

A photograph of a woman and a young girl in a forest. The woman, on the left, is kneeling and holding a large pile of autumn leaves. She is wearing a dark coat and a colorful scarf. The girl, on the right, is standing and holding a small leaf. She is wearing a purple jacket and blue jeans. The background is a soft-focus forest with trees and fallen leaves on the ground.

making a DIFFERENCE

CAPE FEAR VALLEY HEALTH FOUNDATION :: AUTUMN 2012

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The logo features a stylized blue wave or leaf shape above the text.

CAPE FEAR VALLEY HEALTH
FOUNDATION

CAPE FEAR VALLEY HEALTH FOUNDATION

making a DIFFERENCE

by VINCENT BENBENEK, vice president, CAPE FEAR VALLEY HEALTH FOUNDATION

It costs over \$1.6 million a day to keep Cape Fear Valley Health System operating. That's a staggering figure – almost too big to comprehend.

Here's another fact: Cape Fear Valley has the highest percentage of revenue from patients covered by Medicaid and the lowest percentage of revenue from patients with commercial insurance *of any large health system in the state.*

Add to that the number of uninsured patients in our community and it's easy to see why Cape Fear Valley collects only 33 cents for every \$1 in charges.

The Board of Trustees and Administration of Cape Fear Valley Health do a phenomenal job of providing the citizens of Fayetteville and Cumberland County with quality healthcare, state-of-the-art technology and highly qualified healthcare professionals to deliver care. But they are not magicians; they cannot do everything.



That's where Cape Fear Valley Health Foundation steps in. Thanks to the generosity of individual donors in our community, Cape Fear Valley employees, grants and donations from businesses and civic groups, Cape Fear Valley can undertake projects like the Pediatric Intensive Care Unit renovation. And provide medications to low-income individuals through the Cumberland County Medication Access Program [CCMAP]. And provide help to patients undergoing cancer treatment through Friends of the Cancer Center. And helping family members stay close to loved ones during a hospitalization through Stanton Hospitality House.

You can read about all these programs and more in this issue of *Making A Difference* magazine. I hope some of the stories will move you to help by donating your time and talents, by participating in one of our fundraising events or by simply writing a check.

No one can do everything.
But everyone can do something.
Help Cape Fear Valley Health Foundation help our community.
Alone, we can only do a little.
Together, we can do so much.

CUMBERLAND COUNTY MEDICATION ACCESS PROGRAM C|C|M|A|P

NO INSURANCE?

CCMAP *offers* PRESCRIPTION ASSISTANCE.

by GINNY DEFFENDALL



When Pamela Gayle, 61, worked full-time getting her prescription medications was easy. She just called them in to the local drug store, paid a \$20 co-pay and took them home without thinking about it. Everything changed when she lost her job after 14 years of employment. Not only did she have a loss of income, but she lost her prescription drug benefits as well.

Gayle has diabetes and high blood pressure, which require her to take numerous medications including insulin, potassium, cholesterol and blood pressure medications. The costs for these medications are significant, but going without them would put her health at risk.

“Pride got in my way,” she says. “I didn’t want to ask for help.”

But when a call to her usual drug store proved that the cost of buying her insulin without insurance would be more than \$500 per month, Gayle knew she had to swallow her pride.

She made a call to the Cumberland County Medication Access Program (CCMAP) and began the short journey to getting the medications she needed. Now instead of paying \$500 per month for insulin, Gayle pays just \$3.

A partnership between Cape Fear Valley Health System and the Cumberland County Health Department, CCMAP offers free or low-cost medications to those in need.

“We help uninsured patients fill their prescription needs if they have an income below 250 percent of the Federal Poverty Guidelines,” says Chris Tart, Director of Outpatient Pharmacy Services at Cape Fear Valley Health System. “The patient must be low-income, without prescription insurance and a resident of Cumberland, Sampson, Harnett or Hoke County.”

“That is the real reason we exist... we are trying to keep people healthy and out of the hospital and Emergency Department, by providing our patients with maintenance medications at little to no charge.”

— CHRIS TART, CFV DIRECTOR of OUTPATIENT PHARMACY SERVICES

DIRECTOR of OUTPATIENT PHARMACY SERVICES

CCMAP began in August 2002, when the Cape Fear Valley’s Board of Trustees approved the program and hired its first program manager.

The program’s staff then collaborated with Better Health of Cumberland County, The CARE Clinic, the Mental Health Center, the Department of Social Services and the Health Department to launch the program.



In the years since, CCMAP has filled more than 209,000 prescriptions worth \$60 million to the program’s participants. Currently more than 2,100 people are enrolled in the program. Many of them are unemployed or work for employers who do not provide affordable health insurance.

The pharmacy at CCMAP – located inside the Cumberland County Health Department – receives medications from various places. Many of the medications are donated. Some are samples donated from physicians and clinics, as well as from other non-profit pharmacy programs that have extras to share. Occasionally a patient will donate unneeded medication back to CCMAP. This medication is stored in our pharmacy and can be used for other patients in need.



The rest of the medications dispensed are purchased or come from manufacturer patient assistance programs. CCMAP receives grant money and community donations to Cape Fear Valley Health Foundation to purchase medications.

There is also a formulary of generic drugs available that is funded through Cape Fear Valley Health. Medications are also ordered through drug manufacturer patient assistance programs with the help of the CCMAP staff. These medications have a \$3 administration fee per prescription.

Those who think the application process is too complicated to bother with needn't worry.

"There is a short application to fill out," Gayle says. "They make it very easy."

To apply for assistance, you will need to provide proof of income, proof of county residency and other documents as required. Staff members at CCMAP will conduct an interview with the applicant and then fill out any initial paperwork as well as any follow-up paperwork needed for refills.

With the help of CCMAP, the uninsured need not suffer from complications of high blood pressure, diabetes

or high cholesterol simply because they cannot afford their medication.

"That is the real reason we exist," says Tart, "we are trying to keep people healthy and out of the hospital and Emergency Department, by providing our patients with maintenance medications at little to no charge."

Pamela Gayle is certainly glad she called.

"I am truly blessed," she says. "Without CCMAP, I would not be able to get my insulin. Sometimes you have to put aside your pride. When you need help, there are people out there that will help you. But they don't know you need help if you don't ask."



Cumberland County has about 40,000 uninsured residents, and approximately \$400,000 annually is needed to continue to provide CCMAP services for those in need.

Cape Fear Valley Health Foundation accepts contributions for the CCMAP program on an ongoing basis and

submits grant proposals on behalf of the program. Your donations can help the community's uninsured, like Pamela Gayle. To make a tax-deductible donation, please write CCMAP in the memo field of a check and mail it to: Cape Fear Valley Health Foundation, P.O. Box 87526, Fayetteville, NC 28304.

CAPE FEAR VALLEY HEALTH FOUNDATION

EMPLOYEE *campaign*

by GINNY DEFFENDALL

You 2 can be a Hero :: Employee Campaign

To Cape Fear Valley employees, September means more than back to school and the beginning of fall. It means it's time to dig deep into their hearts and wallets and donate to the Cape Fear Valley employee campaign.

Cape Fear Valley Health Foundation receives numerous donations from the public, true. But did you know that Cape Fear Valley Health employees are also major contributors to the Foundation?

Each year, employees are offered the opportunity to donate to various Friends groups, such as Friends of the Cancer Center, Friends of Nursing, Friends of the Heart Center and Friends of Children to name a few. They may also donate to Cumberland County Medication Access Program (CCMAP), the Cape Fear Valley Health Foundation Endowment or The Lighthouse Society.

This year's campaign theme is "You 2 Can Be A Hero." The significance of the number two is to show employees that if they give as little as \$2 per paycheck, they affect positive change in the lives of people who receive help from Cape Fear Valley Health Foundation and The Lighthouse Society.

The Lighthouse Society is a program that offers assistance to Cape Fear Valley employees who have experienced a catastrophic event causing financial hardship. Lighthouse funds are donated solely by Cape Fear Valley employees in order to assist other Cape Fear Valley employees with meeting essential expenses, such as housing, utilities and car payments.



"Just knowing that the staff cares enough about their co-workers to donate means so much," says Penny Pridgen, Employee Assistance Program and Lighthouse Society Coordinator. "It makes me feel like we are a family. You know, we spend more time each day at work than we do at home, so it is nice to see others feel the same way."

Cape Fear Valley's Lighthouse Society is a unique program. Pridgen spends many Friday afternoons delivering payments to utility companies on behalf of employees. She says tellers often remark how nice it is that the health system has such a program for its employees.

"I feel honored to be a part of it," Pridgen says. "It's an honor that people trust me to run the program."

“Employee giving is important, because it shows the community that our employees support the work of the Foundation and recognize the importance of what we do to care for the patients of Cape Fear Valley.”

— SABRINA BROOKS, FOUNDATION MANAGER

Foundation employees are also touched by how generous health system employees can be.

“Employee giving is important,” says Sabrina Brooks, Foundation Manager, “Because it shows the community that our employees support the work of the Foundation and recognize the importance of what we do to care for the patients of Cape Fear Valley.”

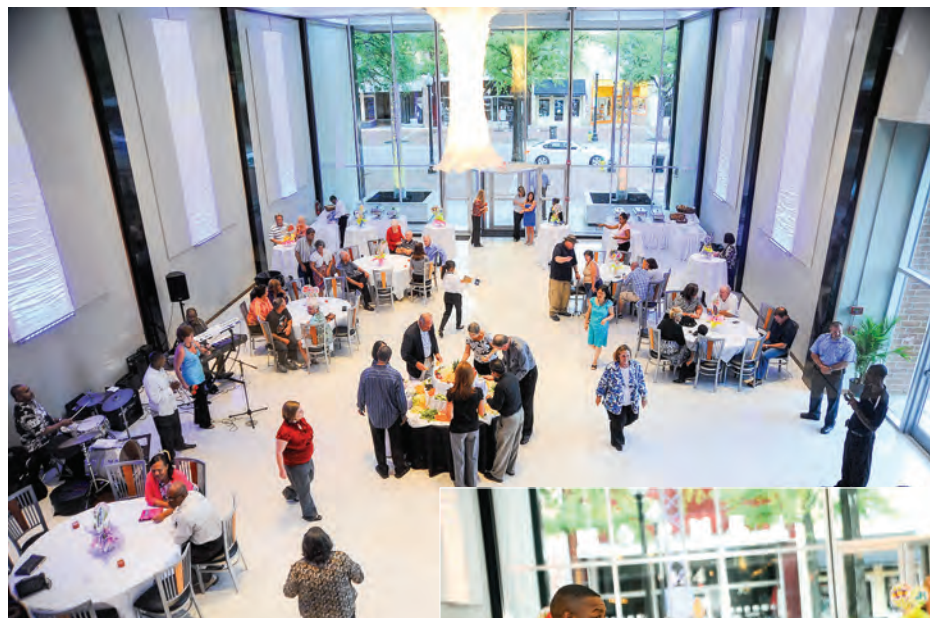
“We told employees that \$2 per paycheck, which is the cost of a soda and a pack of crackers, can help provide a car seat for new parents, a wig for a cancer patient, dinner for guests at Stanton Hospitality House or pay a utility bill for a co-worker in need,” says Brooks.

The 2012 employee donation totals are still being calculated. However, since 2000, Employee Campaign donations to the Foundation and Lighthouse Society have totaled more than \$2 million.

“That represents a lot of rent payments and car repairs for fellow employees in need or in crisis,” says Brooks. “Not to mention all the utility bills and medications for cancer patients, car seats for new babies, clothing and coloring books for ill or injured children and nights for out-of-town families at Stanton Hospitality House.”



Together, we can put all our efforts, big and small, to work for our neighbors, friends and family who find themselves needing the services of Cape Fear Valley Health. We can't all be in the operating suite or deliver radiation therapy or unblock a clogged artery. We can, however, still make a difference.



RIBBON WALK
survivor's reception
FRIDAY, SEPTEMBER 14
AT SKYVIEW ON HAY STREET



FIGHTING, SURVIVING, CELEBRATING CANCER *is a disease that* TOUCHES US ALL.

RIBBON WALK *by* GINNY DEFFENDALL

The weather was unexpectedly warm on Saturday, Sept. 15, as more than 950 supporters turned out at Cape Fear Valley's Medical Arts Center in downtown Fayetteville for Cape Fear Valley Health Foundation's Friends of the Cancer Center 2012 Ribbon Walk & Ride.

The mood on the lawn was jovial. Groups milled about, enjoying bagels and coffee donated by Panera Bread. To the left there were motorcycle enthusiasts decked out in leather, ready to support CFV cancer patients in the riding portion of the event. On the right, there were brightly clothed walkers, wearing shirts commemorating loved ones lost to cancer as they mingled with cancer survivors in

special Survivor T-shirts. Laughter and excitement drifted through the air.

American Idol contestant and Fayetteville native, David Leathers, Jr., kicked things off with the national anthem before the United States Parachute Association literally dropped in on the party. Then a group of HealthPlex Zumba instructors – joined by many local mascots – revved up the crowd and got everyone moving.

When the walk began, Hay Street was flooded with walkers and the feeling of community was palpable. It was clear by the turnout that our community supports the Friends of the Cancer Center, as well as the patients battling the disease each day.

"I wish I could personally thank every single person for registering and donating," said Tara Brisson Hinton, Friends of the Cancer Center Coordinator. "We are grateful to all our sponsors that helped make this possible. The turnout was unbelievable!"



So many people came out to celebrate, honor and remember."

Events such as the Ribbon Walk & Ride provide thousands of cancer patients at Cape Fear Valley Cancer Treatment and CyberKnife Center and their families with emotional support, information resources, prescription medicine, food supplements, wigs and turbans, emergency funding for utilities and travel assistance for treatment – all at little or no expense to the patient. *continued...*

“It means so much to not only maintain the services we provide, but be able to continue to grow in what we can offer our patients.”

— TARA HINTON

“This year we raised more than \$78,000,” says Hinton. “Imagine how many patients we can help with that money! Even the smallest donation can help. Every \$50 can help buy a patient a massage. Every \$100 can help purchase a wig.”

Funds received also help provide programs for cancer patients, such as the Artful Reflections Art Therapy Program, the Oasis Complementary Medicine Program and the Coming Together Program for children and grandchildren of patients.

“This year we are able to try a new therapy program,” says Hinton. “It means so much to not only maintain the services we provide, but be able to continue to grow in what we can offer our patients.”

The Friends of the Cancer Center are hoping that the event itself will continue to grow each year. In addition to having nearly 150 more participants this year than in 2011, and 46 teams, the Friends group also added a Survivors Reception the night before the walk. More than 225 cancer survivors and their loved ones were in attendance to enjoy food, music, a photo booth, silent auction and door prizes.



It's not too early to begin preparing for the 2013 Ribbon Walk & Ride on September 21. The Cape Fear Valley Cancer Center staff team – who earned the Crystal Ribbon trophy for bringing in the most donations – held their first bake sale this past October, raising over \$1,600, with every cent collected going to next year's walk.

If you would like more information on the Ribbon Walk and Ride, or how you can help support local cancer patients at Cape Fear Valley Cancer Treatment and CyberKnife Center, please call 615-1434 or visit www.ribbonwalkforcancer.org.



CAPE FEAR VALLEY
HEALTH FOUNDATION
FRIENDS OF THE CANCER CENTER



RIBBON WALK & RIDE
SATURDAY, SEPTEMBER 15
DOWNTOWN FAYETTEVILLE



making a DIFFERENCE

CAPE FEAR VALLEY HEALTH
FOUNDATION

STANTON HOSPITALITY HOUSE

EXTENDING
A WARM HAND
of WELCOME



CAPE FEAR VALLEY HEALTH
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STANTON HOSPITALITY HOUSE

HOME *away from* HOME

STANTON HOSPITALITY HOUSE

by DONNIE BYERS

A house may not be a home, but a house that provides love and support can easily be – even if for a little while. Simon Alicea learned this lesson during what might have been the worse time of his life.

Earlier this year, the native New Yorker spent almost two weeks at Cape Fear Valley's Stanton Hospitality House while visiting his ailing nephew in the hospital. The family member, Angel Perez, was being treated for cancer at Cape Fear Valley Medical Center at the time.

Alicea said the guesthouse was a godsend because staying in Fayetteville would have otherwise been impossible for him. He not only brought

down his wife, but 14 members of his extended family as well. They all stayed at the two ranch-style homes that comprise Stanton Hospitality House, located directly behind the medical center campus.

"I could go on forever about the place," Alicea said. "The people there were just so nice."

The nonprofit facility has been helping out-of-towners like the Aliceas since 1990, offering them a home-away-from-home as they visit loved ones being treated at area hospitals.

Stanton Hospitality House's goal is to reduce the financial and emotional burden that illness and hospitaliza-

tion can often inflict upon families. To date, the facility has provided more than 6,000 nights of accommodations to families from more than 50 North Carolina counties, 39 states and 10 foreign countries. It's one of just 19 facilities in the state and one of approximately 150 in the U.S.



The two houses that comprise Stanton Hospitality House are so close to Cape Fear Valley Medical Center that families can walk to see loved ones there. Alicea routinely woke up early to go for jogs and clear his head before going to see his nephew. There, he and the rest of the family would sit for hours on end at his nephew's bedside.

Angel Perez eventually lost his year-long battle with stomach cancer, but it didn't cloud Alicea's fond memories about his stay at Stanton Hospitality House. He was so moved by the kindness he experienced that he bought several hundreds-of-dollars worth of nonstick cookware as a parting gift.



Stanton Hospitality House's goal is to reduce the financial and emotional burden that illness and hospitalization can often inflict upon families.

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The idea came to him while trying to cook pancakes with the facility's previously donated cookware. Everything stuck to the frying pan he used, making for a disastrous breakfast. It was the only bad experience Alicea could recall about his stay.

"My wife and I just wanted to show our gratitude," he said. "If I could have done more, I would have."

Donations and monetary gifts are what keep Stanton Hospitality House open since it only asks for room donations of just \$8 per person, or \$15 per family, per night. The facility's biggest fundraiser of the year is the annual Light of Life tree-lighting held by Cape Fear Valley Health Foundation.

This marks the 29th anniversary for the event, which will be held on Sunday, Nov. 25, in front of Cape Fear Valley Medical Center. People can honor or memorialize friends or family members by sponsoring a light on the tree. Lights are \$20 per year or \$200 for a lifetime. Businesses can sponsor a light for up to \$2,000.

Proceeds go back to the house to help pay for staffing and supplies. Since there are only three staff members, people, businesses, churches and community groups can volunteer their time instead.

"We'll have families and organizations come in and cook meals for the

families," said Deena Russell-Ware, Stanton Hospitality House Supervisor. "Or they'll come in and do things like sponsor a movie night. Some will even come and do yard work or house cleaning."

Cleaning up the houses isn't easy. The main house is 3,200 square feet and has eight bedrooms, a full bathroom, half bathroom, and a kitchen large enough to house two stoves. The second house is slightly smaller with just three bedrooms.

Both were acquired by Cape Fear Valley Medical Center in 1996 and now fall under the umbrella of Cape Fear Valley Health Foundation.

Physicians, chaplains, hospital administration and Cape Fear Valley nursing staff can refer prospective guests.

Registration is through Cape Fear Valley Patient Relations at any of the health system's hospitals, from 8 a.m. to 5 p.m., seven days a week. After-hours inquiries can be made directly to the Stanton Hospitality Staff at (910) 615-4032.

To learn more or for volunteer and donation information, please contact:

Stanton Hospitality House
1617 Roxie Avenue
Fayetteville, NC 28304
910 615-4032



TREE LIGHTING CELEBRATION

*There is still time to donate to the
29th Light of Life Tree Lighting.*

Proceeds benefit Stanton Hospitality House.

*You can name a light on the tree in honor or in memory
of a loved one, friend or favorite teacher.*

A one season light is \$20. A lifetime light is \$200.

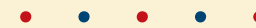
*Donate online at <http://www.cfvfoundation.org>
or call (910) 615-1285.*

*Donation forms are available in the lobbies
of Medical Arts Center, Cape Fear Valley Cancer Center,
Highsmith-Rainey Specialty Hospital, Cape Fear Valley
Medical Center and throughout the Health System.*

Donations to Light of Life are accepted throughout the year.



THANK YOU *to everyone who supported our first* IN STEP *with the* BEAT DANCE



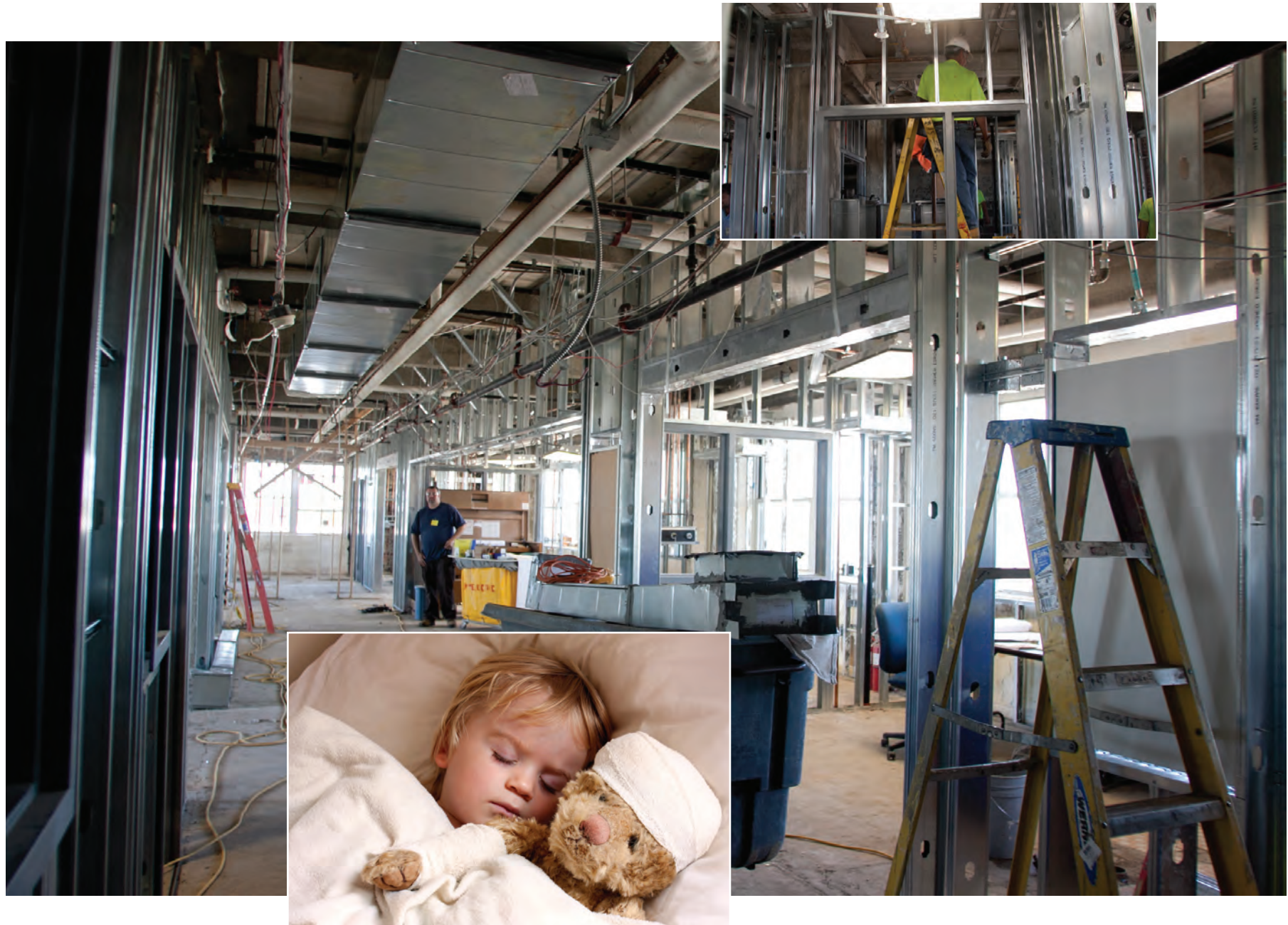
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HEALTH FOUNDATION
FRIENDS OF THE HEART CENTER



CAPE FEAR VALLEY CHILDREN'S CENTER COLD STEEL *and* CONCRETE *will transform* *into a warm, CARING ENVIRONMENT*

RENOVATION UPDATE *by* DONNIE BYERS



Making over a bedroom for newborns has long been a time-honored tradition, but making over an entire wing?

Cape Fear Valley's Children's Center is renovating its north wing corridor into a new Pediatric Intensive Care Unit. The project is necessary because the center's current PICU just isn't big enough, no matter how tiny the patients.

When complete, the new PICU will house seven patient rooms, a nurse's station, medication room, staff lounge, visitor break room, a linen and utilities room, and front desk area.

That's a far cry from the current PICU, with its five small patient bays crammed into one large room. The only privacy afforded is through curtain dividers.

Patients and staff often struggle to maneuver inside the room due to all the specialized equipment. But it's connected bay style-layout will give way to private rooms in the new PICU.

Construction workers have been working since the summer to rip out existing walls, floors and ceilings inside the north wing. The work hasn't been easy and is being done while the rest of the Children's Center is still open.

The only thing separating the construction from the rest of the unit is a temporary door and wall and an eye-catchingly obvious "DO NOT ENTER" sign.

New steel wall studs and cinder blocks, intermingled with new heating and ventilation ductwork and electrical wiring, make the work area look like new construction. But everything is being built onto existing foundation.

"Ripping out the solid block walls filled with concrete was a nightmare," said Mike Reganhardt, Cape Fear Valley's Construction Manager. "It'll be much nicer in there once we're done though."

Despite the construction delays, Reganhardt says the new PICU is still on schedule for an early 2013 opening date.



Plumbing, foundation and electrical work will continue through November before workers begin installing walls, floor tiles and lighting. Workers will then be able to paint and finish off trim before declaring the new PICU open for business.

"The environment in the Children's Center," said Vince Benbenek, Vice President of Marketing & Outreach, "will finally equal the level of service our physicians and staff are providing."

TOUCHING *the* LIVES of people you love

The mission of the Cape Fear Valley Health Foundation is to develop, manage, and distribute resources to advance the delivery of high-quality health care by Cape Fear Valley Health. Six Friends groups are part of the Foundation. These groups and the volunteers that direct them help develop programs to assist patients with needs that contribute to the healing process, but that go beyond the scope of Cape Fear Valley's mission to provide medical care and treatment.

- FRIENDS *of the* CANCER CENTER nurtures, supports and guides cancer patients and their families.
- FRIENDS *of* CHILDREN makes sure that a child's perspective is never lost in the unfamiliar world of grown-ups and medical equipment.
- FRIENDS *of the* HEART CENTER provides continuing support and fellowship to help heart patients and their families maintain a heart-healthy lifestyle.

- FRIENDS *of* NURSING supports education and career development for those in the nursing profession to further enhance patient care in our community
- FRIENDS *of* REHABILITATION helps enhance independence for hundreds of people right here at home who have disabilities.

- FRIENDS *of* STANTON HOSPITALITY HOUSE supports Cape Fear Valley's home away from home by offering rooms and comfort to families whose loved ones are hospitalized.

We gratefully accept checks, credit cards and cash to support our patients in need. Checks (made out to Cape Fear Valley Health Foundation) may be sent to:

Cape Fear Valley Health Foundation
101 Robeson Street, Suite 106
Fayetteville, NC 28301
Attn: Donor Relations Coordinator

DONATE ONLINE AT:
www.cfvfoundation.org

In addition to Cash Gifts, other gifts and memorials can go to help support patient needs:

- ▶ Gifts of Stock
- ▶ Tribute Gifts, in honor or in memory of a loved one
- ▶ Planned Gifts
- ▶ Significant and Campaign Gifts
- ▶ Corporate Gifts
- ▶ Gifts in Kind

If you'd like your gift to be used for a specific area in the hospital, please make a notation on the memo line of your check. If you'd like to make a gift by credit card, please contact our office at (910) 615-1285.

the 2013 FRIENDS of CHILDREN GOLF CLASSIC provides the OPPORTUNITY to win TWO AMAZING TRIPS



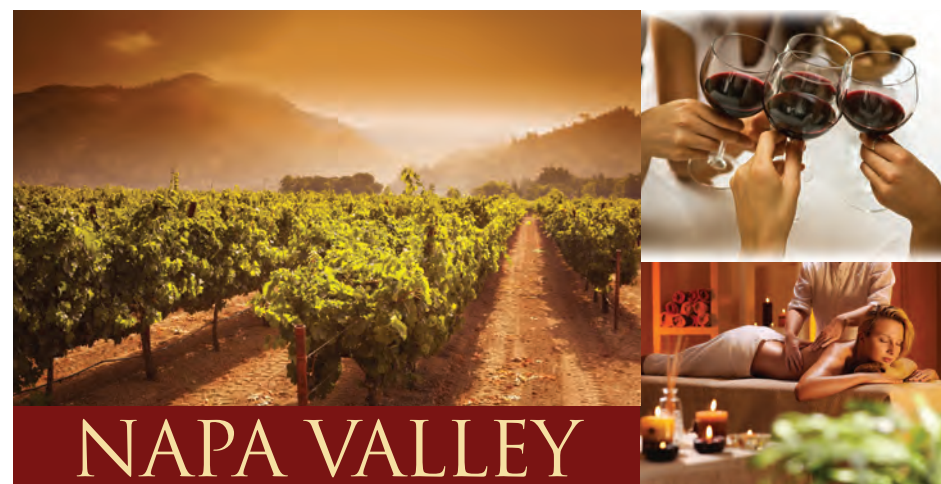
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CALL RACHEL AT
THE FOUNDATION
AT 910 615-1449
OR GO ONLINE AT
www.cfvfoundation.org

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RAFFLE TICKETS: **\$100** EACH [ONLY 400 WILL BE SOLD.]

PROCEEDS to benefit FRIENDS of CHILDREN, part of the CAPE FEAR VALLEY HEALTH FOUNDATION. DRAWING WILL BE HELD THURSDAY, OCTOBER 24, 2013, AS PART OF THE FRIENDS of CHILDREN GOLF TOURNAMENT. YOUR TICKET INCLUDES ADMISSION TO A PRIVATE DINNER PARTY, THAT EVENING. *all taxes, resort fees and service charges for hotels are included.*

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HIGHLAND COUNTRY CLUB :: MUSIC PROVIDED BY NORTH TOWER



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for ticket information or call (910) 615-1536.

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