



Spring 2019 | Phoenix Children's Hospital Foundation

HOPES & DREAMS

VISIONARY PHYSICIAN LEADERS
Changing the shape of pediatric medicine



Natalia Garcia, 8.
Read her story on page 9

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DEAR FRIENDS:

When I reflect on the story of Phoenix Children's Hospital, I am humbled by how extraordinary our journey has been. Over the past three and a half decades, we have gone from a small community hospital to the leading children's hospital in the Southwest. And today, our dream of becoming a world-class center for pediatric medicine is clearly within reach.

So much of that journey has been about people. Our doctors, nurses and hospital leaders are at the heart of what we do here at Phoenix Children's. Everything we accomplish – every top-10 program ranking and medical breakthrough for children – is made possible by the recruitment of leading talent. Our physician leaders not only provide the highest level of care; they are also the driving force behind the Hospital's pursuit of excellence.

In this issue of *Hopes & Dreams*, you'll read about early pioneers like Dr. Lucy Hernried, who as a physician helped build this hospital into what it is today, and in retirement has supported the next generation of physician leaders. You will also read about some of our rising stars – the thought leaders, game-changers and visionaries who are pioneering ground-breaking discoveries, developing innovative solutions to the most pressing medical challenges, and building programs that will redefine the standards for pediatric health care.

What all of these remarkable people have in common is that they chose to devote their careers to children. And they decided that our Hospital – however young – was the ideal place to take pediatric health care to the next level and make a difference for children.

Over the next few years, we are prioritizing the recruitment of the very best physician leaders. Because we know that together, we are building this Hospital into a world-class organization.

Join us as the journey continues.

Sincerely,



STEVE SCHNALL

Senior Vice President & Chief Development Officer



THE FUTURE IS WITHIN REACH

At Phoenix Children's Hospital, we are always working to elevate our game for children in need. Thanks to your generosity, Phoenix Children's now stands on the precipice of becoming one of the top-10 pediatric hospitals in the country. Here's how we plan to get there.



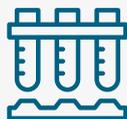
Recruiting visionary physician leaders who will change the shape of medicine from right here in Phoenix



Driving innovations that will give ill and injured children hope beyond their wildest dreams



Fostering discovery that will improve the quality and length of children's lives



Establishing destination programs that will serve young patients from the Southwest and around the world

Read more about our plan to build world-class programs at Phoenix Children's Hospital by visiting phoenixchildrensfoundation.org/withinreach.

WHY THEY GIVE

DR. LUCY HERNRIED

From founding pioneer to leading patron

Decades before Phoenix Children's Hospital opened its doors – when it only existed as an idea in the hearts and minds of pediatric leaders across the Valley – Dr. Lucy Hernried believed in its potential.

Dr. Lucy, as she was known to patients, started out as a pediatric resident at Good Samaritan Hospital in the late 1960s, and went on to become Director of Pediatric Clinics. When Phoenix Children's was established in 1983 as the only dedicated children's hospital in Arizona, Dr. Lucy became one of the three founding members of the pulmonary division. In 1974, after her chief and mentor, Dr. Herman Lipow, left Phoenix, Dr. Lucy became the Director of Pulmonary Medicine.

"With just two partners, it was difficult handling all the work," Dr. Lucy says of those early days. "And juggling my career, husband and kids was challenging. But medicine is a difficult path for anybody – male or female. You have to have this determination. For me, it was innate."



During Dr. Lucy's tenure, Phoenix Children's accredited Cystic Fibrosis Center tripled in size and a sleep apnea program was developed. Dr. Lucy helped create specialty clinics for asthma and bronchopulmonary dysplasia, a chronic lung disorder in premature babies. As a result, the pulmonary division's care for infants with chronic lung disease became a model for the delivery of in-hospital chronic care.

But even after accomplishing so much, upon her retirement in 1995, Dr. Lucy felt that there was still work to be done. Resources for pediatric pulmonary were not keeping pace with the rising needs, and identifying and recruiting the right people remained a key challenge.

In the years following, Dr. Lucy has made significant contributions towards the Lucy Hernried, MD, Pulmonary Endowment Fund, which she hopes will help the division continue to grow. In 2018, her gift helped Phoenix Children's recruit a leading candidate, Dr. Rajeev Bhatia, as the next Division Chief for Pulmonary.

"Her gift opened a huge door for us," says Jared Muenzer, MD, MBA, Senior Vice President and Chief Operating Officer of the Phoenix Children's Medical Group. "Lucy gave us the financial means not only to recruit a great leader, but to give him the support to jump start research, build a strong team, and expand our pulmonary division into what it needs to be."

Dr. Lucy is excited about what's to come, and grateful to have been a part of making it happen. "Phoenix Children's was so good to me," she says. "They gave me the opportunity to have a career that I enjoyed so much. And I just wanted to give back."

At left: Dr. Lucy Hernried at work in the Cystic Fibrosis Center at Phoenix Children's in 1984. Under her direction, the clinic tripled in size. At right: Dr. Lucy at home in Green Valley in 2019.







DR. DAVINDER SINGH

PUSHING THE BOUNDARIES OF PLASTIC SURGERY

Meet Dr. Singh

Age: 47

Specialty: Plastic Surgery

Focus: Craniofacial surgery

Medical School: Columbia University

Joined PCH: 2006

Davinder Singh's interest in medicine began with children. After serving as a volunteer tutor at a pediatric hospital during her junior year in college, she found herself struck by the strength and resilience of her young pupils, many of whom were facing life-changing diagnoses.

Today, Dr. Singh, Division Chief of Plastic Surgery at Phoenix Children's Hospital, works with children with craniofacial anomalies, including cleft lip and palate and craniosynostosis, the two most common diagnoses. Her practice is more than cosmetic – while restoring a child's confidence in their appearance is key, craniofacial care also helps improve life-sustaining functions, such as breathing, chewing, swallowing and even brain development.

Since joining Phoenix Children's in 2006, Dr. Singh has helped the craniofacial program grow into a destination center that attracts patients from across the western United States. Her combined clinical and research practice are helping her unlock new technological advancements that will change the way craniofacial care is practiced – from discoveries that are making plastic surgery safer to innovative approaches to facial reconstruction, including using a child's own tissue to construct organs that were missing at birth.

In 2019, Dr. Singh will be named co-medical director of the Barrow Cleft and Craniofacial Center, overseeing physicians from more than a dozen specialties who are working together to provide holistic, patient-centered care to children in need.

"What I love about Phoenix Children's is that everyone – the administrators and the providers – truly loves working with children. We have this shared vision of providing the best possible care for kids. And no matter what our differences are, that is what bonds us."

"Dr. Singh brought this incredible reputation and she is so well respected. She has been a huge part of our drive to become a preeminent hospital."

– Daniel Ostlie, MD, Surgeon-in-Chief and Chair of Surgery at Phoenix Children's Hospital

PATIENT PROGRESS

Dr. Singh shows her patient, 8-year-old Natalia Garcia, a 3-D replica of her skull. At 6 months old, Natalia was diagnosed with craniosynostosis, or Crouzon syndrome, a genetic disorder that can prevent normal brain development and affect the shape of the head and face. In November, Dr. Singh performed a third surgery on Natalia, whose life has already changed for the better.



Department of Child Health
Michael Krueger

OLYMPUS

1-800-824-5848

DR. MICHAEL KRUER

CRACKING THE CODE TO CEREBRAL PALSY

Meet Dr. Krueer

Age: 41

Specialty: Neurology

Focus: Cerebral Palsy

Medical School: University of Arizona

Joined PCH: 2015

When Michael Krueer was in medical school, he knew he wanted to work with children. But his advisors cautioned him against specializing in neurology. They told him it was one of the most difficult fields to practice — and that he may never be able to look a patient in the eye and tell them he could take away what ails them.

Dr. Krueer took this as a challenge. With advancements in gene therapy opening up incredible opportunities in neuroscience, he realized he could be a part of something much bigger than himself — an effort to take an entire field of medicine into uncharted territory, and give children affected by movement disorders hope that didn't seem possible just a few years ago.

Today, working with a consortium of physicians and researchers from around the world, Dr. Krueer is using cutting-edge technology to discover the genes that lead to cerebral palsy. This work has the potential to remove some of the mystery that comes with a cerebral palsy diagnosis, by giving families greater insights into the nature of their child's illness and helping doctors prevent complications before they arise.

In December 2018, Dr. Krueer's achievements helped him land a \$3 million grant from the National Institutes of Health (NIH) that will be instrumental to his ongoing research into the genetics of cerebral palsy.

"I don't see a ceiling on this," says Dr. Krueer. "We are doing things that have never been done before and it's so exciting. We are adding amazing colleagues, building these excellent clinical programs, and we really feel like we can do something great."

"Dr. Krueer has surpassed everything he said he was going to do. He has the potential to become a leading physician nationwide. We just have to continue to provide him with the support and the resources to get there."

— Jared Muenzer, MD, MBA, Senior Vice President and Chief Operating of the Phoenix Children's Medical Group

A DEEPER UNDERSTANDING

For some of Dr. Krueer's patients, genetic sequencing can yield powerful insights. In 2018, the family of a 9-year-old patient with cerebral palsy enrolled their daughter in a research study to learn more about her condition. Dr. Krueer's team sequenced her genome and discovered that the disorder is tied to a rare genetic mutation, and that her condition might be treatable using deep brain stimulation. Phoenix Children's is one of only a few centers in the nation providing this procedure to children.



Wayne J. Franklin, MD
Cardiology



DR. WAYNE FRANKLIN

ELEVATING CARDIAC CARE

Meet Dr. Franklin

Age: 46

Specialty: Cardiology

Focus: Congenital Heart Disease

Medical School: UCLA

Joined PCH: 2018

The Phoenix Children's Hospital Heart Center is on the rise.

Between 2017 and 2018, the Heart Center's national ranking on *U.S. News and World Report* rose from 18th to 9th, making it one of the top-10 pediatric cardiology programs in the country today.

Enter Dr. Wayne Franklin. Dr. Franklin became the Co-Director of the Heart Center and Director of the Adult Congenital Heart Program at Phoenix Children's shortly after the Center earned its

top-10 ranking. His goal: to take the Heart Center to Number 1.

If anyone knows what that's going to take, it's Dr. Franklin. In his previous position as Chief of Cardiology at the Texas Children's Hospital Pavilion for Women — home to the number one pediatric heart center in the nation — Dr. Franklin founded the innovative Texas Adult Congenital Heart Program, which continues care for pediatric cardiology patients after they turn 18. At Phoenix Children's, Dr. Franklin is developing a similar program so that children who survive congenital heart defects can continue treatment with the providers who know their history, and go on to live long and healthy lives.

And Dr. Franklin's vision doesn't stop there. He wants to take Phoenix Children's reputation for clinical excellence to new heights by building a cardiovascular team that can raise the bar for quality and safety in patient care. For Dr. Franklin, that's not only about recruiting the very best physicians; but also training and mentoring the next generation of physician leaders; and giving his entire team the resources they need to lead change and break new ground in children's health.

"I saw Phoenix Children's as an amazing opportunity," says Dr. Franklin. "There is so much talent and innovation and drive for growth here. And I believe that Phoenix Children's, and this Heart Center, can build on that energy and become a top destination for heart care — not only for the Southwest, but across the country."

**"Having Dr. Franklin here is a game changer.
He is going to have a huge impact on Phoenix Children's."**

— Daniel Ostlie, MD, Surgeon-in-Chief and Chair of Surgery at Phoenix Children's Hospital

GOING THE DISTANCE

When Dr. Franklin made the move to Phoenix, some of his long-term patients came with him. A 32-year-old patient from Houston who has been seeing Dr. Franklin since she was 15 — and who Dr. Franklin saw through three successful pregnancies — is now a patient at the Phoenix Children's Adult Congenital Heart Program and mother to three adorable children.

WHY THEY GIVE

BILL AND CATHY HUDSON

Investing in the Hospital's most vulnerable patients

At 70, Bill Hudson never thought he would end up a patient in the Center for Cancer and Blood Disorders at Phoenix Children's Hospital.

Bill had recently undergone brain surgery to correct a blood clotting disorder. The surgery was a success, but Bill's doctor insisted that he make a follow up appointment with a Phoenix Children's hematologist – one of the best in the country. Weeks later, Bill found himself in a waiting room at the Center for Cancer and Blood Disorders, signing in at a tiny table and surrounded by young patients waiting for their chemotherapy treatments. He was moved by how resilient the children seemed under such challenging circumstances, and how committed their doctors and nurses were to seeing them through it.

"I was thinking it is amazing what goes on in this hospital," says Bill. "I looked at Cathy and said, I promise you we're going to do something for these kids."

Giving isn't new to Bill and Cathy. Bill is the CEO of LC Industries, one of the nation's largest employers of legally blind people. Over the years, the LC Industries Foundation has become a leading contributor to vision-based causes, giving millions to scholarships for the blind, vision research and startups creating cutting-edge technology to help blind people see.

When the Hudsons learned that plans were underway at Phoenix Children's to recruit a physician leader for the Neonatal Intensive Care Program, they were immediately intrigued. Premature infants are particularly vulnerable to blindness should oxygen deprivation occur in the first hours of life. The Hudsons realized that with their support, the Hospital could hire a leader with the stature and experience to raise the bar for neonatal care, and potentially help prevent blindness where it starts.

In 2018, LC Industries Foundation pledged \$2 million for a brand new position: an endowed chair for a director of neonatology. Their gift will give the new chief of the Neonatal Intensive Care Unit the resources to make a powerful and lasting impact on premature infants – the Hospital's most vulnerable patients.

"We thought, if we can help them get the right leader, we can actually make a huge difference," says Cathy.

According to Daniel Ostlie, MD, Surgeon-in-Chief and Chair of Surgery at Phoenix Children's Hospital, the endowed chair is huge for neonatology. "We are going to be able to recruit a really high-quality physician leader," he says. "Because with an endowment, candidates know they'll have the resources they will need to do what they think is best for the division."

Bill believes that the recruitment will take the Hospital to the next level. "They'll be able to do things they've never done before – like preventing blindness where it starts. And I believe children all over the world are going to be able to benefit from that."

"We thought, if we can help them get the right leader, we can actually make a huge difference."





WHY THEY GIVE

DANA GARMANY

A grandfather's gift to children with autism

For Dana Garmany, newly retired and former CEO of Troon Golf, giving to Phoenix Children's Hospital is deeply personal. Dana's grandson, Mason, now 8 years old, suffers from severe autism.

"When he was really young – one, two years, it was hard to know how severe it was," Dana says. "It has only been in the last couple of years that we realized what Mason was facing. It's really hard.... We just want Mason to have the best life he can live."

By late 2017, the family had reached an impasse with Mason's care when his doctor suffered an injury and had to take leave. Around that time, the Phoenix Children's Barrow Neurological Institute had recruited a new Chief of Neurodevelopmental Disorders, Dr. Richard Frye, a nationally recognized physician leader investigating how metabolic abnormalities, such as differences in nutrient absorption, can affect language and behavior in children with autism.

When he heard about the challenges that Mason was facing, Dr. Frye immediately agreed to take Mason's case. Shortly thereafter, Mason began a new therapy inspired by Dr. Frye's research, and in just a few months, Dana's beloved grandson began to show signs of improvement.

"We started seeing progress in his speech and his ability to piece together words, even multiple syllable words," says Dana. "That was exactly what we were hoping for... small victories that might give Mason a better life."

Those small victories meant everything to Dana and inspired him to learn more about Dr. Frye's work and vision. Dr. Frye explained that he had come to Phoenix Children's because he saw an incredible opportunity to grow the neurodevelopmental disorder division to meet the rising demand for care. And to do that, he would need to bring on new providers, build collaborations across the Hospital and expand the clinic's facilities to create space for cutting-edge research and discovery.

In 2018, Dana and his wife Amanda gave a gift of \$200,000 to fund a state-of-the-art observation room that will give Dr. Frye's team a controlled space for monitoring and evaluating their patients. The new facility will help doctors gain novel insight into each patient's behaviors, treatment responses and needs – insight that will support cutting-edge research, as well as more focused, intensive and personalized care.

"We have had nothing but great care at Phoenix Children's," says Dana. "And Dr. Frye's approach – of trying to help patients like Mason right now, while also trying to find the best practices going forward – we wanted to be a part of that."

"Dr. Frye's approach – of trying to help patients like Mason right now, while also trying to find the best practices going forward – we wanted to be a part of that."





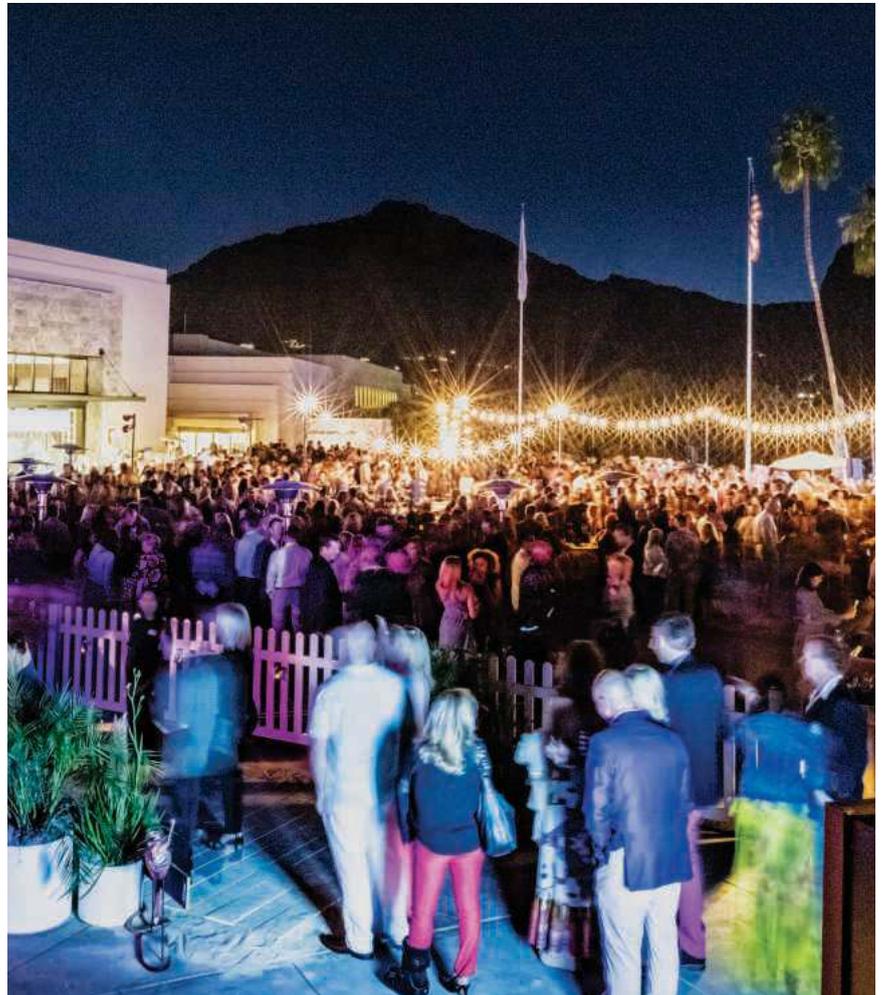
SIGNATURE EVENTS

EVERYONE WHO PARTICIPATES MAKES AN IMPACT

Phoenix Children's Hospital Foundation events represent an opportunity to participate in fun, inspiring and unique experiences with our vast community of supporters. The proceeds of every event are used to give children and their families the best possible experiences and outcomes.

Beach Ball

On March 2, guests had a ball for a great cause at the 26th annual Beach Ball. This year's theme, "Party in the Panhandle", celebrated the Florida-Bama Coast. Guests enjoyed a festive evening that included a cocktail reception and dinner, photo ops and a live and silent auction. The event raised more than **\$1.65 million** that will support the Hospital's delivery of world-class care and provide funding for the expansion of the Cardiovascular Intensive Care Unit. Presenting sponsors were APS and the local companies of Berkshire Hathaway Energy – BHE U.S. Transmission, Long Realty and BHE Renewables.



MARK YOUR CALENDAR NOW! YOU CAN MAKE AN

APRIL 9, 2019

ABC15 Telethon

PCHHeroes.com

COMING
SOON

APRIL 20, 2019

Día Del Niño

PCHDiaDelNino.com

APRIL 24, 2019

Telemundo Telethon

UnidosParaPCH.com



Phoenix Children's Hospital Golf Tournament

On November 16, the Phoenix Children's Hospital 20th Annual Golf Tournament brought together local leaders to enjoy a day on the course and fundraise for the patients at Phoenix Children's. The **\$560,000** raised will help the hospital launch critical new programs, purchase essential equipment, foster cutting-edge innovation and much more. Over the past 20 years, the golf tournament has raised \$6.6 million for children in our community.



Ignite Hope

More than 2,300 people lit up Phoenix Children's Hospital during the December 9 Ignite Hope holiday candlelight walk. Walkers held battery-lit candles and were greeted by patients who watched from their rooms while holding candles of their own. The program featured a holiday sing-along, stories told by kids who have spent the holiday season in the hospital, and a visit from Santa. The event raised **\$346,000** for Phoenix Children's Hospital.



Dine with Your Dog

The 12th annual Phoenix Children's Hospital Dine With Your Dog event was held on February 9 at Heritage Square in Downtown Phoenix. Dog lovers were treated to brunch and bloody marys, while their dog champions enjoyed a dog-friendly gourmet meal and pet play areas. The event raised **\$33,000** to support the animal-assisted therapy program, which helps motivate, soothe and lift the spirits of patients, many of whom are fighting for their lives.

IMPACT AT THESE UPCOMING EVENTS

AUGUST 14-15, 2019

KTAR and Arizona Sports Give-A-Thon

GiveAThonforPCH.com

SEPTEMBER 1-30, 2019

Step Up. Step In. Stop Cancer. Childhood Cancer Awareness Month

StepUpWithPCH.com

OCTOBER 5, 2019

Phoenix Children's Hospital 5K

PCH5K.com



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 THE FUTURE**
with **PHOENIX
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 HOSPITAL**

GIVE TODAY

Help Phoenix Children's recruit
 physician leaders by donating today
 at GiveToPCH.org

Remember to check out the ABC15 Telethon on April 9.
 For more information, visit PCHHeroes.com

Phoenix Children's Hospital Foundation

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Phoenix Children's Hospital Main Campus

1919 E. Thomas Road
 Phoenix, AZ 85016
 (602) 933-1000
 (888) 908-KIDS (5437)
 www.phoenixchildrens.org

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 Gilbert, Arizona 85297
 (602) 933-7778

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 (602) 933-7778