

# Lifeline



## Parkland heroes keep Margaret in step

Margaret Rowland was having a delightful time with her siblings on a beautiful spring day. They had purchased flowers in the afternoon, prepared some of their mother's favorite recipes for dinner and caught up with friends over cake and coffee. But throughout the day she kept smelling a strange odor and could not shake the feeling that something was not quite right.

*(continued inside)*

# AN EVENING FOR HEROES

HOSTED BY PARKLAND HEALTH & HOSPITAL SYSTEM

**AT PARKLAND HEROES CAN BE FOUND** in first responders who run toward danger, doctors and nurses who believe that all patients deserve to be treated with compassion, and patients who never give up on their recovery, no matter how long the road. It is these heroes – first responders, caregivers, patients and their families – who were honored during the inaugural An Evening for Heroes. Thank you to our sponsors:

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**MARGARET'S STRENGTH** and determination helped her learn to walk again.

(continued from cover)

**A** gas leak had been building up under her sister's house for three days. A spark created an explosion so intense the force pushed Margaret into another room of the house. It was dark, her glasses had fallen off and she was covered in debris. She was terrified and knew she was in danger.

She recalls thinking, "Is this it? Am I dying? Is this how I'm going out?"

That's when her journey to Parkland began.

The first responders on the scene heard Margaret's screams for help and ran into the severely damaged house to rescue her. She was removed from the rubble and air-lifted to the Rees-Jones Trauma Center at Parkland – the first Level I trauma center in Texas – where she would receive the highest level of trauma care available.

While the details of those first hours are hard for her to recall, she remembers one thing very clearly. She knew her right leg was gone.

"I was so thankful to be alive but so afraid of what was going to happen," said Margaret. "When I realized the extent of the injuries I would lay there and think 'How am I going to work, drive and take care of myself?' I didn't want to be dependent on anyone. I knew I had to find the strength to fight and figure out how to ride this rodeo out."

Over the next four weeks Margaret endured five surgeries. Her comprehensive care included meeting with a psychologist to talk through the traumatic experience she had suffered. And a team of physical therapists helped her learn to maneuver from her bed and into a wheelchair. As the days progressed she started driving her wheelchair faster and faster down the hallway and credits her entire care team, led by Ashoke Sathy, MD, for her recovery.

"Parkland is definitely the number one trauma hospital," said Margaret. "It is amazing what they do and how well trained they are. Never did I have any of them make me feel uncomfortable, and I know that every one of them had my best interests at heart. I remember so many good moments with everybody."

Today Margaret wears a prosthesis on the lower half of her right leg. And she has found the strength to do all of the things she worried she would never do again – drive a car, walk down the street, and be the grandmother she was before that tragic night.

"My fight was to be that go-to grandmother again," said Margaret. "I love being able to pick them up from school, take them out to eat, have them spend the night, take them to a movie. My grandkids mean everything to me."

She adds, "From the bottom of my heart I thank everyone at Parkland. You gave me a second chance. My life was saved and I'm me again."

**Margaret's story was shared with guests at An Evening for Heroes, an event to celebrate heroes from Parkland and throughout the Dallas County community who care for patients along their journey of recovery from a traumatic injury. Watch the video at [www.IStandforParkland.org/Margaret](http://www.IStandforParkland.org/Margaret)**



**SPENDING TIME** with her grandchildren means everything to Margaret.

# Antibiotic therapy model creates new programs for patients to administer care at home

**P**arkland's Outpatient Antibiotic Therapy (OPAT) program is proving that healthcare can be delivered in a way that improves the health of the population while decreasing costs. Since 2009, the program has trained patients to safely administer their own IV antibiotics at home, in an effort to reduce hospital stays and improve their experience.

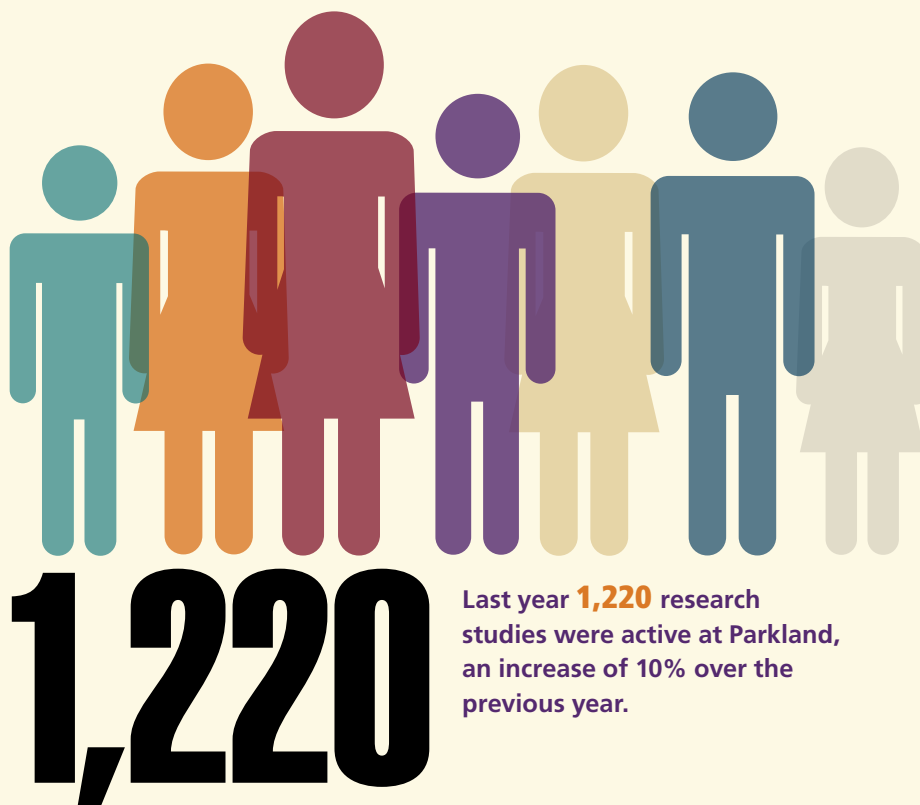
Before the OPAT program, a patient spent at least 42 days in Parkland hospital to treat an infection that required IV antibiotic therapy. The assumption was that patients requiring IV therapy could not manage their own care. With the OPAT program, patients who have responded well to their antibiotic therapy in the hospital have been trained by their care team to administer their own treatment at home and are discharged within one week.

“We proved that the idea that all innovation has to be tech heavy is just not true. OPAT is all about self-sufficiency, self-advocacy and investing in the human potential of our patients,” explained Kavita Bhavan, MD, medical director of the Infectious Diseases OPAT Clinic at Parkland and assistant professor of internal medicine at The University of Texas Southwestern Medical Center.

In its first four years, OPAT patients had a 47% lower 30-day readmission rate than insured patients who had the help of an at-home nurse. This also opened 28,000 additional hospital bed days while avoiding \$40 million in costs.



A PATIENT LEARNS how to self-administer his IV antibiotics to continue his recovery at home.



Last year **1,220** research studies were active at Parkland, an increase of 10% over the previous year.

The OPAT program is being used as a model to create new programs for patients to manage their care in the comfort of their homes. Two new programs include:

#### **END-STAGE HEART FAILURE**

On average, end-stage heart failure patients stay 66 days in Parkland hospital until the end of life. Using the OPAT model, the patient's family is taught how to administer the

infusions they need at home, giving the patient the dignity of spending their final days in the comfort of their home.

#### **PERITONEAL DIALYSIS**

Uninsured patients on urgent or unscheduled dialysis programs, on average, have a nine times higher likelihood of dying within one year when compared to an insured patient. A new program will allow the patients to manage their care at home by providing them with a dialysis catheter.

“In healthcare, we rarely see consumer research about what patients want,” said Dr. Bhavan. “When OPAT patients were asked why they think they had better outcomes than patients with home health nurses, they said ‘because it’s my body’. There’s something really profound about that.”

## Physicians create innovative care solutions

**A \$1 MILLION GIFT** from the Hirsch Family Foundation will create the infrastructure to support the work of physicians who are leading efforts at Parkland to find new, innovative ways to deliver care. The physicians also evaluate existing models of care and introduce new ways to improve efficiency.

Their work stands apart from other recognized innovation programs because of Parkland's highly diverse patient base. And because the program is led by front-line providers, they are able to champion initiatives for improved patient care among their peers. Recommended changes to care from peers, rather than administration, have been found to be more readily accepted and adopted.

# Board names new chair, members

This fall the Parkland Foundation Board of Directors elected Sara Albert as chair. Albert currently works as a public policy consultant on initiatives that promote hunger relief, healthy food access and poverty alleviation. In addition to Parkland, she has served in leadership roles for several organizations including Crossroads Community Services, National Council of Jewish Women, Temple Emanu-El Foundation, the Dallas Coalition for Hunger Solutions and the Anti-Poverty Coalition.

Albert assumes the role from Katie H. Robbins, who now serves as the immediate past chair. Rounding out the officers for fiscal year 2020 are Brad Hirsch, MD, vice chair; Danny Tobey, treasurer; and Effie Dennison, secretary. The board also welcomed new members Robert B. Abtahi, Peter Bartholow and Rita Fang-Lee Ne, DDS.



**See a list of all board members at [www.IStandforParkland.org/Directors](http://www.IStandforParkland.org/Directors)**

## Employee gifts launch new peer-to-peer staff support program

Gifts to Parkland's employee campaign have helped launch a new peer-to-peer support program called SPARKS (Supporting PARKland Staff). This program is comprised of a team of specially trained Parkland employees and caregivers who provide confidential, non-judgmental support for any staff member who experiences a stressful, patient-related event. SPARKS support does not replace professional counseling or other longer-term interventions, but rather is "emotional first aid." Any staff member who is experiencing distress related to patient events can call the SPARKS team for support.



**Employees can learn about more ways to give at [www.IStandforParland.org/Employee](http://www.IStandforParland.org/Employee)**

## *Cindy Scott honored by the Association of Fundraising Professionals*



Cindy Scott, vice president of development at Parkland Foundation, has been named Outstanding Fundraising Executive by the Greater Dallas Chapter of the Association of Fundraising Professionals. In addition to managing a portfolio of major gift prospects and donors, she leads the development team by supporting and coaching gift officers in cultivation and stewardship, and collaborating with Foundation leaders to achieve the organization's fundraising goals.

Prior to joining Parkland in 2009, Scott was a major gift officer at Children's Health. Her more than 30 years of fundraising and marketing experience also includes 17 years at United Way of Metropolitan Dallas.

# Thank you

The following made a gift or pledge of \$10,000 or more, included Parkland in their estate plans or created endowments between April 1, 2019 and Sept. 30, 2019.

Anonymous	Estate of Keith Holder	Dr. Sarah and Mr. Jonathan Oltmann
Baylor Scott & White Health	Mr. Brent T. Jenkins	Dr. Carlos Pancorvo
Dr. Maureen Murry and Dr. A. Compton Broders, III	Junior Charity League	Parkland Auxiliary
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The Hirsch Family Foundation	Mike A. Myers Holdings, LLC*	United Way of Metropolitan Dallas, Inc.
	Dr. Brett Moran and Dr. Arlene Betancourt	

*\*gift made through ISFP Holdings, LLC sole member Parkland Foundation*

## Legacy donors honored at annual luncheon

New members of the 1894 Society were recognized at the Foundation's annual luncheon. Each of them help sustain the future of Parkland with a planned charitable gift.



**PICTURED LEFT TO RIGHT:** Miguel Reyna, Justin McCollum, Allegra McCollum, Dr. Roberto de la Cruz, Marie Dean, Dr. Ron Jones, Dr. Carlos Pancorvo and Alex Deets

**NOT PICTURED:** Camille Kilmartin, Alex Lyda, Carol Montgomery, Sharon Rodgers and Annette Watkins

**Learn how you can become a member at [www.IStandforParkland.org/Legacy](http://www.IStandforParkland.org/Legacy)**

If you no longer wish to receive Lifeline, please call 214-266-2000 or email [ParklandFoundation@phhs.org](mailto:ParklandFoundation@phhs.org) to be removed from the mailing list.  
Fundraising disclosures can be found at [www.IStandforParkland.org/Disclosures](http://www.IStandforParkland.org/Disclosures)

# Meet Michael A. Horne, EdD

*A conversation with Parkland Foundation's new president and CEO*

**T**his summer Parkland Foundation welcomed Michael A. Horne, EdD. In his role, Dr. Horne will be the key management leader of the Foundation and key relationship manager representing Parkland in the community to cultivate support for the health system in Dallas and beyond.

## What is it about Parkland that attracted you to this position?

**Dr. Horne:** My life is centered around mission and service. Parkland's mission serves as a constant reminder, a true north, as to who we are collectively and what we are called to do that unifies us as a community. As such, to be part of an organization that is designed to garner and marshal resources to advance the ability of the hospital system to meet the health needs of the most vulnerable of Dallas County is meaningful and closely aligned to my life's work.

As for the Foundation specifically, there are opportunities to leverage and engage new investors who may not have historically seen themselves as philanthropists who can take a role in shaping the direction of outcomes in our city and county. This is an exciting and challenging opportunity to invite more people, both locally and nationally, to join us in Parkland's visionary work.

Finally, when situations present themselves in which you are to serve, you need to serve. This sense of selflessness, empathy, humility and the elevation of humanity were instilled in me by my parents at a young age.

*“I have been afforded many opportunities and therefore have a responsibility to give back and to do so in a way to equip others with tools to improve their lives and the lives of others.”*



Michael A. Horne, EdD

## What will be your primary areas of focus in the first year?

**Dr. Horne:** The Foundation is well positioned to be advocates and ambassadors on behalf of the health system. We can have an even greater impact by reimagining the

story of what Parkland aims to do strategically to advance public health. I am encouraged and excited by Parkland's vision – particularly how it relates to maintaining the great work around traditional care; expanding care in the community; and leveraging technology to advance precision population health management to both identify high-risk individuals, and meet their health needs.

We also need to think in a very intentional way of how we are growing pipelines of future donors and investors. This entails being responsive to changes in Dallas County and the nation, and cultivating relationships with those who traditionally may not have been connected to public health or philanthropy in an effort to advance the critical work we are doing.

## Why is philanthropic support essential to Parkland's success?

**Dr. Horne:** For 125 years Parkland has been a mainstay anchor in our community. Between rising healthcare costs, significant health disparities that impact the most vulnerable and the need for well-trained physicians, caregivers and researchers, I would argue Parkland is needed even more so today.

Parkland also continues to be a national leader in public health, from our renowned trauma and burn care to leveraging data and digital platforms to solve complex health challenges in a very nimble way. The courage Parkland has to engage in the ideation phase of a process is exciting, and to be a part of blazing the trail in the next frontiers of public health is inspiring.