

BREATHING ROOM

A gathering space for friends and families of Barlow Respiratory Hospital

SUMMER 2014

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Deana Martin and her quintet perform at the Barlow Express Gala at Union Station



Suzanne and Fred Rheinstein receive
**Community Builder
and Entrepreneur
Award**



Dr. Steven Dubinett
receives
**Medical Research
Award**





Summer 2014

Volume 14

Issue 1



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CEO's Corner

Preparing for Changes in Health Care Delivery

Barlow is preparing for its role in the new health care environment. To date, much of the dialogue on health care reform has concentrated on insurance coverage, but Barlow and other providers are addressing the approaching changes now to assure people have access to needed health care services and the care provided is of value to patients and their families.

As a long-term acute care hospital (LTCH) with expertise in respiratory diseases, we know the care we provide is unique. Barlow is widely trusted for the specialized care we offer to chronically critically ill patients and has a long-established reputation as the destination of choice for weaning patients from prolonged mechanical ventilation. Our weaning success rates are among the best in the nation and excellent patient satisfaction ratings reflect the high quality of care we provide.

One goal of health care transformation is improved transitioning of patients across care settings, especially when providers are geographically distant. These settings can be acute care hospitals, long-term care hospitals, skilled nursing facilities (SNF), rehabilitation centers, or homes with home health services. Choosing the appropriate setting is a critical step in ensuring optimal care over the course of a patient's episode of illness, and assuring smooth transitions across settings and

between physicians. Focusing on the needs of the patient, providers are beginning to collaborate and develop relationships across multiple care settings to better coordinate care for an episode of illness.

The vision for Barlow Respiratory Hospital is to become a diversified provider of post-acute services – the Barlow Post-Acute Care Health System – growing our services beyond the LTCH level to extend the continuum of care. This evolution will build on our expertise with chronically critically ill, respiratory and medically complex patients, and the senior population – phasing in our expansion of the post-acute care continuum with a focus on sub-acute, skilled nursing services and home health. Our role will continue to be a LTCH specialized care provider as we build relationships and find partners to join and expand into these other care settings and create a Barlow network.

Barlow's future direction is exciting, developing our own post-acute care network and becoming part of broader integrated systems. Always focused on the needs of patients and their families, Barlow now draws on over a century of experience and success to better serve those needs with a full post-acute continuum of care.

Margaret Crane

Barlow Helps Shape National Quality Measures

The Centers for Medicare & Medicaid Services (CMS) contracted to develop quality measures for the Long-Term Care Hospital Quality Reporting Program. As part of its measure development process, CMS requests input from a broad group of technical experts to inform and prioritize selected quality measures. CMS uses these technical expert panels (TEP) comprised of individuals with expertise in the relevant fields including clinicians, statisticians, quality improvement, methodologists, as well as consumers to provide input for measure development based on their personal experience and training. Members of a TEP are selected after a national call for nominations.

Barlow staff members been appointed to, or have contributed expertise to, selected CMS Technical Expert Panels:

Margaret Crane, CEO

2007: Development of the Classification Criteria for LTCH, 2011: Development of Quality Indicators for LTCH, 2013: All-Cause Unplanned Readmission Measure for 30 Days Post Discharge from Long-Term Care Hospitals (LTCHs), 2014: Development of Ventilator Weaning Rate and Ventilator Bundle Quality Measures

Kathleen Deck, RN, CWON

2013: Development of a Cross-Setting Quality Measure for Pressure Ulcers

Andrea Hicklin, MSPT

2013: Development of Cross-Setting Functional Status Quality Measures

BREATHING ROOM

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Making a Loving Choice

After 23 happy years of marriage, retired bus driver Michael Larsen and his wife, Nancy, were excited about their plans to travel and enjoy their next life adventure together. But without warning, Michael began to have problems remembering the simple routines of daily living, and their vacation plans were put on hold. Michael's memory kept getting worse and deteriorated until he was no longer able to drive. The plans had to be cancelled and they never shared that last vacation together.

Although he was not a drinker, Michael was diagnosed with liver disease. He needed liver and kidney transplants. Nancy was devastated. Michael's condition declined, even as he received a new liver and kidney. Unfortunately, two days after his transplant, his kidney failed. Doctors could not explain the origin of Michael's underlying disease, and he received treatment for almost a year. During that time, his health rebounded and he lived a fairly normal life. Eventually, he developed a chronic, low-grade fever caused by an antibiotic resistant bacteria, and in his weakened condition, this proved to be especially dangerous.

Michael was transferred to several different hospitals for treatment before being admitted to Barlow Respiratory Hospital. At Barlow, he received personalized, holistic, specialty care. Michael immediately began receiving intense speech, occupational and physical therapy. "The therapists at Barlow were great," said Nancy. "They would not let Michael get away with his little tantrums, and they pushed him to get better. They were in constant communication with me, and they treated us like family – with compassion and dignity. That's what sets Barlow apart."

After many hours of hard work and intense therapy sessions with the Barlow team, Michael was able to speak through a speaking valve, and after some time, was even able to speak without his valve for short periods. Nancy was elated! She would tell him jokes just to hear him laugh.

Michael began having more bad days than good. Barlow's Medical Director, Dr. David Nelson, was a source of strength and comfort to Nancy during this difficult time. "Dr. Nelson went out of his way to explain things to me, and he would do so as if you were with a friend – face-to-face, very thorough, caring and honest. He let me know if



Dr. Nelson went out of his way to explain things to me and he would do so as if you were with a friend

Michael was progressing or if he was having a bad day," said Nancy.

Dr. Nelson and his team met with Nancy to discuss her options for Michael – whether to keep him on life support or whether to let him go. One of the staff members gave Nancy an article to read about grieving and what patients experience when a loved one attempts to keep them alive. This article really had an impact and helped Nancy make this extremely difficult decision. It gave Nancy the strength to make the right choice for Michael – "you have to do it for them, the person that you love, not for yourself," said Nancy. "Michael, the love of my life, was ready to leave this world."

Nancy knew she had to let him go. Michael died on a Monday with Nancy holding his hand – two days after his 70th birthday.

After Michael's passing, Nancy's family and friends reached out to comfort and support her. She responded to them all with one special request – please donate to Barlow as a tribute to Michael. "I'm not an extensive donor or a significant benefactor, but I know that every little bit helps towards building the new Barlow Respiratory Hospital," said Nancy. "With the care they provided for Michael, this hospital deserves it wholeheartedly."

Nancy says, "I don't know what Dr. Nelson wanted to be when he was a little boy, but he is what he was meant to be. He was born to be a good friend and an exceptional doctor. He's such a warm human being that when he gives you a hug, it's not a hug in passing – it's a caring and comforting hug from a dear friend. I've read about Barlow's history and about the compassion that Dr. Barlow had – and that's Dr. Nelson today."



The Gift of a Lifetime

It may not have occurred to you, especially if you have been to our beautiful campus in Chavez Ravine, but Barlow Respiratory Hospital is a not-for-profit organization that is supported by a compassionate and generous community of donors. When Dr. W. Jarvis Barlow made his first gift to found what was then a tuberculosis sanatorium to care for those who had no means to pay, he began a now 112-year-old legacy of philanthropy at Barlow.

If you, too, would like to support the hospital but feel that you are unable to do so at this time, please consider your will as a way to make a larger gift than you may have thought possible – without impacting your wallet today. Think of your will as your opportunity to help the people and organizations that mean the most to you; to sort out your investments and real estate; and to save taxes for your heirs.

Passing on without a will results in your property being taxed and distributed according to the rules of your state's law. No exceptions can be made to give extra assistance to a family member who needs it or to make a gift to your favorite charity. Here are a few rules your state may impose on your estate if you do not have a will:

- ➔ **Your Spouse:** The state will pay your surviving spouse a fixed percentage of your estate. Want to provide more for him or her? Without a will you won't be able to do so.
- ➔ **Your Young Children:** If you have minor children, you want to be able to choose their guardians should your passing be untimely. If you don't have a will, the state will make that decision for you.

Also, without a will your children will be entitled to their share of your estate as soon as they turn 18. A simple trust attached to your will could let you control how much they will get, and when they'll get it.

- ➔ **Your Grown Children:** How many families do you know where all the adult children are doing exactly the same in terms of finances and health? Without a will, your children will each receive a portion of your estate, divided equally among them. Want to provide extra assistance for a child who's going to need it? The state won't make these distinctions.
- ➔ **Your Grandchildren and Stepchildren:** Many grandparents want to make estate gifts directly to their grandchildren. Without a will, you won't be able to do that. And, unless you've legally adopted your stepchildren, they would also be excluded from the state's distribution of your assets.
- ➔ **Your Personal Representative:** A personal representative or executor is the trusted individual who will administer and distribute your estate. He or she should work hard to get assets to your family as quickly and with as little tax burden as possible. If you don't have a will, the court will name an administrator for your estate, who likely will have no incentive to save taxes or speed up distributions.
- ➔ **Your Favorite Charities:** You've made contributions to certain charities, committed to the work they do and feel that you have a stake in their future. Without a will, the state will make no provision for charitable gifts from your estate

Begin to make your plans today. Who will get what? Does anyone need extra, ongoing care? Would a trust for young children or grandchildren be prudent? Next, consult an attorney and get the job done. You'll experience real peace of mind when your will is complete.

Already have a will? You should review your will every few years or when your life circumstances change, such as in the death of a spouse or the birth of a grandchild. In addition, state and federal tax laws change frequently, so take the time to make sure that your will still works for you.

If you value the role the physicians and staff of Barlow Respiratory Hospital have played in your life, please consider making a bequest to the Barlow Foundation in your will or trust. If you have already made such a provision, please let us know so that we may thank you and welcome you into our Breathe for Life Legacy Society, our special donor club for those who have included Barlow in their estate plan.

To learn more about how to support Barlow Respiratory Hospital by including the Barlow Foundation in your will or trust, please contact us at foundation@barlow2000.org or call us at 213-202-6816. Visit our planned giving website at: www.barlow.plannedgiving.org. The Barlow Foundation is a 501(c)(3) charitable organization. Our tax identification number is 95-4560787.

BARLOW EXPRESS



Suzanne Rheinstein remembers Fred, who passed away last December.



Dr. Steven Dubinett thanks Barlow for recognizing his achievements.

Barlow celebrated its 112th year of exceptional service to the Los Angeles community and its bright future with the glamorous *Barlow Express* gala on Saturday, February 22, 2014. The event was held at the historic Union Station in downtown Los Angeles. All proceeds went towards the *Taking the Next Breath* capital campaign to build the new Barlow Respiratory Hospital.

"Barlow Respiratory Hospital would like to extend its sincerest appreciation to the *Barlow Express* Honorary committee Chairs Drs. Andrea and David Feinberg and Ambassador and Mrs. John Gavin for an extraordinary job," said President and Chief Executive Officer of Barlow Respiratory Hospital, Margaret Crane.

The 1930s-themed affair began with a silent auction and cocktail reception, where a classic, 1932 Packard



The evening's emcee Beverly Sassoon, planning committee member Julia van Hees-Aidner and gala co-chair Carrie Brillstein at the gala's silent auction.

Barlow Respiratory Hospital Celebrated its Rich History and Bright Future at The Barlow Express



Co-chairs Carrie Brillstein and Jennifer Diener with planning committee member Diane Naegele at the Barlow Express Gala reception.

was featured as a backdrop for photographs. Silent auction items included dinner with Dog the Bounty Hunter and his wife, Beth Chapman at an iconic Beverly Hills steak house, and a pair of exquisite glass hurricanes from the LA-based interior design shop, Hollyhock, to name a few.

The evening continued with a glamorous dinner, while actress and author Beverly Sassoon, the evening's emcee, welcomed all attendees to the gala. She introduced a video showcasing Barlow Respiratory Hospital's history, touching patient testimonials, and future plans for a new state-of-the-art facility. Ms. Sassoon then introduced Chief Executive Officer Mrs. Crane and Barlow Respiratory Hospital's Board Chairman, Michael Berger, who thanked the honorary and planning committees and all the attendees for supporting the future of Barlow.

Deana Martin performed classics by Dean Martin, Frank Sinatra, Nancy Sinatra and Ella Fitzgerald.



Mrs. Crane and Mr. Berger introduced the evening's first honoree, Dr. Steven Dubinett, of the David Geffen School of Medicine at UCLA. Dr. Dubinett was presented with the Medical Research Award for his groundbreaking research in the area of lung disease.

Gala co-chair Jennifer Diener introduced the video of the evening's second honorees, Suzanne and Fred Rheinstein. Mrs. Crane and Mr. Berger awarded the Community Builder and Entrepreneur Award to Suzanne, an author and business owner, in honor of the work and community leadership that she and her late husband, Fred have demonstrated for decades. Fred was also a valued member of Barlow's Board of Directors.

The evening ended with an energetic performance by internationally renowned entertainer Deana Martin, and her quintet. She performed classics by her father Dean Martin, Frank Sinatra, Nancy Sinatra and Ella Fitzgerald. She also performed a new song and duet, *True Love*, featuring Dean Martin, from her new album, *Destination Moon*.

The Barlow Foundation would like to thank the following volunteers:

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BARLOW EXPRESS

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 Ms. Deana Martin and Mr. John Griffith
 Ms. Marcy Miller and Mr. Miles Rosedale
 Ms. Diane Naegele
 Mrs. Julia van Hees-Aidner and Mr. Donald Aidner



Remembering Fred Rheinstein

November 5, 1927 - December 22, 2013



Last December, the Barlow Respiratory Hospital "family" lost one of its own – Fred Rheinstein. Television entrepreneur and member of Barlow's Board of Directors, Fred Rheinstein, 86, died peacefully at home on December 22, 2013 with his family at his bedside.

Fred was an active member of Barlow's Board of Directors and a true champion for the success of Barlow and the community it serves. During the *Barlow Express* gala in February, his wife Suzanne was presented with the Community Builder and Entrepreneur Award in honor of the work and community leadership that he and Suzanne have demonstrated for decades.

Early in his career, Fred worked for NBC News where he served as West Coast producer for the *TODAY* show, and

was the on-site producer-director at the Jack Ruby shooting of Lee Harvey Oswald (Live) in Dallas. While at NBC, Fred won an Emmy for the 1971 live coverage of the total solar eclipse in Mihuatlan, Mexico.

Fred made a significant impact on Barlow and paved the way to a more prosperous and healthier community.

Fred was a founding member of the Hollywood Post Alliance and The Post Group. He was a member of the board and an officer of the Directors' Guild of America and a board member of its Foundation. He was involved in several charities and was the anonymous backer of LA Opera 90012, which

provided free opera tickets to dozens of high school students.

Fred was an amazing father, a doting grandfather, a loving husband and a friend to many. His contributions to the post-production industry will be sorely missed, and he will continue to have a major influence on those who will follow in his footsteps.

Barlow is grateful for the time Fred spent as a tireless supporter of the hospital and its mission. He made a significant impact on Barlow and paved the way to a more prosperous and healthier community.

Fred is survived by his wife Suzanne, his daughter Linda C. Rheinstein, his son David A. Rheinstein, daughter Katherine R. Brodsky, son-in-law Alexander Brodsky, and granddaughters Beatriz and Frederica Brodsky.



Welcome, Suzanne Zolfo!

Barlow Respiratory Hospital is pleased to announce the selection of Suzanne Zolfo to head the Barlow Foundation as Executive Director. She was appointed in January 2014.

Suzanne is a dynamic leader with more than a decade of experience in fundraising. She most recently served as Senior Director of Development and Interim Chief Development Officer at Doheny Eye Institute. Prior to Doheny, Suzanne served in a number of capacities at Braille Institute of America, Los Angeles, culminating in her directing the planned and major gifts programs. Before entering the nonprofit world, Suzanne lived in New York City, Seattle and Anchorage working as a medical, health, and science reporter and editor for major news outlets including MSNBC.com and [The Anchorage Daily News](http://TheAnchorageDailyNews.com).

"We are excited to have Suzanne head the Barlow Foundation," said Barlow President and Chief Executive Officer Margaret Crane. "She's a strong leader with an extensive background in fundraising, strategic planning, and communications. Our executive search committee all agreed that Suzanne is the perfect person to lead the foundation's capital campaign to build our new hospital."

As Executive Director of the Barlow Foundation, Suzanne will have administrative responsibility for day-to-day operations of the foundation including strategic planning, all fundraising activities, events, and marketing and communications. Suzanne will also lead the Barlow Foundation's *Taking the Next Breath* capital campaign to build a new state-of-the-art hospital to continue Barlow's legacy of specialized care.

A native New Yorker, Suzanne holds a B.A. in geology from Vassar College and an M.A. in journalism from New York University. She is currently serving on the Board of the Partnership for Philanthropic Planning of Greater Los Angeles as its Immediate Past President. Suzanne lives in Los Angeles with her husband and their two young children.

Suzanne can be reached at 213-202-6840 or at szolfo@barlow2000.org.



BARLOW EXPRESS

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Barlow Foundation would like to thank the following for purchasing auction items:

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