

# The Right Reasons

AUGUST 2006

A CAMPAIGN UPDATE FOR FRIENDS OF LAWRENCE MEMORIAL HOSPITAL

## Local Phone-a-thons Rally Support for Hospital Expansion

Contrary to the stereotypical lazy days of summer, June, July and August were extremely busy months for organizers of the LMH Endowment Association's capital campaign to benefit the hospital's expansion project. With contributions rolling in and momentum building toward the \$8 million goal, committee members gave the campaign an added boost by staging phone-a-thons in Lawrence and Baldwin City.

For three days in late June, about 20 volunteers gathered at the Reece Nichols building in Baldwin City to solicit donations by means of a telephone blitz. Sue Brown, who serves as a division vice-chair for the campaign, manned one of the phones and estimates that about

50 percent of the people she called made a contribution. "I think people understand that with the changing times, a new and improved facility can meet their medical needs so much better," she says.

Cathie Rodkey, Baldwin City campaign coordinator, was pleased with the outcome. She reports that about 630 phone calls were made, with requests for contributions very well received. The total amount collected will be announced August 29 at the Baldwin City Celebration.

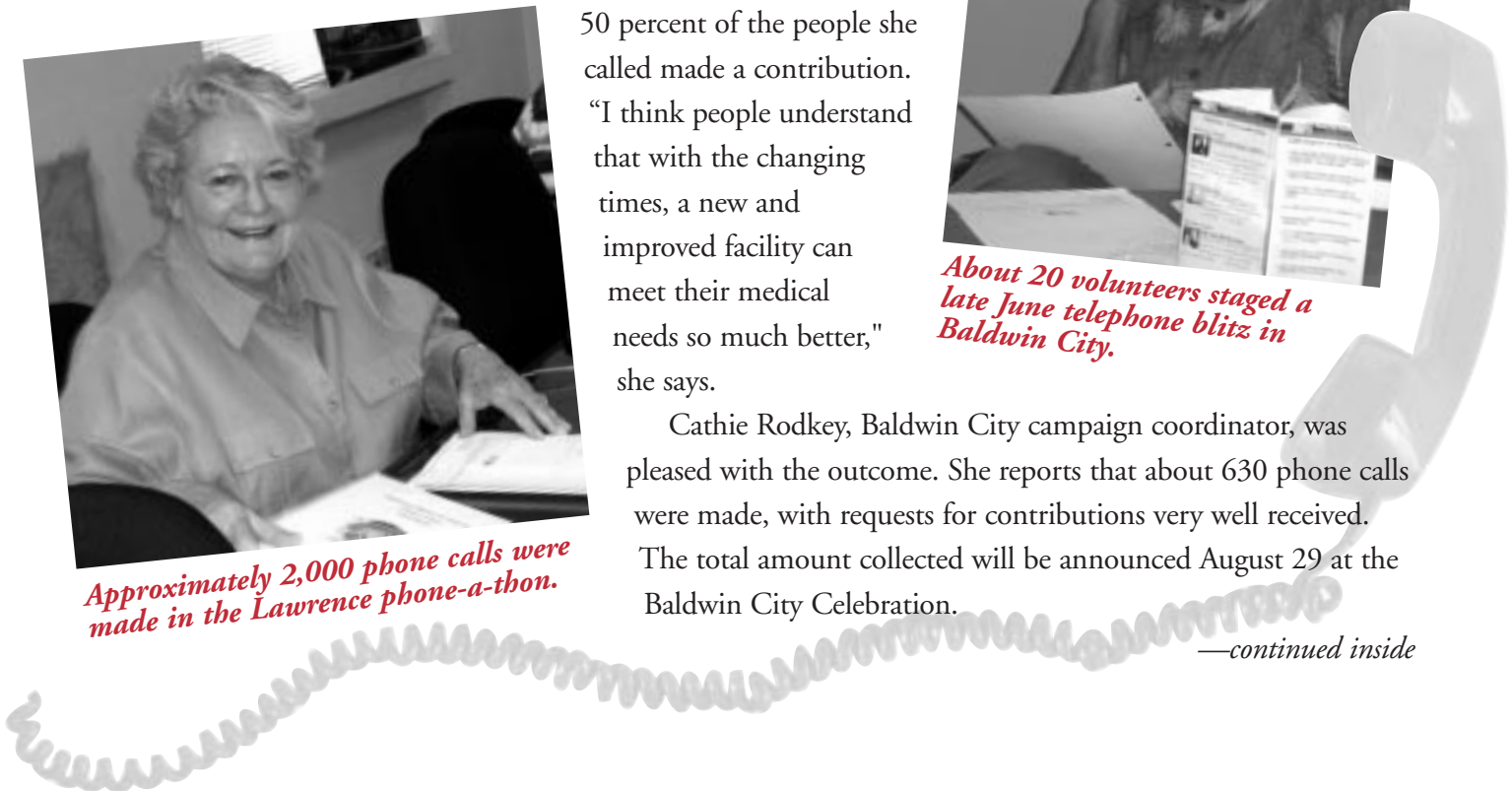
—continued inside





*About 20 volunteers staged a late June telephone blitz in Baldwin City.*




*Approximately 2,000 phone calls were made in the Lawrence phone-a-thon.*




## Phone-a-thons Rally Support, cont.



Not to be outdone by their neighbors to the south, workers for the Lawrence phone-a-thon launched their event with high expectations, as well. And, according to Heather Ackerly, Lawrence campaign coordinator, they weren't disappointed. She estimates about 2,000 phone calls were made during the three-day event, which took place July 18 through 20 at the former Reuter Organ building near Sixth and New Hampshire streets. Forty volunteers, comprising community supporters and LMH employees, raised \$23,000 in pledges. Heather says in addition to the commitments secured during the phone-a-thon, contributions are likely to keep trickling in from the many people who expressed support for the project. She predicts that by the time the final numbers are tabulated, the phone-a-thon will generate close to \$35,000.



Carol Hester, executive sales director for Riverfront Chocolates and a volunteer at LMH, personally made 30 phone calls and deemed her effort a success. She says taking time out of her business day on behalf of the hospital was worth it. "The hospital is one of the Lawrence community's greatest assets," she says. "I can't imagine any circumstance under which I wouldn't go there if I needed medical care."



The expansion project includes new emergency and surgical departments, new birthing rooms and the conversion of semi-private rooms to all-private rooms.

Special thanks to the World Company for the use of their building.

Anyone interested in contributing should call the

LMH Endowment Association at 785-749-6134.

*Forty volunteers raised \$23,000 in pledges during the Lawrence phone-a-thon.*



*More than 600 phone calls were made by volunteers during the Baldwin City blitz.*

## Breast Center Relocates to LMH South

The Lawrence Memorial Hospital Breast Center has a new home. In mid-August, the Center began operations from its new temporary location at LMH South, located at the intersection of Kasold Drive and Clinton Parkway. The need to relocate surfaced as plans progressed for the hospital's multi-million-dollar expansion project, slated to begin this fall. A new emergency department will claim the former site of the Center.

The move, which began August 11, was no small task. Sheryle D'Amico, LMH vice president of regional services and Breast Center manager, says the whole department was packed up and moved, including a mammography unit, film processor, furniture, wall décor and light fixtures. Of the five technologists who staff the Center, one will remain at LMH to perform specialized services such as biopsies. Added to the complexities of moving, Sheryle says, were the needed inspections to become fully operational. "Mammography is very tightly regulated," she says. "Once the equipment was installed, we had to get approval to operate from physicists and government officials."

Sheryle says that despite the move across town, the Center has been able to maintain its continuity of patient care. Currently, the Center performs 40 to 45 screening mammography exams per day, plus about a dozen diagnostic exams for patients requiring a more extensive follow-up. In addition to mammography, the department performs breast ultrasound and bone density exams, as well.

Now that all staff members are settled into their temporary, new home, they can get back to the business of helping patients detect breast cancer in its early stages. Sheryle says statistics show that breast cancer awareness is up, with 59 percent of area women in the targeted age group reporting for screening mammography, compared with 30 percent two years ago. She credits Jodi Carlson, clinic coordinator, and the rest of the staff for the success. "We have gone out into the community and really touted the importance of screening," Sheryle says.

LMH South will house the Center for two to three years, or until hospital construction is complete. To schedule an appointment, call the Breast Center at 785-840-3300.



TO GIVE TO THE CAMPAIGN  
OR FOR MORE INFORMATION

Kathy Clausing  
325 Maine Street  
Lawrence, KS 66044  
785-749-6134  
lmhendowment.org  
kathy.clausing@lmh.org

Please consider  
naming LMHEA  
in your will  
or trust!



## *The Right Reasons*

THE RIGHT CARE. RIGHT HERE. RIGHT NOW. THE RIGHT REASONS TO GIVE.

### Get Your Goodies Here!

In appreciation of your donation to the LMH Capital Campaign, the LMH Endowment Association staff will be handing out LMH T-shirts, bracelets, lapel pins, mugs and window clings.



“We want to give a little something back to all of the employees and community individuals who donated to the campaign — a token to to express our thanks,” says Kathy Clausing, vice president and chief development officer for LMHEA.

LMHEA staff passed out T-shirts, bracelets and lapel pins to the employees last week in appreciation of the \$53,000 they helped raise for the Employee Campaign. They plan to distribute the LMH wear at various community events throughout the campaign.