

Piedmont Healthcare Foundation

Annual Report

Fiscal Year 2022



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*By listening.
Advising.
Communicating.
By understanding your story.*

The Piedmont Healthcare Foundation exists to empower all of our donors to make and see the positive difference that their gifts make for our patients, our communities and our clinical teams. Because of your support, Piedmont provides the best-in-class healthcare across the state.

Fiscal Year 2022 was a year of tremendous growth for the Piedmont Healthcare system—over 80% of Georgians now have access to a Piedmont facility. Your gifts are as important now as they have ever been and we are grateful to have you as a partner through this transition.

In this report, we celebrate you and the impact that your generosity is making on patients and their families. You are the reason that Piedmont is able to:

- Provide specialty care and comprehensive services to medically fragile neurology patients in a comfortable, supportive environment
- Support women battling breast cancer and provide early detection tools for those designated as high risk
- Enhance our Women’s Services facilities to provide a higher-quality patient experience to mothers, babies and their families
- Expand Transplant services for liver, pancreas, kidney and heart recipients
- Continue playing an essential role in helping our patients and staff navigate the pandemic

Philanthropy has been a driving force in transforming the work we do. No matter the size of your gift, we are honored that you’ve trusted us to make every dollar count towards improving the lives of those in our community. Thank you for helping to create a stronger, healthier Georgia.

When you see how our care impacts the lives of others, you see your impact.



A handwritten signature in black ink that reads "Russell M. Richards".

Russell M. Richards
Board Chairman,
Piedmont Healthcare Foundation



A handwritten signature in black ink that reads "Sidney Kirschner".

Sidney Kirschner
Chief Philanthropy Officer,
Piedmont Healthcare Foundation

Piedmont Healthcare Foundation

Board of Directors

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CEO - Piedmont Healthcare

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Jane Lanier

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Allen Meadors

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Allison Powell

Sarah Scalia

Denise Smith

Vicki Turner

Michael Wallace

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Piedmont Healthcare Foundation

Staff



Sidney Kirschner

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Executive Director

Susan Berkowitz

Foundation Coordinator and Researcher

Greg Boone

Foundation Operations Specialist

Jessica Davis

Manager, Prospect Development

Candace Ellis

Waters Pavilion Liaison

Erica Harris

Director, Major Gifts

Gwendolyn Herndon

Patient Liaison

Julie Hiland

Foundation Database Administrator

Trey Joyner

Program Manager

Nicole Maroun

Events & Foundation Specialist

Anna Johanson McConnie

Director, Business Operations

Andrea Mendez

Director, Major Gifts

Jeanine P. Osborne

Donor Relations Liaison

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Director, Annual Giving, Grants & Communications

Morgan Turner

Philanthropy Officer

Steven Wagner

Principal Gifts Officers

Piedmont Brings High-Quality

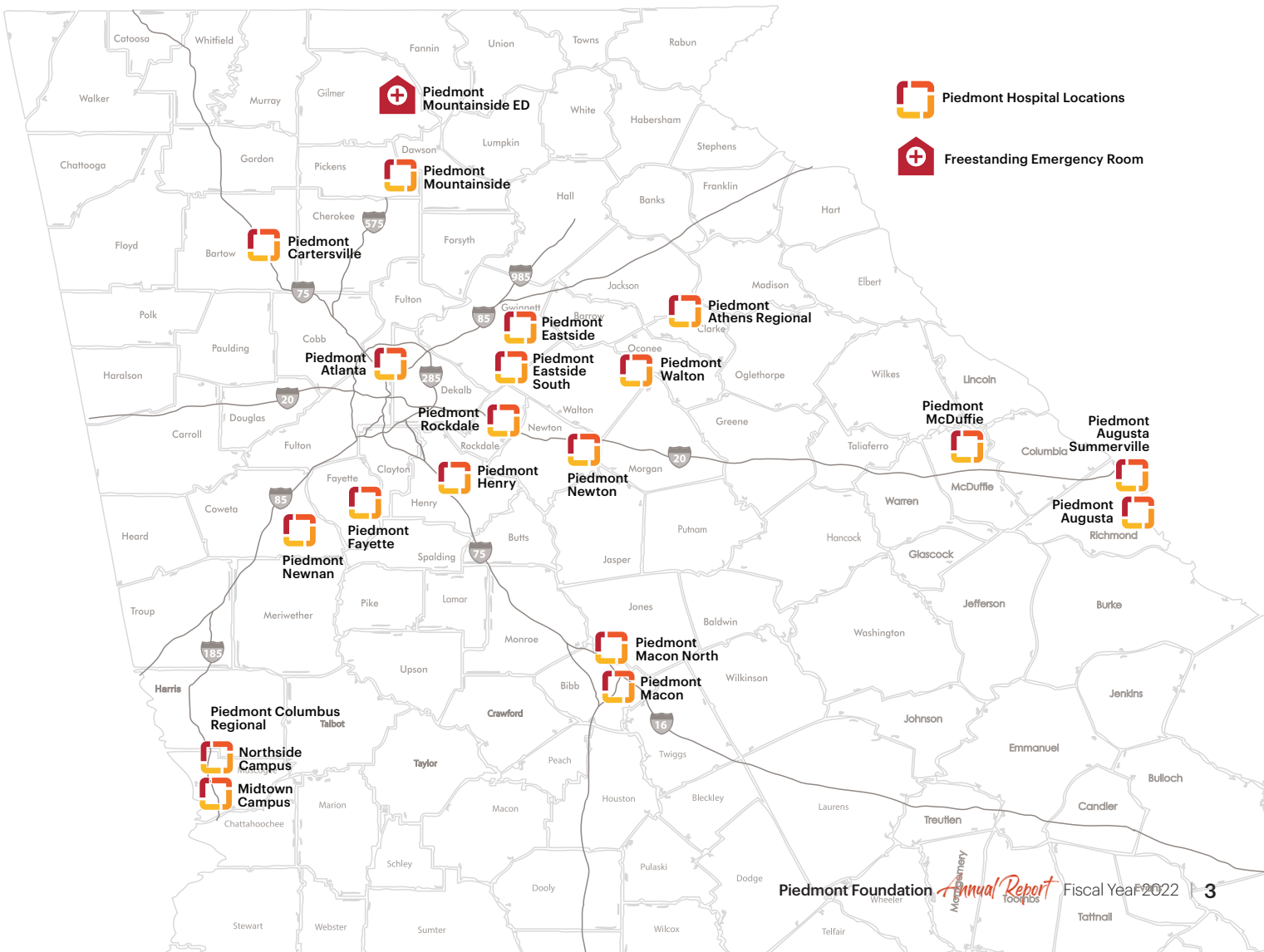
Care Close to Home

Our purpose is to make a positive difference in every life we touch, and today Piedmont empowers people to seamlessly orchestrate compassionate, high-quality care. Founded in 1905, we are a private, not-for-profit organization with over 31,000 employees caring for 3.4 million patients across 1,400 locations and serving communities that comprise 80 percent of Georgia's population.

With the addition of three newly acquired facilities (Piedmont Augusta, Piedmont McDuffie, and Piedmont Summerville), our system provides convenient care across 19 hospitals. Throughout the state, individuals and families also have access to 65 Piedmont Urgent Care centers, 25 QuickCare

locations, 1,875 Piedmont Clinic physician practice locations, and more than 2,800 Piedmont Clinic members. In the past five years, Piedmont has provided \$1.4 billion in uncompensated care and community benefit programming to the communities we serve.

In 2021, the Leapfrog Group, a nonprofit that rates hospitals on safety, awarded Piedmont more A-grades than any other system in Georgia. And in 2022, Forbes ranked Piedmont as No. 166 on its list of all the Best Large Employers in the United States, serving as one of only 15 in Georgia to receive this ranking.



Your Investment:

Dollars
Raised

\$21,141,269
Total Raised

5,224
Total Donors

\$391,703
Total Given
by Employees

Where You Gave

Women's Services
\$6,759,654

Rural Tax
\$4,093,958

Neurosciences
\$2,701,069

Oncology
\$1,864,997

Transplant
\$1,704,574

Emergency Department
\$1,342,550

Cardiovascular
\$838,895

General
\$690,410

Employee Giving
\$368,404

Pancreas
\$329,183

Staff Support
\$246,093

Tower
\$43,973

Sixty Plus
\$36,435

Brain Tumor
\$21,820

Orthopedic
\$11,000

COVID-19
\$3,000

Wound Care
\$2,489

Diabetes
\$966

Respiratory
\$750

Total
\$21,060,219

By the Numbers

Philanthropic Impact

\$29,364,892
Total Philanthropy Spent*

**Includes current and previously given philanthropy.*

Where Your Dollars Were Spent

Neurosciences
\$20,779,823

General
\$4,474,757

Oncology
\$2,028,404

Women's Services
\$591,954

Cardiovascular
\$450,380

Employee Giving
\$341,279

Sixty Plus
\$239,037

Pancreas
\$101,706

Transplant
\$77,334

Emergency Department
\$73,619

Brain Tumor
\$43,515

Auxiliary
\$38,097

Staff Support
\$35,950

Other
\$28,288

Wound Care
\$17,697

Radiology
\$16,793

Orthopedic
\$13,840

Diabetes
\$4,468

COVID-19
\$3,000

Respiratory
\$2,513

Spiritual Care
\$2,439

Philanthropy in Action

Piedmont Atlanta

Grows Neurosciences Service Line

In April 2021, Piedmont announced that it was building a world-class Neurosciences Service Line at Piedmont Atlanta, with a particular focus on brain tumor, spine, and cerebrovascular services.

The service line launched with the opening of a 10-bed Neuroscience Intensive Care Unit and 28 dedicated floor beds at Piedmont Atlanta, where people with a variety of neurological issues – including strokes, intracranial and subarachnoid hemorrhages, neuromuscular disease, craniotomies and Status Epilepticus – are treated. In January 2022, the Neuroscience ICU moved onto the 5th floor of the Marcus Tower and expanded to 22 critical care beds. A month later, we opened our 28-bed acute care Neurology unit on the 14th floor of the Marcus Tower.

For these patients, combining the right doctors, the latest technology, and the best techniques can make all the difference in their chances of survival. Donor support has been used to purchase state-of-the-art temperature management systems, external ventricular devices, ventilators for respiratory management, and devices that measure brain oxygenation and pressure. These necessary tools allow our skilled staff to provide high-level specialty care and comprehensive services to medically fragile neurology patients in a comfortable, supportive environment.

Another critical part of our expansion of the Neurosciences Service Line is Piedmont Atlanta's new Cerebrovascular and Endovascular Neurosurgery Operating Suite, which opened on September 1, 2021. The suite includes two state-of-the-art neurosurgical operating rooms with specialized equipment and enhanced video technology, offering patients access to the latest technology and expert care right when and where they need it most.

"These new patient care areas allow us to continue fulfilling our vision to provide state-of-the-art neurosciences care across the state," says Chris Lloyd, President of the Piedmont Clinic. "Thanks to the generosity of our donors, Piedmont can put the right tools in the hands of the best clinicians, who provide the highest quality care to our patients."

50 hospital
beds
dedicated to
Neuroscience patients.

The Hope Boutique Brings

Normalcy to Cancer Patients

60 patients served

by the Hope Boutique
in Fiscal Year 2022.

The Hope Boutique, located in the Women's diagnostic center at Piedmont Newton Hospital, supports women battling breast cancer by providing scarves, wigs, medical supplies, and financial resources. The Boutique is able to assist cancer patients in Newton County and the surrounding areas because of the generosity of donors from the community.

Since opening its doors in 2006, the Hope Boutique has served nearly 400 patients. Initially, the program started small—supplying bras, prosthetics, and wigs to cancer patients in need. But with generous support from local foundations, churches, businesses, and individuals, the program has expanded its services.

A cancer diagnosis means more than receiving medical treatments.

It is often a financial and emotional burden on patients and their

families. The Hope Boutique aims to ease those burdens by providing items that can provide a sense of normalcy, manage treatment side effects, or by providing financial support to those in need.

Head coverings such as wigs, turbans, and scarves help patients cope with the hair loss that is a side effect of many chemotherapies. They also help patients maintain a level of privacy by decreasing the chance of others prying into their diagnosis because of changes in their appearance. Other items, like compression garments, help to lessen other side effects like lymphedema, which causes swelling in areas where lymph nodes have been removed.

In addition to the physical changes experienced during cancer treatment, individuals and their families may encounter financial hardships for various reasons. Some patients are able to receive financial aid to cover their mortgage payments and utility bills as their need arises.

Funds donated to the Boutique allow the team to provide for the physical and practical needs of patients. "Our hope is to ease the burden of daily struggles, whether physical, cosmetic, or financial so that the patient can concentrate on fighting their cancer," said Wendy Hankins, Piedmont Newton Cancer Navigator.

Every patient who receives help from the program meets regularly with the Cancer Navigator and Social Worker to ensure they meet program qualifications.

To support the important work of the Hope Boutique, visit give.piedmont.org/newton.

Carlos High-Risk Breast Cancer Program

Reduces the Burden of Breast Cancer for High Risk Women



Helen S. and Jimmy Carlos are well known throughout the Atlanta non-profit community for their generosity and passion for the causes that are important to them. After being diagnosed with breast cancer and undergoing treatment in 2015, Helen started an Education Fund at Piedmont Atlanta Hospital to ensure that clinicians treating patients with cancer would have access to the most current knowledge and techniques.

Early detection, which played a crucial role in Helen's outcome, is the best tool in the fight against breast cancer. Thanks to the Carlos' four-year funding commitment, Piedmont is building a more robust High-Risk Breast Cancer (HRBC) program that focuses on reducing the burden of breast cancer for high-risk women.

Clinical studies have shown that one-third of patients presenting for mammography meet the criteria necessary to be assessed through a High-Risk Breast Program. The 'high-risk' designation can be determined by one or a combination of factors, including a family history of breast cancer, genetic mutations, dense breast tissue, high body mass index (BMI), and increased age.

Funding will pay for three new staffing roles that will work together with a physician specialist to ensure high-risk patients receive specialized screening and follow-up care.

Nurse Navigator - will serve as a liaison for patients and referring medical offices; communicate about risk factors and recommend consultations; and help patients overcome barriers to care access.

Genetic Counselor - will interview patients and collect medical and family history; run risk assessment models; and educate patients and relatives about findings.

Advanced Practice Provider - will serve as the overall facilitation and patient champion; interview and educate patients; perform clinical breast exams; make proper referrals; and discuss personalized cancer screening and risk reduction options.

The Carlos' gift will also support the operational costs of establishing the program, including office space renovation, community outreach, and a mammography residence program. This gift allows Piedmont to expand support services and provide patients with comprehensive cancer care.

"Having had a personal experience with Breast Cancer changes everything. Cancer changes the narrative. When presented with a plan to understand, predict, and catch this disease at an early stage, you listen!"

- JIMMY CARLOS

Grass Family Supports

Renovation of Women's Services Center

at Piedmont Atlanta



For more than a century, the Women's Services staff at Piedmont Atlanta Hospital has brought generations of babies into the world. A critical part of providing a high-quality patient experience for the entire family is fostering a serene environment that promotes calm and healing. Thanks to a generous commitment from the Alexander Grass Foundation, Piedmont Atlanta Hospital has begun renovating 85,000 square feet of space dedicated to Women's Services.

The Alexander Grass Foundation committed \$3 million to renovate and name the Women's Services Center at Piedmont Atlanta. The new space is planned and designed to meet current patient needs, better align with Piedmont's high-quality patient-centered care, and facilitate the growth of delivery volume.

"My daughters and I have much experience with women's centers and NICUs, including the birth of more than half of my grandchildren at Piedmont Atlanta. So, it is with great pleasure and pride that we have chosen to support the new Women's Center and to be a part of the growth of the hospital and the continued excellence in care for the women of the region."

- ELIZABETH GRASS WEESE
THE ALEXANDER GRASS FOUNDATION

To support the growth in patient volume, Piedmont is committed to recruiting nine OB/GYN physicians by 2024. And when completed, this project will better support the Women's Services department, including Labor and Delivery, operating rooms, the Mother-Baby unit, and our Level III Neonatal Intensive Care Unit.

Construction of the renovation project began at the end of April 2022 and is scheduled to conclude in July 2024.

Mason Transplant Clinic Expands

Piedmont Transplant Institute has grown into a national leader in organ transplantation since it was established in 1986.

Piedmont has grown from performing 11 kidney transplants in our first year to performing over 500 kidney, pancreas, and liver transplants annually. Today, Piedmont Transplant is the sixth largest abdominal transplant program in the country. To accommodate this growth, we are embarking on a major renovation of the Mason Transplant Clinic at Piedmont Atlanta.

The current Clinic opened in 2016 and hosts 15,000 visits annually, exceeding the current capacity of the Clinic. The Clinic is made up of seven care areas that are spread across three different buildings on the Piedmont Atlanta campus. Having multiple care areas is not only a challenge for our clinicians but creates an unnecessary burden on our patients. The Mason Clinic requires significant resources, including more space and enhanced infrastructure to support state-of-the-art medical technology to meet the needs of our growing transplant population and serve more patients who seek our care.

Thanks to generous philanthropic support, Piedmont will begin renovating the existing Mason Transplant Clinic in 2022. The renovated space will include a new evaluation suite and expand pre- and post-transplant care, telemedicine visits, and education for more potential living donors, transplant recipients, and their families.

With the multidisciplinary team of transplant specialists housed in one place at the new comprehensive Mason Transplant Clinic, all services and appointment destinations will be within a few steps and patients can say goodbye to multiple trips across the hospital campus.

521 kidney, liver,
and pancreas
transplants in FY22.

Why I Give...

"I give because I wanted to make an impact on my community.

I knew giving the initial gift to start Women's Heart and the Cancer Wellness Service lines at Piedmont Fayette Hospital would make a huge impact on our community.

- VICKI TURNER



Seven-year-old Lilly saved her allowance for six months so that she could make a charitable gift. **She decided that she wanted to "help the babies" with her donation.** Lilly designated her gift to the Women's Services Expansion Fund at Piedmont Atlanta Hospital.



"We (my husband and I) started thinking about all the people who have kept us safe," she said. They thought about health professionals and frontline workers and their research led them to the Piedmont Healthcare Staff Support Fund."

- SAM OPDENBOSCH
Owner of Marietta-based Sam's Cookie Company



When you see how our care impacts the lives of others,

you see your impact

\$469K

was used for **continuing medical education** during FY22

\$37K

was provided for **nursing school scholarships**

\$95K

was utilized for **patient assistance**

Fiscal Year 2023

Events Calendar

EVENT	DATE	BENEFITING HOSPITAL
Drive to End Cancer Golf Tournament	October 3, 2022	Piedmont Fayette
Cook Out Cancer	October 7, 2022	Piedmont Rockdale
Par for the Cure Golf Tournament	October 17, 2022	Piedmont Henry
Newnan Autumn Chase 5K	October 29, 2022	Piedmont Newnan
Newnan Soiree	November 4, 2022	Piedmont Newnan
Kimberley Chance Atkins Trot 5K	Spring 2023	Piedmont Rockdale
Breast Cancer Thrive 5K	Spring 2023	Piedmont Mountainside
Concert for a Cause	April 22, 2023	Piedmont Newton
Garden Party Gala	April 29, 2023	Piedmont Henry

To learn more, or to sponsor an event, contact us at 404.605.2130 or nicole.maroun@piedmont.org or visit our events page online.

Fiscal Year 2022

Donor List

At Piedmont, the communities we serve rely on your generosity. You are the reason we can provide everyone with the care they deserve. And you are the reason we can continue transforming healthcare. Together. As a donor-supported health system, and on behalf of your fellow Georgians, **we say thank you.**

View our 2022 Donor Lists at give.piedmont.org/2022

Legacy Giving

By making a planned gift in your will or trust, you ensure that Piedmont will continue to make a positive difference in every life we touch. Providing for a charitable organization in an estate plan can seem daunting, but we are dedicated to making the process easy and seamless.

Please contact us at 404-605-2130, and we will assist you and your attorney in the planning process.

**Proudly Serving
Greater Atlanta**

Atlanta • Cartersville • Eastside • Fayette • Henry • Macon
Mountainside • Newnan • Newton • Rockdale • Walton



Piedmont Healthcare Foundation is proud to be honored by the Association of Healthcare Philanthropy as a High Performer, an achievement received through measurement, analysis and comparison of net production returns in relation to peer AHP organizations.

Real change lives here