

Focus on the Future

Winter 2015

Providing philanthropic support to Midland Memorial Hospital since 1945

Charles H. Priddy Endowment Fund In Memory of Charles H. Priddy

Midland Memorial Foundation was left with heavy hearts when told of the death of Charles H. Priddy, Board of Governor Emeritus, who passed away on Saturday, October 17, 2015.

Charles was a beloved member of the community and a devoted volunteer and philanthropist to Midland Memorial for nearly 45 years. To honor the memory of Charles, members of the Midland Memorial Foundation Board of Governors created the **Charles H. Priddy Endowment Fund**. An endowment fund is an everlasting fund that provides funding for the future healthcare needs at Midland Memorial Hospital, ranging from state of the art medical facilities to advanced medical training to cutting-edge medical equipment.

Enlisting in the Navy after high school in 1943, Charles had a strong sense of leadership and service at a young age. He graduated from the University of Texas with a bachelor's degree in mechanical engineering in 1945, and later with his MBA from Harvard in 1948. In 1960, it came as no surprise when Charles received the Junior Chamber award as Midland's Outstanding Young Man of the Year. Following this notable achievement, in 1978, Charles was honored to receive the Texas Industrial Developer of the Year Award. These are just a few of the many accomplishments that

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Charles H. Priddy

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Charles H. Priddy Endowment Fund

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Charles achieved during his successful career as a petroleum engineer.

In addition to a successful career, Charles loved spending time with his family. He was happily married for 46 years to his wife, Beth Priddy, who preceded him in death earlier this year. Beth and Charles loved to travel and spent much of their time divided between Midland and their second home on the Taylor River in Colorado. Beth and Charles had six children: Bob Priddy, Rick Henderson, Barbara Clark, Walter Priddy, Charles Priddy, Jr., Susan Askins, and many grandchildren.

In 1990, Charles was nominated and elected to serve a lifetime appointment on the Midland Memorial Foundation Board of Governors. It was an honor to have an outstanding community-minded leader serving on a board that dedicated time to improve the health of Midland and surrounding areas. Since 1972, Charles contributed to several special projects at the hospital, including the Rehab Hospital Project, the MMF Endowment Fund, the Medical Office Building Fund, and the *Campaign for Tomorrow* Scharbauer Tower Project, just to name a few. In 2002, Charles was again honored to receive emeritus status of the Board of Governors, the

highest honor bestowed upon a governor. In his later years, Charles remained up to date on events throughout the hospital and active in contributing to special interest projects.

On behalf of Midland Memorial Foundation and the Board of Governors, we would like to thank the Priddy family and Charles for a lifetime of service to Midland Memorial Foundation, the hospital, and the Midland community. We have cherished the long-standing friendship, and MMF is extremely grateful for the memorials in memory of Charles to the **Charles H. Priddy Endowment Fund**.

It is because of our many generous donors like you, Charles Priddy, and the Board of Governors that the MMF Endowment Fund continues to grow and provide annual gifts to benefit the patients of MMH.



If you are interested in memorializing or honoring a loved one by creating a named endowment, please contact Tricia Jowell Cobb at (432) 683-7516 or tricia@midland-memorial.com.

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When the Scharbauer Tower opened at the end of 2012, we closed the chapter that had begun with a major strategic planning initiative from six years earlier. Shortly thereafter, we began discussion of the next strategic direction for MMH.

As 2013 unfolded, we realized that a beautiful new facility wasn't going to solve all of our problems—in some ways, it more clearly pointed out the flaws remaining in our care and service delivery. At the same time, we were beginning to realize that the dramatic changes underway in healthcare were going to require more of us than ever before. If we were going to embrace our community's expectations of us, we were going to have to change, too.

The implementation of the Affordable Care Act reinforced for most healthcare providers some painful truths—that our nation's healthcare delivery system, while capable of providing the best care in the world, was also suffering from unsustainably high costs, inconsistent quality, and poor access to care for our most vulnerable neighbors. Here in Midland, we found ourselves uniquely positioned to make a difference, if we set our minds to it. By adopting our new mission, **Leading Healthcare for Greater Midland**, our organization is publicly embracing our responsibility for all aspects of the health of our community. The new **Midland Health** brand will become a part of everything we do, broadening our footprint beyond the hospital to the physician practices, outpatient centers, and joint ventures through which we will deliver on this mission. And, if we are responsible stewards of the unmatched resources available to us in this generous place, we are fully capable of one day realizing our vision, that **Midland will be the healthiest community in Texas.**

Now, these high-minded objectives were inspiring and easy to envision. The difficult part was how to make them real. While our quality of care has been consistently excellent, below average patient



President/Chief Executive Officer Russell Meyers

satisfaction at Midland Memorial Hospital clearly indicated that we were not yet doing the kind of job we wanted within our limited sphere of influence. If we were going to position ourselves to meet the broader expectations embodied in our mission and vision, we were going to have to make some fundamental changes.

Enter our friend **Joe Tye**. Joe had done some work with our nursing team in the past. Our Chief Operating Officer, Bob Dent, re-introduced us to him, in hopes that his fresh approach could make a real difference in the experience of our patients, and in the lives of our people.

The focus of Joe's work at **Values Coach** is helping organizations recognize and embrace the things that really matter, and inspiring staff members and leaders to develop a **culture of ownership** that dramatically changes people's perspectives on work and their own contributions to the larger enterprise. With Joe's help, we came to realize that we needed to clearly articulate what we stand for, and what we won't stand for, if we

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Mission
**Leading
Healthcare
for Greater
Midland**

Vision
**Midland
will be the
healthiest
community
in Texas.**

*Core
Values*
**Pioneer Spirit
Caring Heart
Healing
Mission**



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were ever going to achieve our mission. We all had to understand our values, and our people had to learn self-empowerment if we were to have any chance of unlocking our potential and successfully expanding our work in the community.

The fundamental values of ***Pioneer Spirit, Caring Heart, and Healing Mission*** uniquely describe our culture. The work we have done over the past two years has helped to assure these values are written on our hearts and that they drive everything we say and do. Dramatic improvements in patient satisfaction

have resulted from our more engaged workforce, and we continue to reinforce these values at every opportunity. Most importantly, our committed and self-empowered team is now well-positioned to build upon its great work as we broaden our focus to the whole community's well-being.

In the days ahead, you will begin to see the ***Midland Health*** brand in lots of places, especially our various physician practice sites. I hope it will serve as a reminder to everyone in our community of the commitment we are making to a healthier Midland.

Named Endowment Funds at Midland Memorial Foundation

Midland Memorial Foundation Endowment Fund
Aggie E. Anguish Nursing Scholarship
Endowment Fund

Kathy Blackwell, R.N., Nursing Scholarship
Endowment Fund

Herb and Elizabeth Blankinship Endowment Fund
Brent G. Blonkvist, M.D., Infant and Children's
Endowment Fund

Reid and Ellen Jo Caskey Endowment Fund
Viola M. Coleman, M.D., Endowment Fund
Peggy and Bob Cowan Emergency Room
Endowment Fund

Nadine Craddick Endowment Fund
J.D. Crawford Endowment Fund
Linnie Hall Davidson, R.N., Nursing
Scholarship Endowment Fund

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John W. Foster, Sr., M.D., Endowment Fund
Edith Anderson Garst and Robert M. Garst
Endowment Fund

Glendorn Equipment Endowment Fund
The B.R. Greathouse and Helen Greathouse
Endowment Fund

Arden and Rosalind Redfern Grover Endowment Fund

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Endowment Fund

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Rachel Lyman Endowment Fund
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If you would like to memorialize or honor the life of someone special by creating an endowment fund, please contact Tricia Jowell Cobb at (432) 683-7516 or tricia@midland-memorial.com.

Thank You to Our Donors

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Project/Mental Health Initiative Fund

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There's Never Been a Better Time

Help Others and Maximize Your Tax Savings

Although generosity knows no season, this is historically the time that most people give and receive. More than half of charities receive the majority of their contributions between October and December, according to a GuideStar survey.

Year-end giving not only helps MMF finish the year strong and plan for the future with confidence, but it also benefits you. Your gifts before December 31 help maximize your tax savings.



For more information regarding year-end giving, please contact Tricia Jowell Cobb at (432) 683-7516 or tricia@midland-memorial.com.

HOW TO:

Get an Immediate Tax Benefit

You can itemize and deduct the amount you're donating, resulting in lower taxable income. If you are unsure whether your gift is tax-deductible, contact your financial advisor.

Receive Lifetime Income

In exchange for your gift of cash, securities, or other assets, you or someone else you choose can receive income for life.

Eliminate Capital Gains Taxes

If you give us property that you have owned for more than a year that has increased in value, you pay no capital gains tax on the transaction and are entitled to a charitable deduction for its full fair market value.

Reduce Your Taxable Estate

When you sell property that has decreased in value from its original price and then donate the cash to MMF, you can reduce your taxable estate.

Midland Memorial Hospital Heart Institute Receives American College of Cardiology Award for Cardiac Care

NCDR ACTION Registry–GWTG Platinum Award Recognizes High Standards

Midland Memorial Foundation is proud to announce that the MMH Heart Institute has received the American College of Cardiology's NCDR ACTION Registry–GWTG Platinum Performance Achievement Award for 2015. **MMH is one of only 319 hospitals nationwide to receive the honor.**

The award recognizes MMH's commitment and success in implementing a higher standard of care for heart attack patients and signifies that MMH has reached an aggressive goal of treating these patients to standard levels of care as outlined by the American College of Cardiology/American Heart Association clinical guidelines and recommendations.



To receive the ACTION Registry–GWTG Platinum Performance Achievement Award, MMH consistently followed the treatment guidelines in the ACTION Registry–GWTG Premier for eight consecutive quarters and met a performance standard of 90 percent for specific performance measures. Full participation in the registry engages hospitals in a robust quality improvement process using data to drive improvements in adherence to guideline recommendations and overall quality of care provided to heart attack patients.

For more information about MMH's award winning Heart Institute or how to support MMF's Heart Institute Fund, please contact Tricia Jowell Cobb at (432) 683-7516 or tricia@midland-memorial.com.

Midland Mental Health Project

Creating communication within the Midland community on the topic of behavior health issues has been a long-term challenge that historically has been left to various providers. Reducing the negative stigma related to behavioral health issues remains crucial in order to face the challenges related to mental health.

Communication and collaboration among Midland mental health entities that offer services and support to this unique population also remains crucial. With the help of MMF Governor Terry Wilkinson, who introduced Midland Memorial Hospital and the Foundation to the Meadows Mental Health Policy Institute, MMH has partnered with MMHPI's consultant team to construct a unique opportunity in the Midland community. Through MMH's leadership and with the Meadows team, an aggressive strategy has been put in to place to identify the gaps when providing care for individuals suffering from behavioral health issues in the Midland community and surrounding areas.

The Meadows Mental Health Policy Institute was formed by The Meadows Foundation to address problems in local behavioral health systems—specifically communities across Texas. The mission of MMHPI is for Texas to be the national leader in treating people with mental health needs, with the vision to support the implementation of policies and programs that help Texans obtain effective, efficient mental healthcare when and where they need it.

A multifaceted project set to kick off toward the end of 2015, involving extensive data collection from Midland County, Midland Memorial Hospital, Permian Basin Community Centers for MHMR, other mental health and substance abuse providers, county courts, and probation will create a more vision-driven and increased quality and effectiveness of service delivery for the population that has complex needs. The end result will help us create a community healthcare system to address the needs of all individuals however complex their mental health needs may be.

Midland Memorial Foundation would like to thank Terry Wilkinson for her progressive thinking, generous compassion in establishing the Mental Health Initiative Fund, and for connecting Midland Memorial with the Meadows Mental Health Policy Institute. This vital partnership has brought attention to a much needed behavioral health effort within the Midland community and the surrounding areas.



If you would like to learn more about the Midland Mental Health Project or how to support MMF's Mental Health Initiative Fund, please contact Tricia Jowell Cobb at (432) 683-7516 or tricia@midland-memorial.com.

“The end result will help us create a community healthcare system to address the needs of all individuals however complex their mental health needs may be.”



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To leave an enduring gift to Midland Memorial Foundation, please contact Tricia Jowell Cobb at (432) 683-7516 or tricia@midland-memorial.com.

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MIDLAND MEMORIAL FOUNDATION

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Tricia Jowell Cobb, Executive Director

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