

ROCKINGHAM HEALTH CARE FOUNDATION

ROCKINGHAM HEALTH CARE FOUNDATION NEWSLETTER

Caring for a Community During COVID



When the first case of COVID-19 hit the United States on Jan. 21, 2020, the patient was near Seattle, Wash. – the other side of the country. But those rapidly reproducing microscopic viral particles were on a deadly march across the country, and no community would escape infection, not even Eden.

By March 3, the virus was in North Carolina and not in a big city. The first COVID-19 patient in the state was in Chatham County, a rural area south of Chapel Hill.

It was time for UNC Rockingham Health Care to pivot and prepare for a virus that had experts scrambling to study, research and begin developing the technology that could put an end to what was by then a global pandemic.

“Great collaboration among scientists, physicians and researchers at UNC Health helped hospitals like UNC Rockingham Health Care step up quickly to treat and care for patients where they feel most comfortable, in their community,” said Steven Eblin, President & CEO of UNC Rockingham.

The focus at UNC Rockingham was on being prepared, and there was no time to waste. Each night on the news, staff saw their exhausted counterparts in places like New York, working horrendous hours and suffering alongside dying patients in hospitals that were overwhelmed by COVID-19 cases.

Actions put in place that would have seemed extraordinary only a few months earlier quickly became standard in hospitals across the country.

Only emergency surgeries and procedures were performed in order to preserve Personal Protective Equipment (PPE). Great efforts were made to secure PPE for staff. Following Universal Pandemic Precautions, all staff were educated about proper PPE and required to wear it.

Sanitation measures were heightened, even adding a rolling ultraviolet machine that deactivates the virus in the air and on most surfaces. Waiting rooms and work areas were reconfigured to create the recommended 6-feet of distance between people.

Many employees shifted to working remotely to lessen the demand for PPE and reduce the number of people in the hospital.

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Caring for a Community During COVID (continued)



“Being a rural hospital and keeping patients in the community has been big,” said Dr. Candace Bradley, Chief Medical Officer at UNC Rockingham. But it took a lot of work and was also costly.

Investments were made to purchase additional medical equipment and to convert patient rooms to negative or neutral pressure. That prevents contaminated air from flowing out. HEPA filters were put in place to clean the air before channeling it safely from patient rooms.

Plastic sealed anterooms were created at entrances to COVID areas where staff continue to put on and take off PPE when treating COVID patients.

“When a flight crew from UNC Health picked up a COVID patient at the emergency department, they described UNC Rockingham’s sealed COVID areas as the best they’d seen,” said Eblin.

The first COVID-19 patient arrived in the emergency department at UNC Rockingham on April 16. Robin Barber of Eden had been sick for nearly a week and her condition was worsening.

Twenty one days later, after stays in both ICU and the COVID-19 unit, Barber was discharged. She was wheeled down a

hallway lined with staff who turned out with balloons, signs and flowers to wish her well.

Being prepared when that first patient arrived gave the staff the confidence it needed to face many more who’d come through the hospital doors. They rejoiced with every patient who recovered. They mourned those who didn’t.

They learned to adapt quickly as scientific data resulted in more advanced treatment options.

When spikes in COVID cases came in the summer, early fall and again in late 2020 and early 2021, the staff had experience and confidence in their treatment methods, explained Dr. Bradley, who also leads the team of hospitalists at UNC Rockingham.

As cases were reaching all-time highs after Thanksgiving and Christmas, the arrival of the COVID-19 vaccine was a moment to celebrate. On Dec. 22, Dr. Bertrand Fote, the Medical Director of the emergency department, was the first of many frontline workers who were rolling up their sleeves to get the shot.

On January 11, one of the first community COVID-19 vaccination clinics in Rockingham County was opened by UNC Physicians Network on the campus of the

hospital.

“It’s the beginning of the end of this nightmare we’ve all been living through,” said Eblin. “Now we have a new weapon to add to our arsenal,” he said.

But, while cases have diminished, they have not disappeared. As new variants are identified, UNC Rockingham is not letting down its guard. Serving the community means staying in a state of readiness, and that commitment remains at the heart of UNC Rockingham’s mission. 🌀

Staff morale at UNC Rockingham Health Care has been bolstered throughout the pandemic by the generous expressions of concern and comfort exhibited by the community. There have been too many kindnesses to name each one, but the gifts of food, steaming coffee, PPE, chalked messages, cards and posters, banners, parades, prayer walks and more have kept our employees going on some of the darkest days. We are very honored to serve this community.

Foundation funds Patient Resource Room at Cancer Center



A quiet retreat.

A space for patient education or support group meetings.

A place to find resources: wigs, scarves and other needs.



That was on the wish list of the staff at UNC Cancer Care at Eden, A Service of UNC Hospitals. They knew their patients needed that kind of serene space to ease their cancer journey.

Fast forward a little more than a year and your donations to the Rockingham Health Foundation have made that wish a reality.

With your dollars, an unused space at the Cancer Center was transformed into a soothing Patient Resource Room filled with inspiring art, space for reflection or escape, as well as educational materials

and samples of patient care items.

After expressing the need for such a space, the Patient Resource Room is now in the heart of the Cancer Center where up-to-date education materials provide information about different types of cancer, survivorship, diet and symptom management. It is a place where patients or family members sit and read in a calm, quiet environment.

When COVID-19 restrictions are lifted, the Patient Resource Room will be where Lunch and Learns are held so patients can get information about issues such as treatment side effects or perhaps the role nutrition and exercise play in recovery. It's also where support groups will meet, allowing patients a safe place to connect with those who truly understand the emotional and physical challenges that come with a cancer diagnoses.

The resource room houses many items patients need during their treatments including wigs, scarves, hats, bras and makeup. It's where volunteers assist patients with makeup techniques, wig and scarf use, and help them learn ways to cope with the physical and often dramatic changes they are enduring.

With committed volunteers, many who are cancer survivors, patients receive

the emotional support they need during their cancer journey. They also convey a sense of resilience in our patients as they share their own experiences along the road to recovery.

The resource room also offers technology that allows patients to have telemedicine visits with specialists for very specific types of cancer without having to travel long distances to consult with highly regarded experts.

Creating this space is the result of your generosity – your willingness to donate funds that make a positive impact in the lives of people who share your community. 🌟

The Art of Healing

The art on the walls of the Resource Center provide more than decoration. They inspire hope.



Started by Eli Lilly and Co. in partnership with the National Coalition for Cancer Survivorship, Lilly Oncology on Canvas asks cancer patients to document their experience from diagnoses to recovery through art or narrative. A mix of paintings, drawings, photography and mixed media are submitted to the program.

The submissions received by the program are shared with hospitals and cancer centers.

The works exhibited in the Resource Room at UNC Cancer Care at Eden, A Service of UNC Hospitals are on permanent loan to the facility. It is hoped that they bring encouragement to those who view them.

So Many Ways to Support Your Local Hospital

All Foundation assistance is made possible through generous donors just like you. We are excited to invite our community to support the patients, services and staff of UNC Rockingham Health Care. The Rockingham Health Care Foundation is pleased to announce that our 2021 focus is Patient Safety.

Patient Safety is always at the forefront of hospital operations, and we want to take this year to support those efforts. We will be enhancing patient safety measures and providing additional education for patients and staff. We always want to make it easy for you to support your local hospital and the services you trust.

Opportunities to Get Involved:

Community Campaign: The Rockingham Health Care Foundation is planning a 2021 Community Campaign for May. While donations are accepted year-round, this event will be our opportunity to share our plans and initiatives and reach out to our community for support.

2021 Fundraisers: Our two main fundraising events for 2021 will be the Enigma Escape Room in May and our Annual Golf Outing in September. You can support the Foundation through sponsorships and/or participation.

Appreciated Non-Cash Asset Donations: The Rockingham Health Care Foundation accepts gifts of stocks, securities, real estate, IRA distributions, and more.

Planned Giving Donations: The Rockingham Health Care Foundation offers many options for planned gifts. These donations can be given at a later date and include beneficiary gifts, bequests through wills or living trusts, real estate gifts, stocks, bonds, and more.

AmazonSmile: Select the Rockingham Health Care Foundation to be the recipient on AmazonSmile and the Foundation will receive 0.5% of any eligible purchases.

YourCause/NPOConnect: Rockingham

Health Care Foundation can receive donations through YourCause.

Additional Giving Opportunities: To discuss additional giving opportunities, please contact the Foundation Office at [336-627-8510](tel:336-627-8510).

Choose how your donation is used:

General Donations: General donations made to the Foundation will be used to support the hospital's most pressing needs.

Patient Assistance Fund: The Foundation often receives requests to assist a patient in need. Often, these requests are for patients who do not have insurance or have insufficient insurance coverage. Support can be for medication assistance, oxygen therapy, transportation, and more.

Cancer Assistance Fund: The Cancer Assistance Fund is used to support our local cancer patients. Funds can be used for medication assistance, educational supplies, transportation assistance, nutritional support, accessories such as wigs, scarves, bras, make up, and more.

Tree of Hope Project: The Tree of Hope provides a beautiful welcome to visitors as they enter UNC Cancer Care at Rockingham, a Service of UNC Hospitals. The purchase of a Tree of Hope leaf or stone offers a way to pay tribute to friends, family, and those who have supported the treatment journey of our patients.

Memorial Garden: The Marguerite B. Walker Memorial Garden, located just to the west of the Main Entrance, is a place of reflection and respite for our visitors. The garden, a gift from Barney and Jimmy Walker, was established during the hospital's 50th anniversary and pays tribute to their mother, Marguerite. Donors may honor or memorialize friends and family through the purchase of an engraved brick.

Grateful Patients & Families: The Grateful Patient & Families Program

is an ideal giving opportunity for those who have received outstanding customer service, great patient care, or a special act of kindness during their experience at our hospital. Donors may choose to honor anyone on our team, including nurses, doctors, assistants, housekeepers, food service staff or volunteers. 🌟

Leave your Legacy: Endowment Donations

Imagine making a contribution that leaves a legacy for generations to come. This lasting impact can easily be made through a donation to the Rockingham Health Care Foundation Endowment. Considered one of the most advantageous sources of funding, endowments enable us to support the patients, services and community of UNC Rockingham Health Care by providing a steady, consistent and perpetual source of income. This steady stream of funding ensures the Foundation's ability to support our local hospital for many years to come.

Wondering what an endowment is? An endowment is an investment that offers a dependable, perpetual source of funding. Endowed funds differ from others in that the total amount of the gift is invested. Each year, only a portion of the income earned is spent while the remainder is added to the principal for growth. In this respect, an endowment is a perpetual gift.

The Rockingham Health Care Foundation Endowment is managed by the North Carolina Community Foundation (NCCF). Donations can be made directly to the Rockingham Health Care Foundation Endowment at https://nccf.fcsuite.com/erp/donate/create?funit_id=16036 or a restricted donation for the endowment can be made directly to the Foundation.

Leave your legacy....make a donation to the Rockingham Health Care Foundation Endowment. 🌟

Full Circle to Escape

It seems like just yesterday that the Rockingham Health Care Foundation announced its next big event, The Enigma Escape Room.

This time last year, excitement was building for the opening of the Escape Room, scheduled for late March 2020, but as COVID quickly took over, we were put into an enigma ourselves.

Instead of unraveling clues and plotting the resolution of a mystery, our country faced what none of us could have predicted – an international pandemic. The safety of our community took precedence, and the escape room was postponed...

... Until now! Rockingham Health Care Foundation is excited to announce that



we have rescheduled the Enigma Escape Room for May 20, 21 and 22.

The Enigma Escape Room is a fundraiser for UNC Rockingham Health Care and has been executed by Phil Raybourn with Raybourn Creative. Raybourn plans corporate escape rooms around the globe and is helping our vision come to life.

Your adventure will begin with a 15-minute pre-game video that sets the scene:

A renowned magician and his assistant have mysteriously disappeared after a trick goes horribly wrong. Using teamwork, brains, and problem-solving skills, your job is to enter the escape room and unravel the clues to discover the location of the missing assistant. With only 45 minutes to solve the mystery, groups of six will work together. The team to complete the mystery in the least amount of time will win the grand prize of \$1,000.

Due to the popularity of the event, reservations should be made in advance by calling (336) 627-8510. You can make reservations for teams of 4, 5 or 6 participants. The cost is \$20 per person. 

NEW CNA Scholarship



Certified Nursing Assistants (CNAs) are essential to patient care at UNC Rockingham Health Care and the hospital strives to hire

highly qualified people to fill those vital roles.

Often, there are never enough trained people to meet the need for CNAs at both the hospital and UNC Rockingham Rehabilitation and Nursing Care Center.

To create a pipeline of highly qualified CNAs, the Rockingham Health Care Foundation established CNA Scholarships at Rockingham Community College. Partnering with the college, the Foundation funds two full scholarships during every Nursing Assistant 1 Session.

Often those who pursue a career as a CNA say they felt a calling to do so. They are the ones closest to patients' bedsides, providing basic elements of care, holding hands, offering reassurance, answering questions and keeping nurses up to date with patients' progress and concerns. They go the long mile with our patients.

Too frequently, those who feel called to a CNA profession find that tuition costs, books, uniforms and licensing can be a

barrier to training and their entrance into the healthcare field.

"We want to remove those barriers, whether applicants are recent high school graduates or older adults who want to change careers," said Torrey Goard, Executive Director of the Rockingham Health Care Foundation.

The scholarship covers everything from registration, tuition, and insurance, to supplies such as uniforms and shoes, as well as the fee for the State License Exam.

In addition to easing the financial burden of returning to school, scholarship recipients are provided a job at UNC Rockingham upon successful completion of the program.

"This is a win-win opportunity," said Tara Fargis, Foundation president. "It improves the education of our community, creates a valuable partnership with our community college and ensures the quality of the healthcare staff at UNC Rockingham." 

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Four Reasons to Donate Non-Cash Assets to Charity

The donation of non-cash assets such as stocks, securities, mutual funds, real estate, and private business interest provide a unique opportunity to leverage your most valuable investments to achieve maximum impact with your charitable giving. This type of donation is one of the easiest and tax-smart ways to give more to the causes you care about. Here are just a few reasons to consider donating non-cash assets.

1. **You can give more:** By donating assets such as stocks and mutual funds that have appreciated more than one year, you are actually giving 20% more than if you sold the asset and then made a donation. The additional donation comes because you are able to avoid capital gain taxes when you donate your asset directly to a charity.

2. **Claim a fair market value:** If you itemize your tax return you can claim fair market value for the charitable donations you made for that tax year.

3. **You can give your portfolio a health check:** If a review of your investment's gains and losses shows that it is time to rebalance your portfolio to maximize its performance and optimize for risk, donating securities can give your portfolio the health check it needs.

4. **Donating is easy:** The process of donating assets is not as complicated as it sounds. If you are interested in donating assets to the Rockingham Health Care Foundation call 336-627-8510 for more information. 🌀