really incredible ... they all love what they're doing and they just all care so much."

In addition to the patient testimonials, the evening featured several musical performances, including an original arrangement performed on stage and through a virtual choir of Baylor supporters.

Rowland spoke about Baylor's bold vision for the future, saying, "Simply put, this campaign is about making the world a better place. Now is Baylor's time to show the world how outstanding medicine can be when the patient is truly at its center." And, Erle underlined Baylor's unique purpose saying, "Baylor is such a precious resource in our community that we can never risk losing it."

James Denison, Ph.D., Baylor trustee, encouraged the assembled group to consider how their support also makes a difference. He then invited the audience to participate in a blessing of the hands, a tribute to a ceremony performed annually at Baylor which serves as a reminder that the healing touch of a doctor, nurse or caregiver makes a difference in the lives of patients and their families. The evening closed with a special dessert reception and celebration. ☺

"Simply put, this campaign is about making the world a better place. Now is Baylor's time to show the world how outstanding medicine can be when the patient is truly at its center."

— ROWLAND K. ROBINSON



Harold and Annette Simmons



Dr. Leonard Riggs Jr., Margo and Bill Goodwin



Richard and Betsy Eiseman and Philip Wise



Tucean Webb, Dee Wyly and David Webb



Mayor Mike and Micki Rawlings



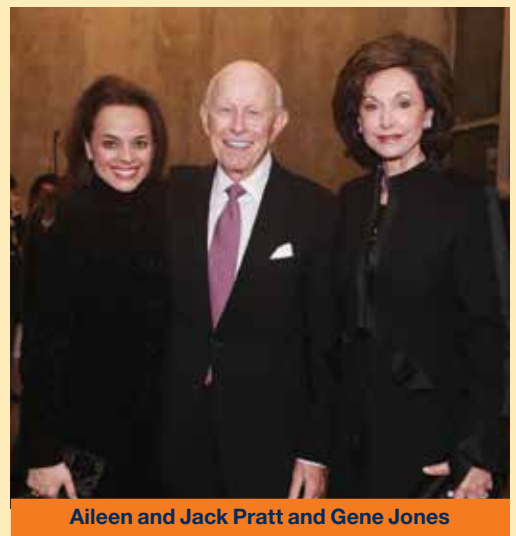
Pete and Pat Schenkel



Trisha Wilson, Peggy Riggs, Patricia Walker and Jill Smith



Dr. Nick Zenarosa, Marti and Larry Carlin



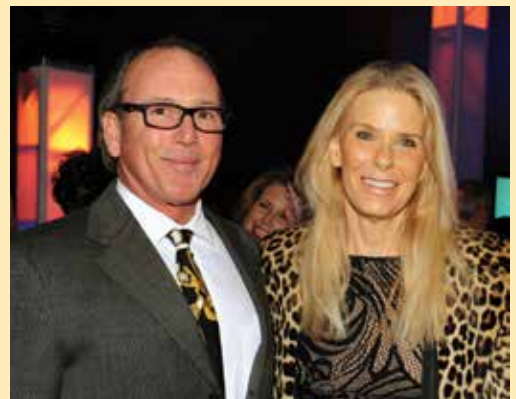
Aileen and Jack Pratt and Gene Jones



Allie Beth and Pierce Allman



Deedie and Rusty Rose



Leo and Susie Corrigan

The Baylor difference

THE BAYLOR DIFFERENCE, as lived out by the men and women of Baylor Health Care System, was a theme threaded throughout the celebration of the health care system's 110-year anniversary and the launch of *Campaign 2015: Baylor Makes Us All Better*. Since 1903, the people of North Texas have come to know Baylor, not only as a provider of quality health care, but as an organization that truly cares about people.

Every day, physicians, nurses and staff bring hope and encouragement to our patients and their families. They use their training, but also their compassion to serve others and their deeds spread Baylor's Christian ministry beyond the hospital's walls. In these stories you'll see their acts of kindness and sacrifice; you'll see their abilities and strengths; and you'll see the Baylor values on display.

Buffy, a Baylor oncology nurse, played a key role in planning and executing her Baylor facility's first-ever National Cancer Survivors Day celebration. With no template from previous survivor events to work from, she handled everything, managing details large and small. She put her heart into the event, including presenting patients with a special poem and gift, to make it memorable for them and their families.

Scott, an operating room nurse, was awarded the Fred Roach Medical Mission Scholarship through Baylor's Faith In Action Initiatives. It funded his medical mission trip to the troubled African country of Sierra Leone to provide critical surgical care aboard a floating medical center. In four weeks Scott participated in 140 surgical cases, including general surgery, plastic surgery, maxillofacial surgery and cataract removal. "My greatest joy was helping restore sight to so many patients – both adults and children," Scott said.

Charlotte, a Baylor scoliosis patient advocate, went the extra mile to help a candidate for scoliosis corrective surgery from Florida. To minimize travel, Charlotte ensured that the patient received as many of the health services she needed close to home and helped her arrange affordable accommodations in North Texas. When testing was delayed one day, Charlotte drove the patient back to her hotel, filled her prescription and took her to dinner. For Charlotte, being a champion for patients is much more than a nine-to-five job.

Juan, a warehouse driver for Baylor's MEDCO Construction unit, was sitting at a red light in McKinney when he witnessed a terrible traffic accident. The engine in one of the vehicles ignited with people still trapped inside. Juan rushed to the vehicle determined to get to the two children in the backseat. He unbuckled their seatbelts and pulled them from the burning wreckage. The children escaped without serious injuries thanks to Juan's heroic efforts. ☺

"Our people are our greatest resource, and it's by their deeds that our Christian ministry of healing spreads throughout our community and around the world."

— JOEL ALLISON

Community and medical leaders show support for Baylor

VIDEO INTERVIEWS DURING THE LAUNCH of *Campaign 2015* featured statements from several distinguished members of the medical staff at Baylor Health Care System, representatives from partner institutions, and leaders from all levels of local, state and national government. These highly respected individuals spoke about their esteem and admiration for the contributions Baylor has made to medicine and to the communities served by the system over the past 110 years.

President and Mrs. George W. Bush discussed their experience as expectant parents and the decision to come to Baylor for care. Mrs. Bush said, "When our Midland doctor told us we needed a hospital with a neonatal intensive care unit, we chose Baylor – because we already knew it was one of the best." President Bush echoed her thoughts by saying, "Laura and I are proud of our hometown hospital." **Gov. Rick Perry** also said that Baylor "stands as a great example of what a 21st century health care system should be."

Several members of the medical staff explained how Baylor's reputation for excellence and track record in scientific advances influenced their

decision to join Baylor. **Gonzalo Gonzalez-Stawinski, M.D.**, chief of heart transplantation explained, "I came to Baylor to be part of the team that was going to create a nationally recognized health system." **Richard Boland, M.D.**, chief of gastroenterology described Baylor as the "perfect combination: a big community-based hospital with networking and referral basis, protected time for research and equipment to do it all." While **Joyce O'Shaughnessy, M.D.**, *Celebrating Women* Breast Cancer Research Chair, said, "I'm a breast cancer medical oncologist ... and I'm developing new treatment clinical trials for breast cancer patients. What brought me to Baylor was the opportunity to do both ... at a very high level."

John Seffrin, M.D., chief executive officer of the **American Cancer Society** called the hospital's commitment to providing quality care to cancer patients "impressive," and **Robert Pryor, M.D.**, president and chief executive officer of **Scott & White Healthcare** referred to Baylor and Scott & White's shared commitment to bringing "the triple aim to our communities: lower cost, higher quality and better patient outcomes." ☺

For information about supporting Campaign 2015: Baylor Makes Us All Better, including naming opportunities, contact Clare Graca, vice president, Baylor Health Care System Foundation, at 214.820.3417.



From the President

"Money is the most envied, but the least enjoyed. Health is the most enjoyed, but the least envied."

— Charles Caleb Colton

Baylor has evolved and grown to meet the needs of our community for well over a century. The confidence and commitment of our community's leaders have helped place Baylor at the top of the best health systems in the world. As you reflect on famous cities around the world, it is clear, that you can't have a truly great city without great health care for its citizens. Today, the North Texas region is experiencing an extraordinary level of economic and cultural growth while, simultaneously, our most vulnerable populations struggle.

Charitable institutions are a vital part of our society, and it's more important than ever for an organization to truly understand its identity, define its unique role and promote what differentiates it from other organizations. At Baylor, that difference has always been our caregivers and our staff, armed with expertise and compassion.

Recently, a friend told me a story about his experience at Baylor. He was scheduled for a complex surgery on his neck – he was in pain and he was scared. He arrived to complete his pre-op paper work and met **Jackie**, whom he described as a "very proper lady." She guided him through all the forms and when they were finished, she gave him one more handwritten page. The page said: "How can we make your day better?"

My friend Jerry was speechless, and he told me this small moment touched him to the core.

Jackie's thoughtfulness, communicated by this simple gesture, reassured my friend that Baylor cares about him and cares about his well-being.

Maya Angelou said it best: "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." Soon the paperwork will be a distant memory, but my friend will never forget how Jackie made him feel.

This attitude, this character, this love for what we do and who we serve, is ingrained in Baylor's DNA. Living the highest expression of that attitude is our reason for being. We are the guardians of this legacy, and we are also the engine that drives it forward to meet future needs. We simply cannot allow that to change. ☺

Rowland K. Robinson
President

Baylor Health Care System Foundation
Robinson@BaylorHealth.edu

The Foundation’s top donors

BAYLOR HEALTH CARE SYSTEM FOUNDATION raises and manages charitable funds for Baylor Health Care System. Since it was created in 1978, the Foundation has distributed more than \$442 million to Baylor. The Foundation has an active annual donor base of more than 10,000 individuals, corporations and foundations. We would like to thank the generous donors who have supported our mission throughout the years. Here is a look at those who gave \$2,500 or more during calendar year 2012:

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Abbott Laboratories
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Abraxis BioScience
ACP Foundation
ActiveNetwork
Ad.Ink Network
The Susie and John L. Adams Family Foundation
Mr. and Mrs. John L. Adams
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Advanced Health Media LLC
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Ms. Cynthia A. Comparin and Mr. Dennis H. Alberts
Alliance for Lupus Research
Mr. and Mrs. Joel T. Allison
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Allos Therapeutics Inc.
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American Cancer Society
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Dr. Donna J. J. Barefield
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Ms. Pamela C. Barnes
Mr. and Mrs. Robert V. Barnes, Jr.
Mr. and Mrs. Thomas D. Barrow
Bayer HealthCare Pharmaceuticals
Baylor Medical Center at Garland Auxiliary
Baylor University Medical Center Women's Auxiliary
Baylor Volunteer Corp
Mr. and Mrs. Gary Bechtel
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Cynthia & Louis Beecherl Fund
Mr. and Mrs. Louis A. Beecherl, III
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Beyond Borders Foundation Inc.
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Dr. David K. Billman
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Clinical trials bring hope for cancer vaccine

BILL BRADFORD, retired CEO and chairman of Dresser Industries (1998) and retired chairman of Halliburton Co. (2001), just wasn't feeling up to par. He thought perhaps the several back-to-back international business trips he had taken in the summer of 2009 were taking their toll, and when he returned to Dallas scheduled a check-up with his primary care physician.

What the Baylor internist, saw was enough to recommend that Bill make an appointment with a GI specialist in the Baylor Charles A. Sammons Cancer Center for further evaluation.

Recalling his visit, Bill remembers how the physician made the calls to schedule the CT scans himself and made sure he was seen quickly. Bill's comment was, "That seemed special and is something I will not forget."

The scan results revealed follicular lymphoma, a common form of non-Hodgkin's lymphoma that progresses slowly and is typically responsive to treatment, but does not have a known cure. Bill was referred to an oncologist at Baylor for additional diagnostic testing to assess his condition and determine the best course of treatment. "All along, I've always believed in centers of excellence ... and after meeting with my doctor and experiencing Baylor's diagnostic and treatment equipment, I said to myself, 'I believe I have a center of excellence right here in Dallas for both the disease I have and for my family.'"

He was treated with chemotherapy at Baylor and remembers the friendliness and professionalism of the doctors, nurses and staff, "I'm a particular person, and I watch everything very carefully. I had no qualms about my care at Baylor and always felt

confident." After treatment, his lymphoma went into remission, but then in 2011 Bill started to feel run-down again and he learned that his cancer had returned.

He completed a second course of chemotherapy, and his lymphoma went back into remission. At that time, his oncologist suggested that Bill

consider participating in a clinical trial. The trial, led by **Carlos Becerra, M.D.**, innovative clinical trials director at Baylor, was studying the effectiveness of patient-specific vaccines on keeping cancer in remission. These vaccines represent

an intersection of preventative medicine with personalized medicine and function by activating the patient's own immune system to fight off malignant cells. The new form of treatment could be used in combination with traditional therapies like chemotherapy and radiation to improve patient outcomes. Bill said, "I jumped at the chance. There's no downside and to me it made so much sense. Of course, I hope it works – not only for me, but for other patients and will encourage additional research into this innovative technique."

Since enrolling in the trial, Bill has been upbeat as he waits to see whether this emerging treatment will prove effective. "I've fought through this with the encouragement of my family and by looking at cancer as just another hurdle to overcome. I have confidence in the doctors, nurses and technology available at Baylor, and I feel optimistic about the future."

For more information about Baylor's cancer initiatives, contact Tim Moore at 214.820.7877 or Tim.Moore@BaylorHealth.edu.



Bill Bradford and his wife, JoDeane



From the Chairman

In February 2013, Baylor Health Care System reached a milestone with the public launch of **Campaign 2015: Baylor Makes Us All Better**. The celebration of the campaign's launch was a special night and marked a defining moment in Baylor's history. We announced our goal of raising \$250 million for Baylor by 2015 to help this first-rate institution rise above its already high standards and move beyond excellence.

We all know that excellence does not simply happen. It requires vision, focus, hard work and, of course, resources. Ever since Baylor was founded 110 years ago, it has been at the forefront of innovation. Today, it offers the finest physicians, nurses, technicians, and support staff; the most advanced technologies; outstanding research; and excellent quality of care. But more than that, Baylor is a rallying point for generations of remarkable people who have been called to serve others.

What makes Baylor so special are the thousands of acts of kindness, big and small, that make the medical experience a bit easier, less frightening, more understandable, and perhaps more bearable. Baylor is a culture of caring and compassion that is extraordinary. It is an institution composed of individuals who will walk with you every step of the way, physically, emotionally and spiritually.

Baylor is at a crossroads, and the next few years will determine how well this incredible resource can deliver on its mission. Baylor is an integral member of our community, and it is vital that we all work to ensure its special mission of healing. We have made very good progress with more than \$165 million raised to date, but there is much more to be done.

I ask that you thoughtfully consider this need, and commit to do what you can to sustain Baylor as the world-class health care provider it is, and help make it even better. By doing so, you are in effect curing disease, saving lives, mitigating pain offering counsel and providing restorative therapy.

Wilfred Granfell, an English medical missionary once wrote that, "The service we provide others is really the rent we pay God for our room on earth." My friends, our rent is due!

Erle Nye
Chairman, Board of Directors
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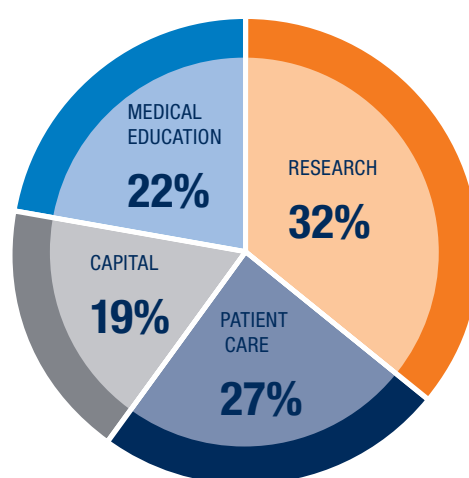
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How your gifts make a difference at Baylor



BELETSH ASHEBIR joined the Baylor Health Care System Foundation staff in October 2008. She currently serves as a manager, overseeing the Foundation's database and gift processing team. She works closely with staff across the department to accurately capture, analyze and report on constituent information. Thanks to her nearly 20 years of development experience and high standard for professionalism, the level of service Baylor's supporters receive is seamless.

In her previous roles, she coordinated membership commitments for a Dallas arts institution and worked as an accountant for a local social services organization – skills that have served her well at Baylor in a position that combines data integrity and financial reporting. Beletsh came to Baylor on the recommendation of a former colleague who had joined the Foundation staff. She quickly discovered that “at Baylor there are so many new challenges and chances to contribute. It's not only encouraged, it's expected that people will continue to grow and improve.” She attributes her success to her husband **Mulu's** encouragement and support.

Beletsh grew up in Addis Abba, Ethiopia, and lived there through her university years before coming to the United States to pursue the greater career opportunities available in this country. She said that she “loves the spirit of community and friendliness she found in Dallas,” where she lives with her husband; their son, **Frazer** (16); daughter, **Alem** (12); and the newest addition to the family – Shanko (1), a black lab puppy. “There are such nice people here and I know my neighbors –

MEET THE STAFF



Beletsh Ashebir

it's a great place to raise a family.”

She said her commitment to family inspires her and that she is motivated to see her children succeed. Now that her children are old enough, she'd like to bring them back to Ethiopia to see the city where she grew up and experience her heritage and culture. “I think that traveling to Addis Abba will give them a give them a new perspective and a greater appreciation for the life they have in Dallas.”

Exploring new places is one of Beletsh's favorite pastimes – she loves to visit the beautiful coastline near Destin, Fla., ride the Maid of the Mist in Niagara Falls, Canada, and says her family is looking forward to taking a trip to the Ozarks in Arkansas over spring break. ☺

MEDICAL PROFILE

NATALIE SMITH, M.D.

NATALIE SMITH, M.D., is a second year resident in internal medicine at Baylor University Medical Center at Dallas. She earned a Bachelor of Science degree in Biomedical Science from Texas A&M University in 2006 before enrolling at The University of Texas Medical Branch Galveston (UTMB) for medical school. She graduated from UTMB in 2011 and started her residency program at Baylor later that year. Since then, she has been working in internal medicine.

Dr. Smith is a native of Dallas and attended the Episcopal School of Dallas. You could say that Baylor is practically a part of her DNA or that she was destined to work here, since she is one of the thousands of babies born at Baylor every year. Dr. Smith said, “My father, **Weldon Smith, M.D.**, is a physician and just about everyone in my family has been treated here or worked here. I have been around Baylor my entire life and now the next generation is back at Baylor having their children here.” She's still considering where her career will take her but says her goal is to stay in Dallas and continue to work at Baylor. She plans to apply for a gastroenterology fellowship this year.

Describe your experience at Baylor.

Baylor is a great place, and I've been impressed by how friendly, compassionate and highly

professional all the physicians and staff are. It's been a wonderful place to do my residency.

What special memory do you have of Baylor?

One of my nieces was premature and spent six weeks in the wonderful Blanche Swanzy Neonatal Intensive Care Unit here. Baylor is such a special, caring and individualized place and they truly cared for my niece and family.

Tell us about your family.

My parents live in Dallas and my father is a physician. I'm the youngest of three girls and my oldest sister, **Laura**, is also a nurse here at Baylor. She is married and has three children. My middle sister, **Stephani**, also lives in Dallas and is married with two children.

Describe your leadership style.

I'm more likely to lead by quiet example, but I will always speak up when the situation calls for a strong leader.

What are your hobbies?

I play tennis, and I like to go to the lake and water ski. I also spend a majority of my free time with my nieces and nephews.

What is the most influential book you've read?

I've read *The Year of Magical Thinking* by **Joan Didion** several times in the last year, and I've also given it to friends who are experiencing loss. It's a wonderfully honest and personal account of a year of grief and recovery after a major loss. ☺



Dr. Natalie Smith

Baylor hosts Charter 100

MEMBERS of The Charter 100 Dallas chapter visited Baylor University Medical Center at Dallas in January 2013 to hear a presentation on precision medicine called “The Perils and Promise of Genetic Testing.” The Charter 100 is an organization that brings women in business, volunteer and civic leadership roles together to foster collaboration on projects that benefit the local community.

Peter Dysert, M.D., chief of the department of pathology for Baylor Dallas, and **Robert Mennel, M.D.**, interim leader of precision medicine, discussed how the ability to screen a patient's genetic make-up has implications for innovations in medicine, such as increasingly targeted treatment options, patient-specific pharmaceuticals and preventative care regimens.

James Denison, Ph.D., a noted theologian, and **Clay Small**, a faculty member at the SMU Cox School of Business, rounded out the discussion with perspectives on the moral, ethical and legal implications of this new information for both individuals and organizations. Ultimately, science and Baylor are at the beginning of a journey that raises thoughtful questions about how this emerging field might affect the way patients and families approach health care decisions. ☺

Baylor Scott & White

Continued from page 2

honor and carry forward Baylor's legacy as a Christian ministry of healing.

How will a combined organization benefit patients?

A united Baylor Scott & White will offer our patients access to high-quality care through an extensive network of physicians and medical facilities across North and Central Texas. We anticipate that the increased coordination of care, where the expertise of primary care physicians and medical specialists is combined, will lead to improved patient outcomes.

What will the new combined organization look like?

We intend to have a unified board of trustees with equal representation from the founding organizations and a single executive leadership team to guide the new institution. I will serve as chief executive officer, and **Robert Pryor, M.D.**, who is currently president and chief executive officer of Scott & White, will serve as president and chief operating officer of the new entity.

How does the proposed alliance affect existing medical school affiliations?

Both organizations are affiliated with Texas A&M Health Science Center and have extensive investments in medical education. It's a great chance to expand training opportunities for the next generation of health care professionals.

How will medical research be conducted?

Baylor and Scott & White both have robust and well-respected research programs. We expect the proposed alliance may increase access to grant funding and clinical trials for research that could potentially create one of the largest private research capabilities in the country.

What happens next?

We're currently involved in the due diligence process with legal and financial advisors and are also doing a cultural audit to explore how best to bring the organizations together successfully. It's a great step for two institutions with deep roots and rich heritage in Texas, and I'm optimistic for the future. ☺

To learn more about any Baylor Health Care System Foundation initiative, contact the Foundation at 214.820.3136 or email thetorch@BaylorHealth.edu. Write to us at 3600 Gaston Avenue, Barnett Tower Suite 100, Dallas, TX 75246-1800.