



Contributions

...making a difference

A Few Words From Our New CEO

There are those in our community who are making hard choices about their medical care. They are putting off elective surgery, reducing or living without physical or occupational therapy, cutting out diabetes education or reducing treatment for other chronic illnesses. The prevailing question has become, "How little medical care can I get by with and still do ok?" This is a sad reality for many people living in a lean economy.

As people try to manage without medical treatment, expected income from these deferred hospital services has naturally been unrealized. Decreased patient utilization has created new challenges for leadership at BMH as well as at many other hospitals. We are not alone in having to become leaner in response to lowered patient use of hospital services, decreased reimbursements and an uncertain future regarding medical insurance.

And so we are trimming, streamlining and reorganizing. Several areas in particular are at the forefront of discussion and change. They include hospital **efficiency, physician recruitment and retention, and philanthropy.**

BMH is evaluating how **efficient** we are at organizing and delivering patient care. As our health care environment changes—less patients and lower reimbursements—we need to respond and adapt to this changing landscape. While the hospital is becoming leaner from a management perspective, care at the bedside continues to be our highest priority and will not be compromised.

BMH is looking at how to **attract new physician talent** to our area. Maintaining a medical staff appropriate to the needs of the community is a first priority for the hospital. I have been meeting with other hospitals in the region to build affiliate relationships to share medical talents and resources. We are also looking to expand our physician practices in both new and existing areas.

Increasingly, newly licensed doctors nationally have different vocational needs and priorities from their more senior counterparts. They want to be employed by a hospital, have assistance in setting up their practices, and have regular hours and a predictable income. Many of these new docs have young families and do not wish to be on call nights



Steve Gordon, President/CEO

and weekends. With the new Hospitalist program at BMH, where in-house doctors care for patients while in the hospital, BMH is not only better able to coordinate patient care but also attract new physicians. Also, we are investing in a computerized physician practice management system which will enable us to deploy an Electronic Medical Record as well as centralize critical functions such as patient scheduling, billing and referral management.

Philanthropy continues to be a very important part of the big picture for the hospital. We have recently merged the Development and Community Relations departments to streamline resources and increase the flow of communication between the hospital and our community. In our efforts to more efficient and less costly, we are moving toward increased electronic communications. For example, our internal hospital newsletter, *Gazette*, is now distributed internally via email. This move alone will save us thousands of dollars a year. Additionally, notices about BMH Technology Tours and educational workshops are increasingly being disseminated by email.

In closing, one of my key priorities has been to get out into the community, meet our business and civic leaders, volunteers, neighbors, supporters and friends. It is through these relationships and meeting, talking and

C&S Wholesale Grocers Partnering with Brattleboro Memorial Hospital

Brattleboro Memorial Hospital was the recent recipient of a grant from C&S Wholesale Grocers. This grant was designated to assist in covering healthcare costs for those patients with inadequate or no insurance and whose family income is at or below 300% of the Federal Poverty Income Guidelines for their family size. In Vermont, 53% of underinsured and 68% of uninsured when sick go without needed health care and 14% of adults age 19-64 are underinsured: carrying health insurance with very high co-pays and annual incomes 200% above the federal poverty level, or about \$40,000 a year.

Food insecurity and lack of medical care are two societal problems which frequently occur together. Many low income Vermonters have to make difficult decisions between receiving medical care and paying for necessities such as food. Many of our most vulnerable patients go without needed care, including not seeing a physician when sick and not following up on recommended tests or treatment.

In fiscal year 2010, BMH provided over 1700 patients with over \$1.5 million in free care.

Through partnerships with businesses like C&S Wholesale Grocers of Keene, N.H. and the generosity



of many in the greater Brattleboro area, BMH is able to ease human suffering and help patients free up financial resources to use on other necessities such as food.

C&S Wholesale Grocers is the largest food wholesaler and according to Forbes magazine, the 10th largest privately held company in the United States. The company currently employs more than 500 people in its Brattleboro

grocery and frozen foods warehouses distributes food to supermarkets, retail stores and military bases across the country. C&S serves about 3,900 stores from more than 50 locations in 11 states. Among their customers are many of America's best known companies, including Stop & Shop, Giant of Carlisle, Giant of Landover, Shaw's, Great Atlantic & Pacific Tea Co. (A&P), Ralphs, Safeway and Target.

BMH is a voluntary, not-for-profit health care organization with the primary mission of offering high quality, acute health care and preventative medical care in a caring and compassionate manner to all people who live in, work in or visit Brattleboro and its surrounding areas. For further information, please call 802-251-8431 or visit our web site www.bmhvt.org.

IRA Charitable Rollovers: Another Way to Support BMH

Many of you may know that the Tax Relief, Unemployment Insurance Reauthorization and Job Creation Act of 2010 has extended the IRA Charitable Rollover for 2010 and 2011. Passed initially in 2006 as part of the Pension Protection Act, the IRA Charitable Rollover allows individuals age 70½ and older to make direct transfers totaling up to \$100,000 per year to 501(c)(3) charities, without having to count the transfers as income for federal income tax purposes.

- **Who?** Anyone age 70½ or older at the time of the contribution.
- **How much?** Up to \$100,000 per year.
- **From where?** Transfers must come directly from your IRAs to BMH.
- **What are the tax implications?** Funds transferred to a charity are not recognized federally as income and therefore are not taxable. However, they are also not eligible to be used as an income tax charitable deduction.
- **Does this transfer qualify as my minimum required**

distribution? Yes, IRA charitable rollovers count toward your minimum required distributions for that year.

- **How do I know if an IRA charitable rollover makes sense for me?** You are at least age 70½ and
 - You do not need the income from your required IRA distribution, OR
 - Your charitable gifts equal 50% of your adjusted gross income, so you do not benefit from an income tax charitable deduction for additional gifts, OR
 - If you do not itemize deductions, this is a handy technique to accomplish a charitable gift and avoid a taxable event when gifting IRA funds.
- **What is the procedure to execute an IRA charitable rollover?** To complete an IRA charitable rollover, the first step is to contact your IRA provider to learn their procedures. They will help you with the necessary paperwork. Make sure that you contact the Development Office at BMH when you direct the rollover so we can keep an eye out for the check from your IRA provider.

Trust Company of Vermont

Some might liken the origins of Trust Company of Vermont to a leap of faith. Eight co-workers cash in their retirement funds to start the state's first independent trust, despite having no clients. Jack Davidson, one of the eight, says one banker even offered her sincere prayers to them upon hearing this.

But taking an unnecessary risk does not come naturally to a group that had spent decades building strong trust departments within larger banking institutions, Jack points out, especially when the group felt they had perfected the formula for success.

"Our people seem to have the instincts of a shop owner," says Jack, a fitting comparison from a man who says his career goals were primarily motivated by his desire to live in a small town. "Your behavior is very different when you know you're going to live your life in a community. The people here wanted simply to stay in their communities, continue to work with the clients they've worked with over the years, and control the level of services. And by owning the company, they could do that."

Since that almost literal scratch-start eleven years ago, the Brattleboro-based Trust Company of Vermont has tripled the number of personnel, with no turnover, and opened offices in five more location across the state. Chris Chapman joined them in 2002, finding common ground in the group in his appreciation for the intellectual challenges of trust-work and the social values that initially prompted him to launch a career in nonprofit work out of college.

"We're running a company here based on an old-fashioned model that begins and ends with the client," Chris says. "They want people who are going to serve their needs, not those of stockholders. We feel that being loyal to our clients is going to engender their loyalty to us and so far that business model has worked."

The egalitarian approach extends to all facets of the employee-owned operation, from policies for compensation to equal votes when deciding which community organizations to support. Their gift to the



Brattleboro Memorial Hospital capital campaign marked the largest, single charitable contribution in Trust Company of Vermont's history, yet approval came quickly and unanimously.

"BMH is one of the community's crown jewels," says Chris. "People have great respect for the medical community here, and the hospital itself is very involved in the community. It was a philosophical match with us."

Davidson credits the hospital board members for making a great presentation, and likens his company's outreach to BMH as two people holding tuning forks and discovering they make the same tone.

"Here's a community-based organization that's very strong. That's what we like. That's our tuning fork," says Jack. "We both have the same mission. We both want to be vital parts of our community."

Few Words from CEO *continued from page 1*

sharing with you my vision for BMH and our challenges will we be able to continue to provide a strong vibrant healthcare resource for our community. We will to continue to engage our community partners in our development work through events, gift development mailings and relationship building. We hope that as we move ahead in our efforts to improve our quality care

and efficiency, as we make available a wide selection of physician talent to care for your medical needs, that you will continue your good work in making BMH a significant partner through your charitable giving each year. We value your partnership more than ever, and do not take for granted the ways your contributions have helped make BMH a caring and compassionate community hospital.

Become a **'fan'** of BMH on...



You can now get Contributions by e-mail ~

If you prefer to get your quarterly copy of Contributions electronically, please e-mail us at development@bmbvt.org. You will be helping BMH with printing and mailing costs and maybe lessen the piles on the corner of your kitchen table.



Top (l. to r.): Ellen Smith, *Executive Director of Development/Community Relations*; Barb Henry, *Project Manager*; Brenda Hodges, *Administrative Assistant*; Tracy Boucher, *Annual Giving and Grants Manager*; Nicole Zinn, *Marketing Associate*



**Save the Date
Touch-a-Truck**

Saturday,
September 10th
9:00 a.m. - 2:00 p.m.
Brattleboro
Memorial Hospital

Merging Departments

As part of the recent restructuring here at BMH, the Community Relations/Marketing Department has joined the Development Office. Both departments are now housed at 55 Belmont Avenue. We are all excited about the opportunity to work more closely together. Stop in and say "hi".



Brattleboro Memorial Hospital
EXCEPTIONAL CARE FOR OUR COMMUNITY

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