

Opportunities

INFORMING YOU OF OPPORTUNITIES
FOR PLANNING YOUR FUTURE

SPRING 2012

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“Golden Opportunities” Topic of Allied Professional Seminar

MORE THAN 100 LAWYERS, ACCOUNTANTS, AND FINANCIAL PLANNERS GATHERED at Palo Alto Hills Golf and Country Club for El Camino Hospital Foundation’s 20th annual Allied Professional Seminar. The theme of the morning was “Golden Opportunities: Advising the Senior Client.”

The audience heard first from Foundation President Larry Feder, who gave a brief talk on the state of El Camino Hospital at the completion of its 50th anniversary year. Under the leadership of new CEO Tomi Ryba, the hospital has embarked on a strategic planning process, scheduled to be completed this spring, that focuses on positioning the hospital for success in a changing healthcare environment. The hospital remains committed to its community benefit mission and last year granted \$5 million to a variety of local non-profit organizations. It continues to live up to its reputation as a healthcare technology leader, with 1,200 physicians now connected to its e-Connect electronic medical record system and with the launch of the FMO (Family Medical Officer) smartphone app that allows users to get instant information from the hospital. The Foundation continues to raise the additional income that keeps the hospital ahead of the curve, last year providing \$8 million to such programs as Behavioral Health Services, Palliative Care, the Cancer Center, and the Fogarty Institute for Innovation.



PLANNED GIVING COUNCIL

Front row L-R: Laurie Look, Hopkins & Carley; Rebecca Nelson, Tech CU; Lynn Telford, Berger/Lewis Accountancy; Cathy Colgan, American Trust; Melissa Grudin, TIAA-CREF. Back row L-R: Richard Dayton, The Dayton Law Firm; Jerry Moorman, Moorman and Company; Krista Conover, Borel Bank & Trust Company; David Enemark, Morgan Stanley Smith Barney; Jeanne Smith, Exit Stage Right.

The heart of the program began with a talk by John Hopkins, of Counsel at the law firm Hopkins and Carley, who spoke about encouraging clients to make charitable gifts in their estate plans. Although he briefly mentioned recent changes to the tax code, particularly the uncertainty of the estate tax,

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Make an investment *with healthy returns*

THE CAMPAIGN FOR
EL CAMINO HOSPITAL

“Golden Opportunities” Topic of Allied Professional Seminar

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Hopkins focused primarily on how to help people “find their legacy.” He described planned gifts as a competition between the beneficiary organization and the client’s children, between the client’s lifestyle and the organization’s need. He urged those assembled to ask their clients, “How do you want to be remembered?” “What is important to you?” This empowers people. After all, “if you don’t have the ability to give money away, you

are not in control of it,” he chided. Charitable giving, he reminded the audience, involves people in the important work of creating a healthy community, one in which their children and grandchildren will be able to thrive.

The next speaker was John Golden, a partner at the law firm Bayse & Golden, who had advice on how to avoid potential problems when creating and updating plans for senior clients. Peppering his remarks with anecdotes about clients and situations he has encountered over the years, he addressed five goals of estate planning: ensuring the client’s wishes are respected regarding the beneficiary of their estate and the management of their affairs in the case of disability; determination of who will settle the client’s estate upon death; minimization of adverse tax consequences; and protection of the client and client’s beneficiaries from predators and from the client’s disabilities.



SENIOR HEALTH CENTER

Dr. Patrick Kearns discusses El Camino Hospital’s new Senior Health Center



The morning ended with remarks from Cal James, El Camino Hospital’s chief of strategy and business development, and Dr. Patrick Kearns, who together introduced the hospital’s new Senior Health Center, which opened in February and represents a new model of providing integrated care to older adults. Designed to help patients maintain their dignity and prevent all too common downward spirals, the clinic will provide a patient-centered medical home located right next to the hospital, where patients can receive integrated care from physicians, social workers, physical therapists, even lawyers and financial planners – a team of professionals involved in the whole life spectrum.

Reminded of the complexities of their interactions with senior clients, impressed by what they learned about El Camino Hospital, and excited by the potential opportunities to form partnerships with geriatricians under a new model of care, attendees left the event energized and inspired to work on behalf of their senior clients and in partnership with the hospital.

CHARITABLE GIVING, GOLDEN REMINDED THE AUDIENCE, INVOLVES PEOPLE IN THE IMPORTANT WORK OF CREATING A HEALTHY COMMUNITY, ONE IN WHICH THEIR CHILDREN AND GRANDCHILDREN WILL BE ABLE TO THRIVE.

Anyone Can Leave a Legacy

There are many reasons to make a bequest to El Camino Hospital in your will or trust. Doing so is a meaningful way to remember an institution that has made a difference in your life and to ensure your assets benefit the community over the long term. Perhaps most important, it creates an ethical legacy for your children and grandchildren that teaches them the importance of philanthropy and of giving back to their community.

El Camino Hospital is deeply grateful for bequests by will or living trust, which constitute a significant source of support. Bequests work particularly well for donors who want to help the Hospital but lack current cash or other assets to make an immediate donation.

There are three general types of bequests:

1. **Specific Bequest** - The donor designates a specific dollar amount or asset to a stated beneficiary.
2. **Residuary Bequest** - The donor leaves all or part of the assets in an estate after debts, taxes, expenses, and bequests to family and friends have been paid.
3. **Contingent Bequest** - This bequest takes effect only if all other stipulated conditions are unable to be fulfilled. For example, this may occur because of the death of all primary beneficiaries.

Making a bequest is easy. To make your Legacy Gift to the El Camino Hospital Foundation, you can direct your attorney to prepare a codicil to your existing will or an amendment to your existing trust. It is usually unnecessary to revise the entire document.

The Foundation is a not-for-profit 501(C)(3) tax exempt organization. Gifts to support the hospital should be directed as follows: "El Camino Hospital Foundation, Mountain View, California" The Foundation's IRS tax identification is 94-2823235.

Your attorney may find the following language helpful in facilitating your Legacy Gift.

Sample Language for an Unrestricted Gift

"I hereby give, devise, and bequeath to the Board of Directors of the El Camino Hospital Foundation, a charitable corporation organized and existing under the laws of the State of California, the sum of \$ _____ (or "a stated percentage" or "a fraction of my residuary estate" or "the following described property" or "the residue of my estate") to be used for the general purposes of El Camino Hospital."

El Camino Hospital Foundation strongly encourages donors to make Unrestricted Bequests. Such gifts will enable the Hospital to maintain flexibility in responding to changing health care needs and new technologies both now and in the future.

Sample Language for a Restricted Gift

"I hereby give, devise, and bequeath to the Board of Directors of the El Camino Hospital Foundation, a charitable corporation organized and existing under the laws of the State of California, the sum of \$ _____ (or "a stated percentage" or "a fraction of my residuary estate" or "the following described property" or "the residue of my Estate") to be used for the following purpose: _____.

"If at any future time, in the judgment of the Board of Directors of the El Camino Hospital Foundation, it is impractical or impossible to carry out this purpose, they may expend the principal and income for whatever purpose they deem appropriate, provided that any commemorative aspect of this fund remains intact."

A Restricted Bequest should ordinarily be framed in the broadest possible terms, consistent with donor interests, to ensure that the gift will be applicable to future situations. Some examples of restricted designations that would allow for such flexibility are the following: "for equipment as needed."

El Camino Hospital Foundation's Legacy Society

Gifts of support through a bequest are important to El Camino Hospital Foundation. Recognition of your generosity begins as soon as you notify us of your planned gift. Legacy donors are never forgotten by the El Camino Hospital Foundation.

As the donor of a Legacy Gift, you will be presented with permanent membership in the El Camino Hospital Foundation Legacy Society. With your permission, your name will be engraved on the Legacy Society's donor board, which is prominently displayed in the Hospital's main lobby. You will be listed as a donor in the Foundation's Annual Report and honored at the Legacy Society's annual gatherings. If your preference is to keep the gift anonymous, we can keep all information confidential.

If you make a planned gift, or if you have any questions, please contact Madeline Chaleff, Director of Gift Planning at 650-962-4904 or email her Madeline.Chaleff@elcaminohospital.org

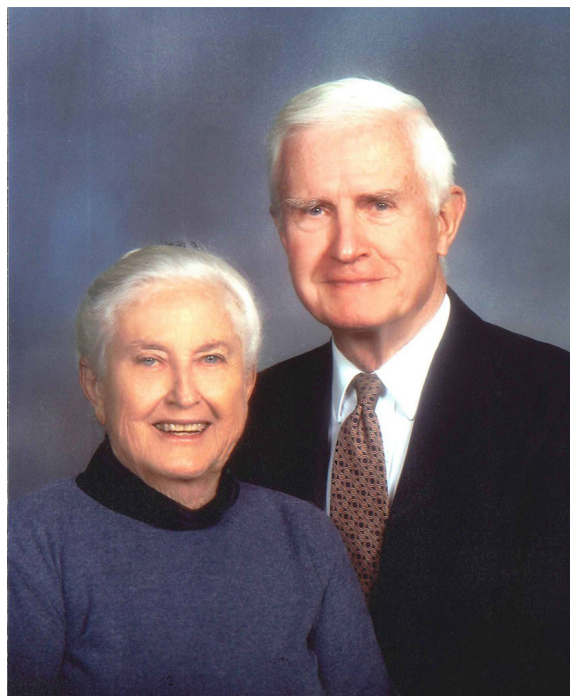
Giving Back Comes Naturally to Jane and Mel Hodge

Jane and Mel Hodge were freshmen at Northwestern University in 1947 when they met in an integral calculus class. The aspiring engineers began dating the following year and married in 1952, one month after graduation.

Newly wed, the couple moved to Washington, D.C. for Mel's first job. It was the height of the cold war and he helped develop a radar system for the navy that was immune to jamming by the Soviets. Three years later, in 1956, the couple relocated to southern California, where Mel took a job hiring scientists and engineers for Lockheed. They were sent to the Bay Area when Lockheed opened its new missile and space division in Palo Alto and Sunnyvale in 1957. After completing Stanford's Sloan Program in Executive Management in 1961, Mel became director of administration for Lockheed's research and development division, director of the engineering development laboratories and then assistant director of its newly formed information systems division.

It was at this time that Mel became involved with then four-year-old El Camino Hospital. In the 1960s, hospitals across the United States were only using fledgling computer technology for billing. Mel and Ed Hawkins, El Camino Hospital's first CEO, and their colleagues decided to instead build a hospital information system designed for direct use by physicians and other professionals. In 1971 Lockheed and El Camino Hospital installed this pioneering information technology, which gave the hospital an international reputation and made it a mecca for high profile visitors from around the world.

As Mel's career blossomed in tandem with the development of Silicon Valley, Jane turned her attention to raising their four children and volunteering in the community. She brought her knowledge



Jane and Mel Hodge

and love of science to young students as a founding member of Palo Alto-based Environmental Volunteers and remained involved with the organization for 21 years. She also served as a teaching leader for Bible Study Fellowship in Los Altos and was president of the Saratoga Foothill Club, which takes care of the historic Julia Morgan clubhouse building in Saratoga, the community where she and Mel made their home.

Mel retired in 1996 and half a dozen years later, Jane received a devastating diagnosis of end stage renal disease. The Hodges once again turned to El Camino Hospital, but this time as a patient rather than as a business partner. Dr. George Ting, with whom Mel had become acquainted when he was working on the ECH information system and who is internationally renowned for his research documenting the mortality benefits of increased hours of dialysis, became Jane's doctor. He immediately put her

on nocturnal hemodialysis six times per week at home. The Hodges are now turning to El Camino Hospital for all their medical needs and, in gratitude and admiration, decided to remember it in their estate plan.

"I have visited hundreds of hospitals throughout the world as part of my career," Mel recounts. "The folks at El Camino Hospital should be very proud. El Camino is among the very best I have ever seen."

For the Hodges, giving back to the hospital is a natural thing to do. "El Camino Hospital and its medical staff were my partners along the way, and the hospital has taken very good care of Jane. When you step back and reflect, you realize you are the beneficiary of the community you live in. Healthcare institutions are there for Jane and for me because people supported them. When you benefit, you need to make sure the people who come after you can benefit also."

**"I HAVE VISITED HUNDREDS OF HOSPITALS THROUGHOUT THE WORLD AS PART OF MY CAREER," MEL RECOUNTS.
"THE FOLKS AT EL CAMINO HOSPITAL SHOULD BE VERY PROUD. EL CAMINO IS AMONG THE VERY BEST I HAVE EVER SEEN."**

Madeline Chaleff
Director of Gift Planning
El Camino Hospital Foundation
Tel: 650-962-4904
Madeline.Chaleff@elcaminohospital.org



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