

2013 Annual Report

innovation & expertise



Contents

Innovation	2
Education	24
In the Community	28
By the Numbers	32
A Legacy of Giving	36
Financial Statements	40
New Providers	42
Thank You to Our Donors	44
America's Top Doctors	48

Kurt N. Ransohoff, MD, CEO and Chief Medical Officer; Vicki Hazard, Chair, Board of Trustees; and Vince Jensen, MBA, President and Chief Operating Officer



innovation & expertise

2013 brought a great deal of uncertainty to the world of healthcare, but Sansum Clinic's commitment to our community and our multi-specialty model make us uniquely positioned to respond to the changes we face.

The Patient Protection and Affordable Care Act (ACA), President Obama's comprehensive health reform bill, is largely focused on the expansion of healthcare coverage and the control of rising healthcare costs. This is one of the most important events in national healthcare since the start of the Medicare program more than 45 years ago. Sansum Clinic and other providers across the country worked to anticipate what impact the ACA will have as we care for a larger population under intense economic pressures. The ACA is complex but Sansum Clinic remained focused on ensuring that patients in the Santa Barbara area can obtain insurance coverage through Covered California, the new online marketplace for health insurance (referred to as the Exchange) through an agreement with Anthem Blue Cross.

Another significant milestone, we broke ground on the Foothill Medical and Surgical Center that will provide 60,000 square feet of new medical space and will allow us to align departments with similar needs. Furthermore, the completion of our five-year strategic plan led to the development of a long-range master facilities plan

that will enable us to expand capacity for Urgent Care and Primary Care to meet the growing needs of the community.

We also maximized physician utilization of our electronic health record, the Wave, becoming an exemplary user of this leading healthcare information technology. More than 51,000 patients, which is approaching half of our active patients, now have active accounts on MyChart, our online portal that provides patients direct access to their own health information.

We initiated centralized scheduling, which has improved access to Primary Care by reducing wait times for an appointment, and we consistently received high performance ratings for patient care and satisfaction. Sansum Clinic was honored at the 2013 Annual Pay for Performance (P4P) Stakeholders Meeting as Most Improved by the Integrated Healthcare Association, a statewide leadership group that promotes quality improvement, accountability, and affordability of healthcare in California.

We made great strides in 2013 in preparing for the future healthcare needs of our community. The theme of this report is **Innovation & Expertise** because we pride ourselves on our ability to deliver both the high-tech and high-touch elements of quality medical care. Our ability to utilize the most advanced technology and deliver the most compassionate care is why Sansum Clinic has been the first choice of patients within this community, as well as thousands from outside our area, for more than 90 years.

Sincerely,



Handwritten signature of Vicki Hazard in blue ink.

Vicki Hazard
Chair,
Board of Trustees

Handwritten signature of Kurt N. Ransohoff, MD in blue ink.

Kurt N. Ransohoff, MD
CEO and
Chief Medical Officer

Handwritten signature of Vince Jensen, MBA in blue ink.

Vince Jensen, MBA
President and
Chief Operating Officer

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innovation

advance **3**
Cardiology

innovate **4**
Nuclear Medicine

expand **6**
Radiology

evolve **8**
Neurology

progress **10**
Rheumatology

enrich **12**
Prescription Navigator

enhance **14**
MyChart

build **16**
Medical & Surgical Center

partner **18**
Oncology



Drs. Joseph Aragon and Michael Shenoda are among the first cardiologists in the region to enroll patients in the ABSORB III trial

*Rated highest on the Central Coast for ensuring patients with heart disease get the care they need**

**Source: State of California Office of the Patient Advocate*

advance

Absorb Bioresorbable Vascular Scaffold

Sansum Clinic cardiologists conduct clinical trial to test **Bioresorbable Vascular Scaffold (BVS)** for treatment of heart disease

Clinical Trials

Sansum Clinic cardiologists Dr. Joseph R. Aragon, Principal Investigator, and Dr. Michael Shenoda, Sub-Investigator, are among the first cardiologists in the central coast region to enroll patients in the ABSORB III clinical trial.

ABSORB III is the first U.S. clinical trial to evaluate the potential benefits of the Absorb Bioresorbable Vascular Scaffold (BVS) in comparison to a medicated metallic heart stent, also called a drug eluting stent, in patients with coronary artery disease, the most common form of heart disease.

"It's exciting to be at the forefront of innovative research that will contribute to the greater pool of knowledge and ultimately improve healthcare outcomes," said Dr. Aragon.

The Absorb BVS, made by global healthcare company Abbott, is a small mesh tube that is designed to open a blocked heart vessel, restore blood flow to the heart and then dissolve into the blood vessel over time. The scaffold dissolves except for two pairs of tiny metallic markers, which help guide placement and remain in the artery to enable a physician to see where the device was placed.

"Participating in the ABSORB clinical trial gives our patients the opportunity to receive cutting-edge cardiovascular technology while helping to advance the treatment of heart disease," said Dr. Michael Shenoda.

Coronary artery disease is a leading cause of death for men and women in the United States. Patients with this disease can experience symptoms such as chest pain and shortness of breath when the demand for blood to the heart is more than the heart's ability to supply blood due to blockages in the vessels. These blockages are caused by the build-up of fat and cholesterol inside the vessel.

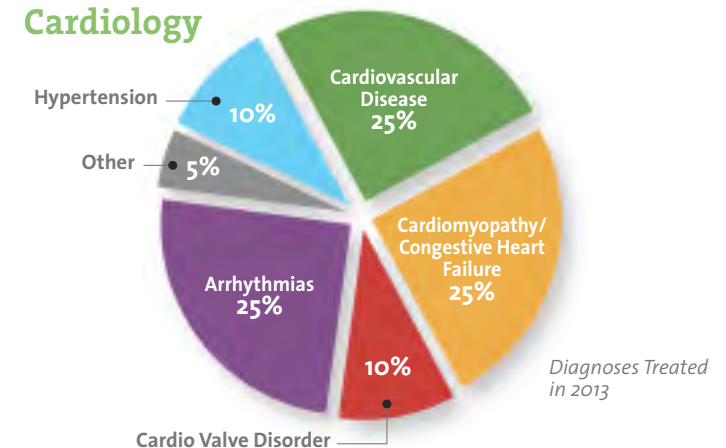
Since the 1970s, physicians have treated coronary artery disease patients with balloon angioplasty and metallic and drug eluting metallic stents, allowing many patients to avoid open heart surgery. Unlike a metallic stent that remains permanently in the body, Absorb is referred to as a scaffold to indicate that it is a temporary structure. This Absorb BVS is made of polylactide, a naturally dissolvable material that is commonly used in medical implants such as dissolving sutures.

The ABSORB III clinical trial will enroll approximately 2,250 patients, the majority in the United States. The primary endpoint of the trial is target lesion failure, a

combined measure of safety and efficacy, at one year compared to standard treatment. In addition, a subset of patients within the trial will be evaluated for novel endpoints such as vasomotion, a measure of how much natural motion returns to the vessel as Absorb dissolves into the arterial tissue.

Each year, about 785,000 Americans have their first heart attack. Another 470,000 who have already experienced one or more heart attacks will have another. Heart disease accounts for one of every six deaths that take place in the United States. ■

Cardiology





Rick Scott, President of Cancer Foundation of Santa Barbara; David Carlson, MD; Tricia Peters, CNMT; William Pace, MD with the new Philips Brightview XCT SPECT/CT system

innovate

Cancer Center of Santa Barbara

Offers State-of-the-Art SPECT/CT Scanner

The **Philips Brightview XCT** is the latest in CT technology offering patients a higher level of comfort and shorter exam times

The Cancer Center of Santa Barbara with Sansum Clinic's Nuclear Medicine department brought its newest piece of hardware online, the Philips Brightview XCT SPECT/CT system.

"This hybrid technology will not only enhance the sensitivity and accuracy of current procedures, it also enables the department to offer previously unavailable new protocols," explains Dr. William Pace, Medical Director of the Cancer Center's Nuclear Medicine department.

"The impact of the Brightview in the Nuclear Medicine department will be felt immediately by providing speed and flexibility for our referring physicians and comfort for our patients."

The new state-of-the-art SPECT/CT scanner combines single photon imaging capabilities with computed tomography. The integrated image output provides precise fusion of physiologic and anatomic information resulting in a 3-dimensional image volume that includes not only the size, shape and tissue density of a target organ, but the biochemical activity as well. These

protocols provide a new generation of imaging information that can be used to devise or refine successful treatment plans.

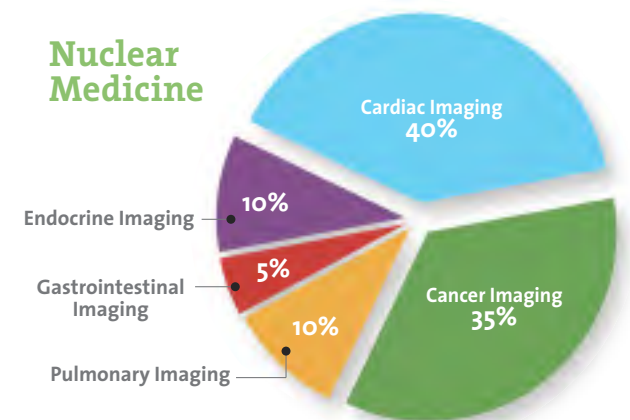
Nuclear medicine procedures are noninvasive, painless and can be performed in an outpatient setting. They play a crucial role in cancer diagnosis and

therapy by creating images that contain vital information about cellular physiology and major organ function. The Nuclear Medicine department at the Cancer Center is accredited by the Intersocietal Accreditation Commission (IAC).

The Cancer Center would like to thank the Elaine F. Stepanek Foundation for the \$300,000 leadership grant which made it possible for the Cancer Center to bring this innovative and new technology to Santa Barbara. ■



Nuclear Medicine



Imaging in 2013

explained

Advancements in Radiology: Automated Breast Ultrasound

The **somo•v® Automated Breast Ultrasound (ABUS™)** system, is the first and only ultrasound system developed and FDA approved specifically for breast cancer screening in women with dense breast tissue

At the intersection of regulations and healthcare lies new technology, new processes and the ability to advance possible life-saving approaches. In spring 2013, new regulations were set in place in California requiring women to be notified of the density of their breast tissue after a mammogram. Breast density measures the ratio of glandular or fibrous tissue to fatty tissue, the two types of tissue found in breasts. The higher the ratio of glandular tissue found in a breast, the denser it is.

Why does breast density matter? Breast density affects the ability to detect cancer or a mass with a mammogram. Breast cancers are similar in density to glandular tissue and there is less visual contrast between healthy, dense breast tissue and a mass on an x-ray or mammogram. On a mammogram, dense tissues appear white, and lumps, both benign and cancerous, also appear white. This means that for women with dense breasts a mammogram can be less accurate at detecting cancer.

“Mammography is the standard for detecting breast

cancer. It is the only medical imaging screening test proven to reduce breast cancer deaths. Many cancers are seen on a mammogram, even with dense breasts,” explained Sansum Clinic Radiologist Dr. James Benzian. *“But for women with dense or very dense breasts, another imagining option may be recommended.”*

Breast density is categorized in four levels: almost entirely fatty breasts, scattered areas of fibroglandular density in breasts, dense breasts and very dense breasts. The new regulations in California require that a woman with dense breasts or very dense breasts is to be informed of her breast density after a mammogram.

The healthcare providers at Sansum Clinic understand the concern a woman may feel when receiving a breast density notification after a mammogram. Patients informed of having dense or extremely dense breasts are encouraged to speak with their physician about the best next steps for them including a possible cancer risk assessment for the patient and other breast imaging options.

Depending on the risk level assessment, a provider may recommend a screening supplemental to a mammogram. Providers at Sansum Clinic use the latest technology in Automated Breast Ultrasound, a standard of care for whole breast imaging. The Automated Breast Ultrasound unit at Sansum Clinic is the only FDA-approved unit for breast density screenings. A screening MRI may also be recommended to patients with a genetic history of breast cancer. These options may help to better spot potential cancerous tissue in a patient.

“Since these new regulations have been in place we have already found cancers in Sansum Clinic patients that were not detected with mammography alone,” shared Dr. Benzian.

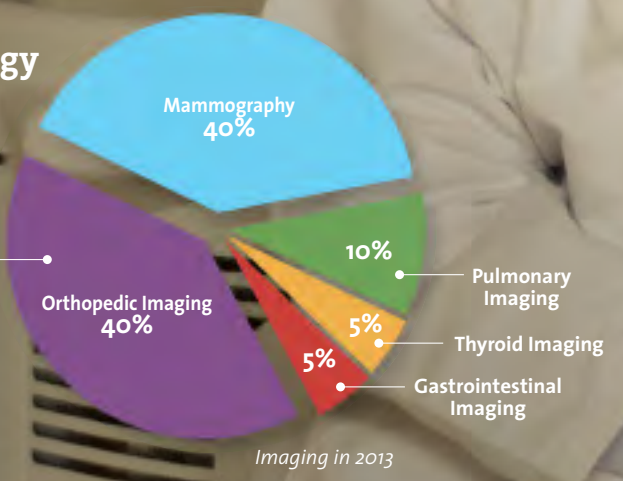
Advancements in technology and changes in regulations will continue to change the processes in place for detecting breast cancers. In the meantime, we strive to increase communication and education of breast density concerns with our patients while providing the highest standards of screening in place today. ■





Radiologist Dr. James Benzian with automated breast ultrasound system

Radiology Studies



Ortho Imaging Breakdown:

- Shoulder: 20%
- Lower Extremities: 55%
- Upper Extremities: 10%
- Back: 15%



Neurologist Dr. Sarah Kempe-Mehl demonstrates deep brain stimulation technology

Marks, Jr. *Deep Brain Stimulation Management*
Fahn *PRINCIPLES and PRACTICE OF DISORDERS OF THE NERVOUS SYSTEM* SECOND EDITION ELSEVIER

evolve

Deep brain stimulation involves implantation of a device that sends electrical impulses to specific parts of the brain

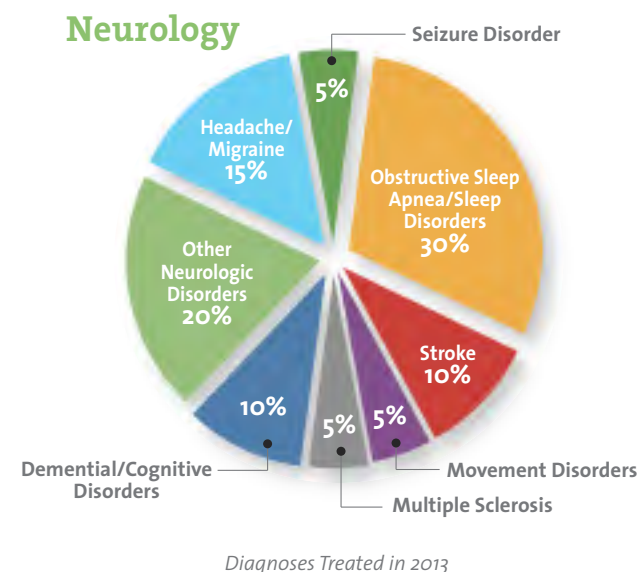
Deep Brain Stimulation for Parkinson's Disease and Other Movement Disorders

Patients with Parkinson's disease and certain forms of tremor now have access to innovative neurological treatment – deep brain stimulation (DBS). Dr. Sarah Kempe-Mehl joined the Sansum Clinic Neurology Department in 2013, and is one of only a handful of specialists in central California trained in the care and programming of patients with DBS, which helps to control their tremors, as well as many other motor symptoms.

DBS is a surgical treatment wherein a medical device similar to a heart pacemaker is implanted in the chest, which connects to small wires surgically placed in specific targets in the brain. *“When stimulation is delivered from this chest battery to the patient's DBS leads in the brain, electrical impulses change brain activity in a way that modulates patients' movements, tremor, rigidity, etc.,”* said Dr. Kempe-Mehl. By making adjustments to a patient's DBS stimulator, Dr. Kempe-Mehl is able to suppress certain symptoms of Parkinson's disease or tremor.

Unlike previous surgeries for movement disorders, and according to the current understanding, DBS does not damage healthy brain tissue or destroy nerves. The effects of DBS stimulation are reversible, and can be easily turned on and off. Furthermore, the settings of the stimulation therapy can be adjusted over time, as a patient's disease process changes over the course of his or her life. In a properly selected patient, DBS may allow significant relief from many motor symptoms such as tremor, slowness, and stiffness. Following surgery, many patients are also able to decrease their daily medications.

Dr. Kempe-Mehl received her medical degree from Harvard Medical School. She completed her neurology residency at the University of California San Francisco and her fellowship in movement disorders at Stanford University. She provides care to adult patients with Parkinson's disease, atypical parkinsonism, essential tremor, restless leg syndrome, dystonia, tics, chorea, ataxia, and other movement disorders. She is also a volunteer with the Parkinson's Association of Santa Barbara. ■



Musculoskeletal
ultrasonography
improves health
outcomes and quality
of care

proogresses

Advanced Technology in Rheumatology Musculoskeletal Ultrasonography

A large proportion of rheumatologic diseases are considered to be autoimmune in nature and very complex. State-of-the-art research has led to many new diagnostic methods and treatment options in rheumatology which were not available before.

Dr. Sara Taroumian's rheumatology practice focuses largely on joint related diseases such as arthritis and numerous autoimmune diseases such as lupus. *"The accurate diagnosis and treatment of these diseases is improving each year,"* explains Dr. Taroumian. *"New diagnostic tools allow my colleagues and me to offer our patients the newest treatments that, with adequate monitoring, mean diseases such as rheumatoid arthritis rarely lead to severe deformities and disability."*

One of the new techniques used in rheumatology is musculoskeletal ultrasonography. It is a non-invasive procedure that helps physicians better visualize soft tissues, cartilage, bone surfaces, and fluid containing structures; it does not expose the patient to any harmful radiation or potentially toxic contrast dyes.

Ultrasonography can be used in diagnosing diseases

such as rheumatoid arthritis, crystalline arthropathy (gout and pseudo-gout), bursitis, and tendonitis. It can also be used as a tool to improve the accuracy of multiple procedures including joint and bursa injections, the drainage of cystic lesions, and provide guidance in performing caudal epidural steroid injections.

Although ultrasonography was introduced to rheumatologists in the 1970s, its use has increased significantly in recent years. Between 1996-2006, it increased by 200 percent. At Sansum Clinic, ultrasonography is regularly used in the Rheumatology Department to diagnose and treat various conditions. All of the department's physicians are trained in the use of ultrasonography to improve their clinical examination, diagnosis accuracy and procedure safety.

Multiple studies have shown that musculoskeletal ultrasonography improves the outcome and the quality of care that patients receive. The sensitivity of ultrasonography for detecting early bony erosions (permanent bone damage) in rheumatoid arthritis is two times higher than conventional radiography and its accuracy of diagnosis is

close to both MRI and radiography.

Ultrasonography can also aid clinicians in the diagnosis of osteoarthritis by detecting more joint space narrowing and abnormal bone formation (osteophytosis) of osteoarthritis compared to conventional radiography.

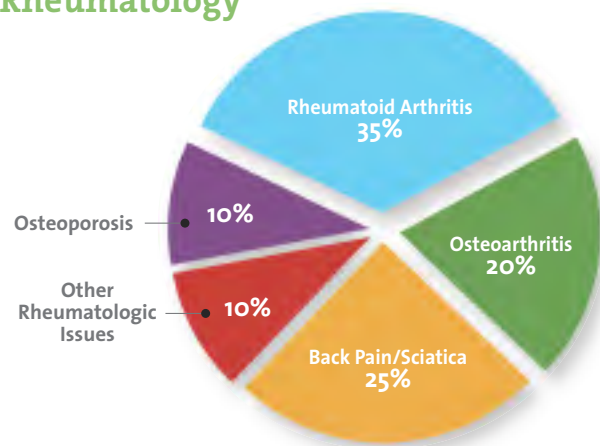
The accuracy of a variety of injections can also be improved and possible complications may be reduced when they are done under ultrasonography guidance. The accuracy of shoulder joint injections is greater when ultrasonographic guidance (versus only fluoroscopic guidance) is used. Ultrasonography



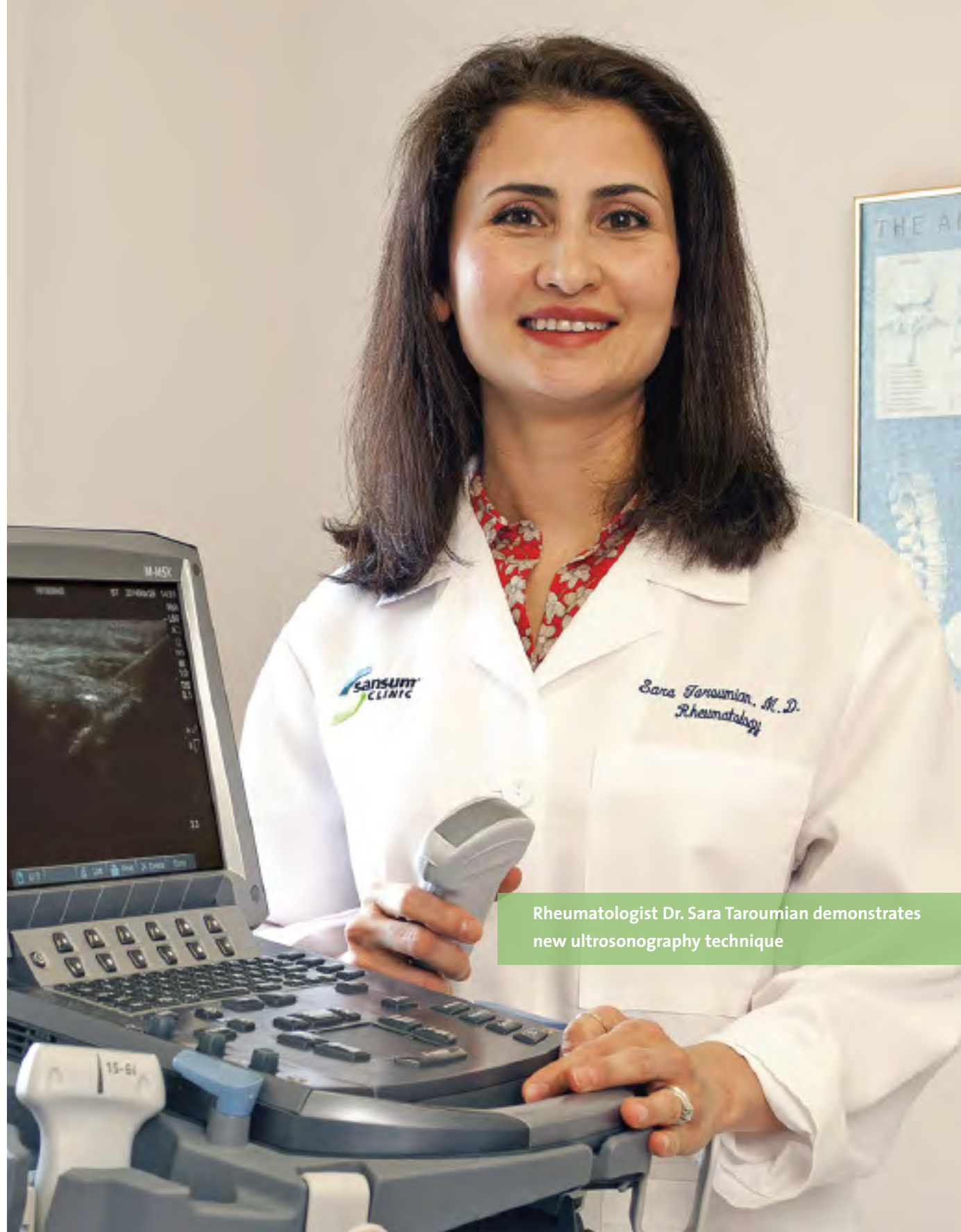
guidance can improve the reduction in knee pain and improve the therapeutic duration compared to palpation-guided knee injections. Ultrasonography can also be used with very high sensitivity and specificity to detect the partial or full thickness tears of the rotator cuff tendons of the shoulders. This may make an MRI unnecessary to make a diagnosis.

A portable ultrasound machine is now a regular part of the practice of rheumatology at Sansum Clinic and all the physicians in the Rheumatology Department have the required expertise to efficiently and effectively use this tool to improve their diagnosis accuracy and provide patients with the best treatments. Dr. Taroumian continued, *"We believe that the use of ultrasonography will become an essential part of the practice of rheumatology in the near future and we are proud to be a part of this exciting and promising change in our field."* ■

Rheumatology



Diagnoses Treated in 2013



Rheumatologist Dr. Sara Taroumian demonstrates new ultrasonography technique



Sansum Clinic's first Prescription Navigator, Rania M. Shenoda, PharmD, with a patient

enrich

Prescription Navigator for safe and effective medication use

Prescription Navigator A Pilot Program for Medication Management

Improved clinical outcomes have been associated with pharmacist-led medication therapy management programs that have been implemented around the country. Over the past 25 years, several studies have demonstrated that pharmacists participating in team based care models have made positive contributions to patient care and safe medication use.

The Prescription Navigator is a new pilot program at Sansum Clinic that will ensure the safe, effective, and appropriate use of medications by our patients.

Pharmacist-led medication therapy management programs have proven successful at other medical

institutions. Pharmacists are well trained in pharmacotherapeutics and can help optimize appropriate medication use, reduce medication related problems and improve health outcomes.

This is especially true in our current healthcare environment where patients encounter multiple transitions of care (out-patient, in-patient, skilled nursing facility, etc) and often have several changes in medications, many of which their primary care physician may be unaware.

Rania M. Shenoda, PharmD is the Prescription Navigator under the direction of the program administrators, Dr. Marjorie Newman, Assistant

Medical Director, and Stephanie Daughters, Director of Pharmacy.

The Prescription Navigator is a Pilot Program funded by Julie and Jack Nadel. ■



Jack and Julie Nadel

enhance

MyChart Personal Online Health Record

MyChart offers patients access to medical information through our secure electronic health record system

Robert Rowe has visited a number of different doctors and specialists at Sansum Clinic over the past few decades. Now MyChart, our web portal for patients, makes it easier for him to keep track of his healthcare information and communicate electronically with his physicians.

"I first signed up for MyChart because I was excited that there would be a way that I could login and see all my doctor visits, prescriptions and health information," said Mr. Rowe. *"This is much easier than trying to keep paper copies of all my visits and dates myself. But best of all, I find it very easy to communicate with my primary care doctor, Dr. Kurt Ransohoff. He keeps up with his homework and is quick to respond."*

With MyChart, patients can request medical appointments, view health summaries, view test results, request prescription renewals and send a message to the doctor's office. Sansum Clinic began implementing an electronic health record in 2011. The technological advances of an electronic health record

provide greater efficiencies and allow instant access to information for physicians and patients. In 2013, Sansum Clinic began offering patients access to MyChart to view medical information in the electronic health record and communicate securely with their doctor's office.

"With MyChart I'm able to send a message at my convenience and get an answer back from my doctor," added Mr. Rowe. *"I had open heart surgery replacing an aortic valve and spent 20 days in the hospital. I was able to communicate with Dr. Ransohoff throughout my stay, which gave me great peace of mind because he's been our family doctor for two generations."*

In turn, Dr. Ransohoff also shares in the benefits of patients using MyChart.

"Using MyChart gives patients an opportunity to be more proactive in their own medical care," said Dr. Ransohoff. *"MyChart has a feature enabling patients to send an electronic message with questions to his or her Sansum Clinic doctor or nurse. It is automatically*

documented in the patient's chart, which is helpful to healthcare providers."

"I communicate with my patients regularly. They can ask simple questions that are easily answered, request refills or request appointments, and many patients use it to relay information to me," Dr. Ransohoff added.

Patients who wish to sign up for MyChart are issued an activation code during their clinic visit. This code enables patients to create a personal user ID and



Robert and Beth Rowe communicate with their healthcare providers through MyChart

By December, 44% of all patients were active on MyChart



password to securely log in to MyChart from the homepage of Sansum Clinic's website.

Each person controls his or her password, and the account can only be accessed with that password. The information sent across the Internet through MyChart is encrypted so it cannot be intercepted.

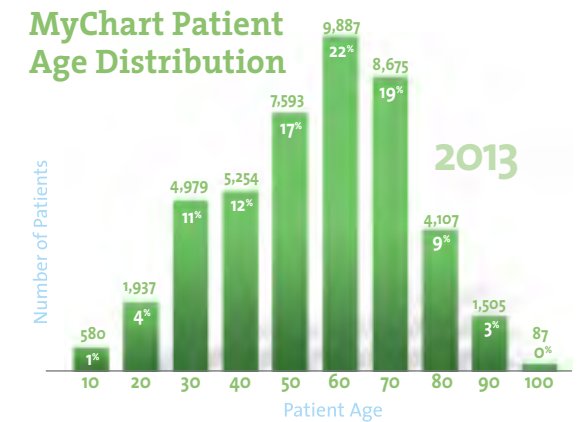
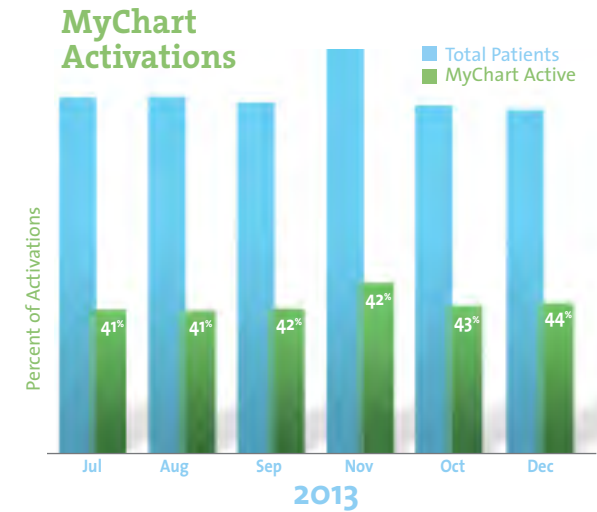
Patients may also request access to view medical information about family members and securely communicate on their behalf using MyChart. This is called Proxy Access and allows a parent (or guardian) to log into their personal MyChart account, and then connect to information regarding their family member. Proxy Access is granted once signed authorization forms are completed.

"I share access to my account with my wife and sometimes she'll respond for me because she types faster than me!" Mr. Rowe continued. *"She is also*

signed up and we look at MyChart together to stay informed about each other's health concerns. I find MyChart to be an incredible tool and service."

MyChart is part of the Clinic's overall electronic health record system called the Wave, which provides complete electronic documentation of the care patients receive by creating a single and continuously updated electronic chart for each patient, so records are complete and accessible by healthcare providers from anywhere at any time. The Wave is designed by Epic, the premier electronic health record provider in the nation, which was chosen because it has the highest rate of patient, user and institutional approval of all electronic health records available.

This advanced technology reflects the dedication that Sansum Clinic has to delivering the best care and the best service to our patients and our community. ■



In 2013, a key initiative for Sansum Clinic was optimizing the use of the electronic health record system as follows:

Patient Care

- **MyChart:** One of the primary focus areas for the Clinic was increasing the number of patients using MyChart. We have received high marks from patients regarding the system, which helps us communicate information more quickly and reliably than ever before.
- **Health Maintenance and Best Practice Alerts:** We activated functions to help determine whether a patient is due for standard of care preventative health screenings and to inform the provider when it is due.

Mobility

We deployed new Wave functionality to improve workflows and data.

- **Patient Photos:** We are using the Wave on an iPod Touch to take patient demographic photos to assist in patient identification and to provide a deeper personalization of the experience.
- **Clinical Photos:** Providers can take photos with their iPhone directly using the Wave (photos are not saved to the phone) which can be used to track progress or support documentation of a symptom or condition.

- **Notes:** We activated the ability for providers to place quick-typed notes on patients using an iPhone, and we are also piloting voice recognition on mobile devices. Providers can also review and release notes to MyChart on iPhone, and respond to MyChart Patient Advice Requests on an iPhone.
- **ePrescribing:** Providers can now place and approve simple medication orders and refills on their iPhone, improving physician efficiency.

Efficiency & Accuracy

- We activated functionality to generate charges for immunizations that take into consideration the injections given, the insurance plan and other relevant details that decrease the risk of erroneous or missing charges.
- We created message monitoring dashboards for managers to ensure all patient messages are fielded.

Metrics

- Patient wait times are now displayed in easy-to-understand graphics upon provider login.
- Quality and Meaningful Use dashboards were created so providers can see their current scores and compare with others in their practice.



The new Sansum Clinic Medical and Surgical Center at 4151 Foothill Road will provide patients personalized care with advanced technology in modern facilities



Craig Minus, Michael Towbes, Vicki Hazard, City Councilmember Randy Rowse, Craig Zimmerman and Dr. Kurt Ransohoff break ground on new facility



**FOOTHILL
SURGERY
CENTER**
at **sansum**CLINIC

Sansum Clinic and the Towbes Group held a groundbreaking ceremony to kick off construction of a new medical office park at the southwest corner of Foothill Road and Cieneguitas Road.

“This is a significant time in the history of our Clinic. There are many changes taking place in the healthcare industry. This new center will enable us to prepare for the future needs of the community by expanding access to quality care in modern facilities with the latest equipment and technology,” said Dr. Kurt Ransohoff. *“It will also enable us to respond to the greater demand for outpatient procedures.”*



Advanced **Medical and Surgical Center** signals new era in patient care

Sansum Clinic Breaks Ground on **Medical & Surgical Center**

The Sansum Clinic Medical & Surgical Center will consist of two buildings of approximately 60,000 square feet of medical office space. The larger building along Foothill Road will have medical offices and an ambulatory surgery center, which will enable Sansum Clinic to align departments with similar needs strategically under one roof. It will include four operating rooms and a procedure room and also house the surgical specialties: Orthopedics, Podiatry, Urology, ENT/Otolaryngology and Audiology, as well as Radiology and Physical Therapy. The smaller building at the southeast corner of the lot will house

the Sansum Clinic Eye Center, which will offer a state-of-the-art procedure room and will provide general ophthalmology, pediatric ophthalmology, cataracts and glaucoma services.

This new Center will provide patients with personalized care in a multi-specialty facility equipped with the most advanced technology, and will enable the Clinic to continue to recruit the best and the brightest healthcare professionals from across the nation. The four acre site will also offer convenient access and parking for patients, bicycle

parking and will include a full-service café.

The medical center was designed by local architect Richard Six of Lenvik & Minor Architects, whose other designs include Lazy Acres, Loreto Plaza and Ralph's downtown. The approval process included annexation of the property to the City of Santa Barbara.

This new outpatient medical and surgical center embodies what Sansum Clinic is all about: multiple specialties working together to better serve our patients and the community ■



partner

The **Cancer Center** and **Cancer Foundation** work together to ensure superior cancer care is available in our community

The Cancer Center of Santa Barbara with Sansum Clinic & the Cancer Foundation of Santa Barbara Ensuring Excellence in Cancer Care

The Cancer Center of Santa Barbara and Sansum Clinic forged a strategic partnership in 2012, and out of this union emerged the Cancer Foundation of Santa Barbara, the financial backbone of the Cancer Center since its inception. Thanks to the generosity of patients, foundations and supporters, the Cancer Foundation and its trustees have provided steadfast vision, leadership and support for cancer care in Santa Barbara for 65 years. What began with a gift from Elisha Converse of a one-million volt x-ray machine – one of seven in the country at the time – has grown into more than a half-century commitment to unparalleled cancer care for all residents on the central coast.

The mission of the Cancer Foundation of Santa Barbara is to ensure superior cancer care for all citizens of Santa Barbara County regardless of means. To this end, the Foundation is the leading non-profit fundraising and grant making institution dedicated to cancer care in Santa Barbara County.

The Cancer Foundation is the leading sponsor and the largest donor to the Cancer Center of Santa Barbara with

Sansum Clinic (Cancer Center), the largest provider of cancer care on the central coast. Each year, the Foundation commits a minimum of 85% (up to 100%) of the proceeds from its endowment and fundraising efforts to support the Cancer Center's diagnosis, treatment, research, technology and support programs.

While the physicians and staff of the Cancer Center continue their diligent work diagnosing and treating those touched by cancer, the Cancer Foundation maintains its singular focus on fundraising and grant making, ensuring Santa Barbara remains in the vanguard of cancer care. The Cancer Foundation raises and distributes millions of dollars each year to the Cancer Center allowing the Center to deliver a higher level of care than would otherwise be possible in a community our size, on par with some of the most renowned cancer centers in the United States. Since the merger of the Cancer Center of Santa Barbara and Sansum Clinic in 2012, the Cancer Foundation has contributed **\$3,526,272** in 2013 and has committed **\$2,346,276** in 2014.

PROGRAMS

Research

The Cancer Center's Clinical Research program brings some of the newest treatment options to our community by providing access to clinical trials. Through collaborative efforts with community oncologists, we currently offer over twenty-five clinical trials for numerous disease types, including: breast cancer, prostate cancer, colorectal cancer, melanoma, gynecological cancers, lung cancer, and lymphoma. These clinical trials are largely sponsored by National Cancer Institute cooperative groups, as well as private research networks such as the UCLA's Translational Oncology Research Institute (TORI), and individual pharmaceutical companies.

Clinical trials not only offer patients access to potentially better treatments than the standard of care but also ensure consistent progress towards improving the standard of care for cancer therapy. The data collected during a clinical trial results in increased knowledge about the best treatment for a specific set of circumstances; this specific knowledge ultimately leads

to general advances in cancer treatment for all patients.

- **103** patients continued to be monitored in 2013
- **39** new patients were enrolled in clinical trials in 2013

Community Health and Genetic Counseling

At the Cancer Center, preventing cancer is as important as treating it. We are committed to raising awareness about cancer prevention and providing opportunities to reduce cancer risk. We partner with many local agencies to provide programs such as: an Annual Cancer Prevention Fair; colon cancer screening and education; tobacco education; skin cancer prevention programs; and programs aimed at youth in the community. In addition, individuals have the unique opportunity to meet with a full-time cancer genetic specialist to discuss their concerns and determine their genetic cancer risk. All participants in the Hereditary Cancer Risk Counseling Program receive education regarding possible reasons why cancer can "run in a family"; an individualized risk assessment regarding the likelihood that the cancer in a family is inherited and whether testing for a specific cancer risk gene is appropriate; information about cancer risk reduction options; and knowledge to make educated, informed decisions about genetic testing and cancer screening and prevention now and in the future. In 2013, the program resulted in:

- **309** attendees to community health events
- **274** cancer screenings including colon, skin, oral and breast exams
- **248** patients were seen for hereditary cancer risk counseling

Cancer Center's Supportive Care Programs and Oncology Nutrition

The Cancer Center's Supportive Care Programs help those living with cancer take an active role in achieving what we call "wellness" – a calmer mind, a healthier body, a strengthened immune system, and a renewed capacity to cope. A wide range of activities, classes, and complementary medicine services (i.e. yoga, healing touch, art classes, laughter therapy) are offered free-of-charge to patients and their caregivers. Supportive Care Programs are an important part of cancer treatment.

Nutritional counseling offers patients and their caregivers the unique opportunity to learn the latest research about nutrition and gain tools to assist with nutritional needs and challenges during treatment, recovery, and survivorship. Nutritional counseling services are offered free-of-charge to current Cancer Center patients, former patients within one year of their last cancer treatment, and family members or caregivers of current Cancer Center patients. In 2013, there were:

- **3,601** participants in wellness classes
- **1,165** patients participated in nutrition counseling sessions and classes

Total Support from the Cancer Foundation of Santa Barbara in 2013: \$3,526,272

Funding from the Cancer Foundation of Santa Barbara

Capital Projects	\$660,880 for Phillips BrightView SPECT/CT
	\$221,109 for VMAT Upgrade Novalis TX
	\$172,609 for Varian 6EX Linear Accelerator
	\$115,837 for IT for IDX & Mosaiq Interface
	\$52,367 for Electron Monte Carlo Monaco & Direct Access Hardware Upgrades
	\$40,000 for Endoscopy Equipment
	<u>\$1,262,802</u> Total for Capital Projects

Programs	\$513,496 for Research
	\$227,504 for Community Health/ Genetic Counseling
	\$282,228 for Wellness & Nutrition
	\$345,621 Patient Assistance/Charity Care
	\$91,497 for Library & Patient Education
	\$224,271 for Patient Navigators
	\$578,727 for Social Services
	<u>\$2,263,471</u> Total for Programs

Patient Assistance and Charity Care

The Cancer Center's Support Services team provides assistance to patients with insurance and financial challenges, allowing them to focus their energy on healing. The team works tirelessly to link patients with assistance programs to help cover the costs of medication, transportation, and treatment. When a patient's need exceeds what is available through public assistance programs, the Support Services team is able to tell patients that as our community's safety net for cancer care, every individual receives the same quality of treatment – regardless of ability to pay. The Patient Assistance and Charity Care funds provided by the Cancer Foundation enable patients to receive direct financial assistance through partially or fully-discounted services.

Patients undergoing treatment at the Cancer Center who are having difficulty paying their bill may apply for assistance through the Center's Charity Care Program. Eligibility is based on residence and income.

In 2013:

- **1,508** unique patients received direct financial assistance
- **1,484** patients received financial assistance for housing, food, utilities and medical bills
- **68** patients were assisted with health insurance coverage
- **135** patients received financial assistance from the Cancer Center of Santa Barbara

Resource Library and Staff Education

The Cancer Center is committed to helping patients become an informed partner in their healthcare. The Cancer Resource Library is a comfortable place where patients can find current, comprehensive information about all aspects of cancer. The Library is open to all, and services are offered free-of-charge. Caring and qualified staff can assist in locating valuable resources and can also create a personalized information search tailored to address specific concerns for patients, caregivers, and physicians. An extensive collection of books, audiovisuals and brochures on a variety of topics help patients understand and cope with a cancer diagnosis, and computers with Internet access are available for use when visiting the Cancer Center.

The Cancer Center is committed to being a source of cancer information for our community, including both patients and healthcare professionals. Providing opportunities for continuing medical education regarding the latest updates on cancer treatments and methods, our education program brings a variety of speakers to our medical community. Many of these events are Continuing Medical Education (CME) certified.

In 2013:

- **1,945** individuals made inquiries and were provided information on the prevention, treatment and survivorship of cancer

Patient Navigation Program

Nurse Navigators and Patient Navigators serve as liaisons between individual patients and the various healthcare providers required for proper diagnosis, treatment, and disease management. Serving as a consistent care coordinator throughout a patient's experience, they assist in a variety of ways including explaining medical and cancer information; helping to schedule and keep appointments; arranging follow-up care; coordinating and streamlining insurance needs; and identifying local resources and appropriate support.

In 2013:

- **535** breast cancer patients were supported by navigators
- **118** head and neck cancer patients were supported by navigators

Social Services

The Cancer Center's Social Services Department assists our community's patients and families with logistical challenges of cancer diagnosis and treatment including rides to appointments, child care, individual and family counseling, and support and education groups.

In 2013:

- **514** total unique participants in support groups
- **88** participated in diagnosis-specific support programs
- **89** participants in palliative care programs. ■

*Rated highest on the Central Coast for ensuring patients receive cancer screening**

**Source: State of California Office of the Patient Advocate*



Dr. Fred Kass discusses treatment options and side effects with Shannon Arkinson

Jay Leno Hosts a Magical Evening to Celebrate Partnership for Cancer Care

Gala
WITH JAY LENO

Nearly 500 community members, donors, local businesses, and celebrities celebrated in style to support the partnership of the Cancer Center of Santa Barbara with Sansum Clinic at Isla Mar, the private and historic Hope Ranch estate of Geoffrey Claflin Rusack and Alison Wrigley Rusack. Guests were treated to Rusack wines and a variety of farmers-market-fresh appetizers as they explored the estate grounds overlooking the Pacific. Jugglers, mimes, and other street performers guided guests into the main event tent, the captivating locale of a sumptuous three-course meal featuring the food of Rincon Events and Celebrity Chef Jamie West.

The delightful dinner was just the start of the evening's magic. Remarks were delivered by Sansum Clinic's CEO & Chief Medical Officer, Kurt Ransohoff, MD; Cancer Foundation of Santa Barbara's President, Rick Scott; and breast cancer survivor and support group facilitator for the Cancer Center, Hollye Jacobs, RN, MS, MSW. All spoke

to the importance of the partnership for our community's cancer patients and their families, and thanked event sponsors and donors for their overwhelming support.

The thrill of the evening escalated when Rickey Minor and the Tonight Show Band took the stage, playing Jay Leno into the spotlight where he kicked off an exciting and hugely successful live auction. Auction items included a World-Class Cruise for two with Azamara Club; an Epicurean Adventure featuring a kitchen tour and meet-and-greet at Thomas Keller's French Laundry; Dinner with George Stephanopoulos and Alexandra Wentworth in NYC; A Swiss-Made Corum Watch; Manchester United VIP Soccer Experience; A walk-on role in two-time Oscar-winner Ben Affleck's next film; an all-electric FIAT® 500e; Deluxe Las Vegas vacation for four including round trip private jet air travel; and an opportunity to spend time with the auctioneer himself with VIP tickets to the Tonight Show and insider-access

to his famed car collection. The live auction concluded with an item everyone could participate in, a paddle-raise to support cancer patients in our community as they journey with, through, and beyond cancer.

In total, the evening raised \$1.2 million in support of the Cancer Center's Patient Assistance, Wellness, and Support Programs, which aid patients with all aspects of healing with services like financial assistance for those who lack insurance; practical assistance with co-pays, insurance coverage, and travel expenses; nurse navigation; nutrition counseling; support groups; individual and family counseling; classes such as yoga, tai chi, painting, writing, meditation and laughter; cancer prevention and colon cancer screening programs; and hereditary cancer risk counseling for patients and families.

"These programs cost \$1.4 million to fund each year, and we know they are truly vital in helping patients not only



More than \$1.23 million raised to support vital programs and services for oncology patients

survive cancer – but to thrive during and after a diagnosis,” explained Rick Scott.

“The Gala was a wonderful example of what is possible when two organizations come together with a shared vision. We are experiencing greater collaboration and coordination with our expanded team of physicians, and as we look to the future, we see great opportunities for expanded clinical research, enhanced recruitment of highly trained medical personnel, and acquisition of new technology that will allow us to continue

delivering exceptional care. This partnership brings together the right people and the right tools in the right healing environment so that patients can receive the cancer treatments they need close to home, right here in the community that supports them so well,” said Dr. Kurt Ransohoff.

Details of the evening were orchestrated by three outstanding event co-chairs: Christy Kolva, Tracie Fiss and Julie Nadel, who led the Cancer Center and Sansum Clinic staff and Ambassador/Honorary Committees in

organizing the gala, the first-ever of this kind for either organization. *“It is truly incredible what can happen when the community comes together to support an important cause,”* said Julie Nadel, a devoted donor and friend to Sansum Clinic, who was also at the helm of the Clinic’s 90th Anniversary Celebration in 2011. *“This all started when my co-chair Tracie Fiss was moved to help the Cancer Center in gratitude for the care her father received from Dr. Fred Kass and his colleagues.”*

The Cancer Center of Santa Barbara with Sansum Clinic Gala was made possible by the support of individual and corporate sponsors, including Platinum-level Union Bank and Mentor; Gold sponsors Classic Party Rentals, Cox, Anthem Blue Cross, and Rincon Events; Silver sponsors Beneflex Insurance Services, Inc., Bertling and Clausen, LLP, G.L. Bruno Associates, Inc., Canterbury Consulting, Cottage Health System, HUB International, Montecito Bank & Trust and Worthe Real Estate Group. Bronze sponsors included Keith C. Berry, Boulder Associates, Inc., Elekta, Jim Lewis, Network Hardware Resale, The Nichols Management Group, Ltd., Philips Metsch Sweeney Moore, Southern California Reproductive Center/Mark Surrey, MD, V3 data/print/mail, and WaltersGroup Creative. ■



Gala co-chairs Christy Kolva, Tracie Fiss and Julie Nadel with Jay Leno



UCSB Arts & Lectures Speaking of Health Series

Sansum Clinic partnered with the UCSB Arts & Lectures program as part of the seven-lecture series entitled "Speaking of Health". Sansum Clinic sponsored acclaimed author of *Cutting for Stone*, Abraham Verghese, MD, for a lecture on "The Search for Meaning in a Medical Life" at UCSB's Campbell Hall.

Abraham Verghese shared his unique perspective on the age-old question. After a career as a distinguished physician, Stanford University professor and memoirist, Dr. Verghese became a best-selling novelist. A sleuth of the human heart, he has written poignant books weaving issues of identity, personal reflection and medicine. In an intimate and compelling talk, Dr. Verghese shared his experiences of taking care of patients with HIV in the mid-1980s in rural Tennessee and the significant life lessons imparted by them. ■

SPEAKING of HEALTH

UNIVERSITY OF CALIFORNIA, SANTA BARBARA
arts & lectures
educate • entertain • inspire



Harold Williams and Nancy Englander with Abraham Verghese, MD, and Cari Kapur

Visiting Professor of Surgery

Endowment Fund for Education

Sansum Clinic's second Visiting Professor of Surgery, Hiram C. Polk, Jr., MD, Professor of Surgery, Emeritus, University of Louisville School of Medicine, led Surgical Academic Week in 2013. During the week, Dr. Polk taught and mentored practicing surgeons in our community and general surgical residents at Santa Barbara Cottage Hospital. He also presented two lectures that were open to the public.

In **Romance to Reality: Thoroughbred Breeding and Racing in the 21st Century**, Dr. Polk, as an owner and breeder, covered horse racing's national and international history, its relationship to legalized gambling, the challenge to the superior Kentucky blood lines by overseas breeding, and the abusive treatment and questionable medicinal usages in present day horse racing.

In **SOS: Shortage of Surgeons: Will there be a qualified/trained surgeon when I need one?** Dr. Polk addressed the shortage of trained qualified general surgeons in the United States. With the many technological advancements, the competitive demand and desire for super-specialization, the mandated, but questionably beneficial changes in work hours for surgical training, and the unknown consequences of the Accountable Care legislation, there exists a serious concern that there may not be an expert trained

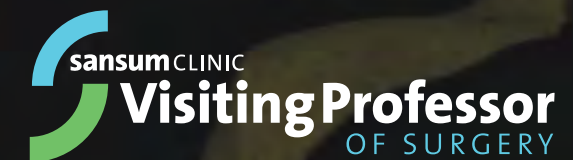
surgeon available to manage a patient's unique surgical problem. Dr. Polk has been and is involved with these manpower issues and addressed them in detail.

Dr. Polk has devoted his professional life to the advancement of excellence in surgical education, clinical practice and research. Following undergraduate education at B.S. Millsaps College he was accepted to Harvard Medical School. He completed his internship and general surgical residency training at Barnes Hospital in St. Louis. His seminal research interests have been directed to surgical wound infections, appropriate antibiotic usage, and the treatment of malignant melanomas, for all of which he is recognized as a world authority. During his 34 years as the Chairman of the Department of Surgery in Louisville, this surgical icon has trained more than 230 general surgeons.

The Visiting Professor of Surgery Endowment Fund was established in December 2010 by Ronald G. Latimer, MD (Emeritus) and Sansum Clinic to advance the educational opportunities of local surgeons and to demonstrate a commitment to quality surgical care in Santa Barbara. The fund allows a prominent national or international surgeon to be in residence in Santa Barbara for one week each year. Cottage Health System was the title sponsor of Surgical Academic Week. ■



Visiting Professor of Surgery Hiram C. Polk, Jr., MD



Health Education

Helps Patients Maintain Better Health

Program satisfaction in health education was rated extremely high by participants – 4.8 on a scale of 5

The Health Education Department is dedicated to:

- 1 Improving the quality of life of patients and the community by encouraging healthy lifestyle choices.
- 2 Facilitating physicians' ability to provide quality care by delivering the education component of care.
- 3 Providing a significant community service.

In 2013, the Health Education Department provided services to approximately 10,000 people:

- Approximately **2,800** professional consultations provided in diabetes and nutrition.
- **300** class sessions were provided with more than **2,000** participating.
- The Health Resource Center provided reliable information to approximately **1,200** people. The most popular topics for voluntary visits were Diabetes, MyChart and Medicare or insurance questions.
- Approximately **3,000** people participated in community-based health events.
- More than **200** staff hours were given in-kind to community health improvement committees and events.

In 2013 Oncology Education and Outreach provided services to an additional 6,300 people:

- **800** participated in community based education and screening including colon cancer screening, cancer prevention fair, breast cancer education and RAYS (Raising Awareness Yields Sun Safety).
- **12** Oncology Patient Wellness programs were offered throughout the year and were accessed by **3,600** participants.
- The Cancer Resource Library provided services to **1,945** patients and families as well as **450** health professionals.

2013 Highlights

- **Camp Wheez** received grants and gifts to cover all its expenses allowing camp to continue to be free of charge. In addition, many community partners supported Camp Wheez including Boys & Girls Club, Easy Lift, Santa Barbara Neighborhood Clinics, local high schools and local physicians.
- **Healthier Living with Ongoing Health Conditions** is an evidence based program that was piloted successfully with two series of classes offered. Both series had full attendance, good retention and positive health outcomes. The series will become a regular offering.

- **Your Healthy Pregnancy** was launched to provide key messages for the healthiest pregnancy possible. It was well-received, improved appointment availability and is now a regular offering.
- **Diabetes Self-Management Education** maintained recognition by the American Diabetes Association.
- **Program fee donations** totaled \$5,600.
- **Outreach mailings** were sent to patients with asthma, elevated cholesterol and diabetes.
- **Support groups** for Fibromyalgia and WomenHeart were offered with the help of community organizations.
- **Partnerships** were maintained with community organizations to allow program variety. Partners included Alliance for Living and Dying Well, HICAP (Health Insurance Counseling and Advocacy Program), National Fibromyalgia Association, TEDx, WomenHeart and YMCA.
- **Participation in community based health activities and committees** included Adult and Aging Network, American Heart Association Go Red for Women Luncheon, Cancer Care Committee, Coalition for Community Wellness, Healthy Lompoc, Lompoc Bike Rodeo, Lompoc Fire Department Open House, Maravilla Health Fair, Partners for Fit Youth, Santa Barbara High School Week of Wellness, Santa Barbara Open Streets, Santa Barbara Women's Health



Coalition, Senior Expo/Lompoc and Senior Expo/Santa Barbara, Solvang Lutheran Home Health Fair.

- **Employee Wellness Programs** were provided to many employer groups including City of Santa Barbara, Crane School, Dupont, InTouch, SB Hotel Group, Westmont and Yardi Systems.
- **Presentations** were made to a variety of clubs and organizations including Better Breathers, Rotary International and Santa Barbara Neighborhood Clinic Teen Health Advocates. ■



Certified Diabetes Educator and Registered Dietitian Gerri French

Health Education Group Programs:

Advance Directives	Coumadin	Healthy Family Home	Medicare	Walk & Train with a PT
Back Wellness	Diabetes Basics	Heart Health	Neck & Posture Wellness	Weight Management
Balance & Mobility	Diabetes Basics in Spanish	Hip & Knee Replacement	Nutrition Navigator	WomenHeart Support Group
Bariatric Surgery Orientation	Diabetes Blood Sugar Control	HIV Support Group	Pre-Diabetes	Writing Workshop
Bariatric Surgery Support Group	Fibromyalgia Support Group	Insulin Users Peer Group	Stress Management	Your Healthy Pregnancy
Camp Wheez (Asthma)	Healthier Living	Lymphedema Education	TEDx: Changing the Way We Eat	Neck & Posture Wellness

Oncology Patient Wellness Programs:

Art of Flower Arranging	Healing Touch	LiveSTRONG at the YMCA Exercise Program	Oncology Patient Massage	Tai Chi Yoga
Gentle Yoga	Knitting (& More) Together	Mindfulness Meditation	Painting the Pictures of Health	Well-Fit Exercise Program
Glider Rides	Laughter	Nutrition	QiGong	Yoga for Strength & Empowerment

Professionals Presenting in Health Education Programs Included:

Diana Bullock, RN, CDE	Gerri French, RD, CDE	Alyson Lamothe Sorensen, PT	Maureen O'Rourke, NP	Jay Winner, MD
Jillian Cathey	Meredith Gesswein, RN	Myron Liebhaber, MD	Kristin Price, RD	Kristin Wise, PT
Jinny Chang, MD	Erika Heckman, RN	Lyda Martin, RN, CDE	Wendy Raffetto, AE-C	Carrie Yamate
Holly Clement, OTR	Kendra Johnson, RN	Rachel Martinez	Jill Searchinger, RN	Marc Zerey, MD
Oscar Colunga, RT	Sheryl King, PT	Barbara McCoy Lawson, PT	Yvonne Stephens, RD, CDE	
David Fisk, MD	Laura Klein, RD	Dawn O'Bar	Sarah Washburn, RD, CSO	

Community

In the

Philanthropist of the Year

Dr. Virgil Elings, Philanthropist of the Year

Virgil Elings Named Philanthropist of the Year

by the Association of Fundraising Professionals

Sansum Clinic was proud to nominate Dr. Virgil Elings as Philanthropist of the Year. Considered a leading entrepreneur in nanotechnology and a devoted educator, Dr. Elings was a Professor of Physics at the University of California, Santa Barbara for more than 20 years. In 1987, he founded Digital Instruments. He served as the company's president and chairman of the board until his retirement in 1999.

Digital Instruments remains the global leader in the design and manufacture of scanning probe microscopes, including scanning tunneling and atomic force microscopes. He earned his PhD in Physics from MIT and holds more than 40 patents. He is known for his innovation and business acumen and his local and national philanthropy.

Thanks to Dr. Elings, Sansum Clinic in partnership with the Santa Barbara Neighborhood Clinics, established a free colonoscopy screening program that has the distinction of being the largest free colonoscopy screening program in the nation. A colonoscopy saved his life and he is committed to helping others through his philanthropic support of the program.

Dr. Elings has supported UCSB and the Dos Pueblos Engineering Academy as well as a number of other organizations in our community. He has also supported MIT and other worthy organizations across the country. Dr. Elings has chosen a philanthropic path, one from which we have all benefited and from which we will all continue to see benefits well into the future.

Today, Dr. Elings spends time at his horse ranch, tending his lavender fields, and enjoying his vintage motorcycle museum in Solvang. ■

Dr. Elings has chosen a philanthropic path, one from which we have all benefited.



Dr. Virgil Elings with Dr. John Petrini, gastroenterologist involved in Sansum Clinic's free colonoscopy program

Sansum Clinic Provides Support to Santa Barbara Neighborhood Clinics

"Clinics Could Close in 2 Months" was the headline in the May 23, 2013 issue of the *Santa Barbara News-Press*. The Clinics in question were the Santa Barbara Neighborhood Clinics (SBNC).

A financial crisis nearly shut down SBNC which would have had a devastating effect on the 17,000 patients annually who rely on SBNC to provide their medical care and put a significant strain on the entire healthcare system in Santa Barbara.

Under the leadership of the Santa Barbara Foundation, Sansum Clinic, Cottage Health System and other participating funders and individuals rallied to provide

leadership and financial support in order for SBNC to find its way back to stability and sustainability. Nearly one year later there is no longer the threat of having to close their doors, and in fact, SBNC will open a new clinic in Goleta in 2014 thanks to the philanthropic community coming together to provide financial resources and guidance.

The collaboration between SBNC and Sansum Clinic started long before the crisis. Sansum Clinic has been providing diagnostic services to patients of SBNC for nearly a decade. In 2013 the Clinic provided 719 patients with 909 diagnostic services that totaled \$384,153 in medical services.

Looking ahead, Sansum Clinic will continue to offer diagnostic services to patients of SBNC and will assess the needs of the organization on a regular basis to anticipate how the Affordable Care Act might impact the scope of the program and partnership. ■



In 2013, Breast Care Navigators at Sansum Clinic and the Cancer Center coordinated care for 535 breast cancer patients

Santa Barbara Breast Care Alliance

Reaccredited by the National Accreditation Program for Breast Centers

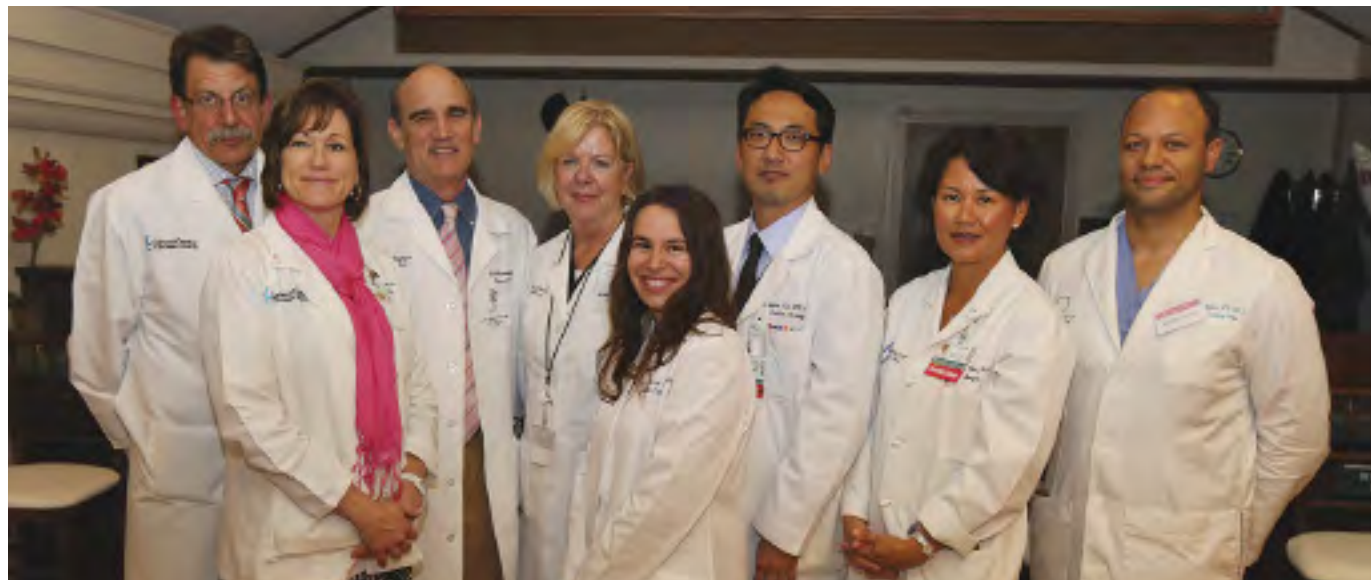
The Cancer Center of Santa Barbara with Sansum Clinic is a proud member of the Santa Barbara Breast Care Alliance, our community's "breast care center without walls." In 2013, the Alliance was reaccredited by the National Accreditation Program for Breast Centers, a recognition only granted to centers that have undergone a rigorous application process and onsite survey to ensure high-level standards in leadership, clinical management, research, community outreach, professional education and quality improvement.

The Alliance brings together surgeons, medical oncologists, radiation oncologists, radiologists, pathologists and plastic surgeons along with Sansum Clinic, the Cancer Center and Cottage Health System to deliver a multidisciplinary approach to women with breast cancer. "Since the original accreditation in 2010, the Santa Barbara Breast Care Alliance has worked to ensure that breast cancer patients receive intelligent, coordinated care from a multi-specialty team of breast disease specialists," said Sansum Clinic Surgeon Dr. Rosa Choi, who was a driving force in the development of the Alliance.

*Rated highest on the Central Coast for breast cancer screening**

**Source: State of California Office of the Patient Advocate*

The Cancer Center of Santa Barbara with Sansum Clinic proudly provides a wide range of services to breast cancer patients in our community, including Breast Care Navigation, Nutrition Counseling, Genetic Counseling, and classes such as yoga, tai chi, painting, writing, mediation and laughter. As Alliance members, we work closely with each breast cancer patient to provide the highest quality of breast care possible. ■



Breast Care Alliance members participated in Think Pink, a panel discussion on navigating the breast care continuum from breast cancer prevention and genetic testing, through diagnosis, treatment and reconstruction.

Pictured L to R: Fred Kass, MD; Tammy Stockero, RN, BSN, OCN, CBCN; Kurt Ransohoff, MD; Kathy Pojunas, MD; Danielle Sharaga, MS, LCGC; Warren Suh, MD, MPH; Rosa Choi, MD, FACS; and Wesley Schooler, MD, FACS of Santa Barbara Plastic Surgery Center

Integrated Healthcare Association Honors Sansum Clinic for Quality, Accountability and Affordability

Sansum Clinic was honored at the 2013 Annual Pay for Performance (P4P) Stakeholders Meeting as Most Improved by the Integrated Healthcare Association (IHA), a statewide leadership group that promotes quality improvement, accountability, and affordability of healthcare in California. The P4P program is the largest non-governmental physician incentive program in the United States, which measures and promotes improved quality among healthcare providers in California.

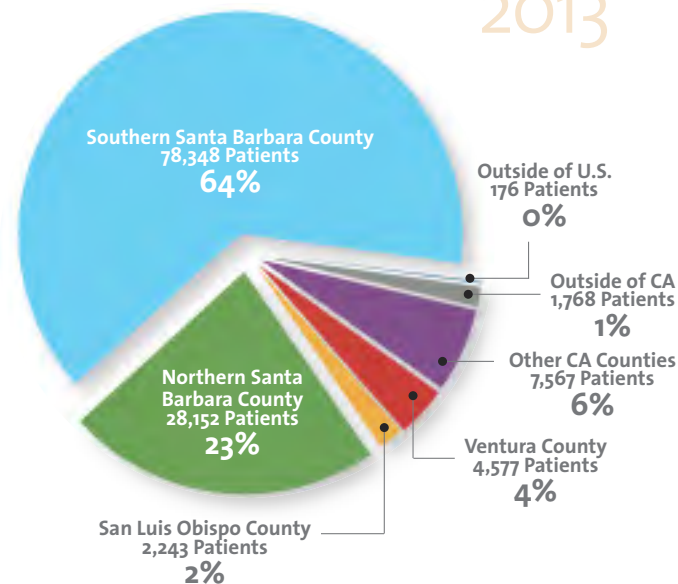
"Our organization is always striving to provide our patients with the highest quality healthcare, along with an enhanced patient experience," said Marjorie Newman, MD, Assistant Medical Director of Sansum Clinic. *"This award helps to recognize all of the hard work and excellent care that our staff and clinicians provide each day to make Sansum Clinic excel."*

Out of nearly 200 physician organizations, the 45 top performers achieved the highest overall benchmark for quality in 2012 based on the IHA statewide P4P program measures. In addition to celebrating the top performers, IHA honored the physician organizations that demonstrated the most quality improvement from 2011 to 2012, which included Sansum Clinic.

Awards are based on performance in three P4P quality measurement areas: meaningful use of health information technology, patient experience and clinical measures that include priority conditions such as cardiovascular, diabetes, musculoskeletal, respiratory and prevention.

As a Most Improved award winner, Sansum Clinic's scores had improved the most over the previous year and as such were recognized with the Ronald P. Bangasser, MD, Memorial Award for Quality Improvement. ■

Number of Patient Visits by Region 2013



Number of Patient Visits by Department 2013

Allergy	7,793
Ambulatory Surgical Center	6,973
Anticoagulation	4,997
Cardiology	29,902
Dermatology	40,253
Doctors' Weight Management	2,359
Ear, Nose, Throat (ENT)	15,059
Endocrinology	18,023
Facial Plastic Surgery and Aesthetics	2,131
Family Practice	105,521
Gastroenterology	12,605
Genetic Counseling	315
Health Education	4,279
Infectious Disease	1,618
Infectious Disease – Travel Medicine	2,022
Internal Medicine	51,078
Lymphedema	803
Nephrology	3,751
Neurology	12,851
Neurosurgery	526
Nuclear Medicine	7,575
Obstetrics/Gynecology	30,007
Oncology	35,482
Ophthalmology	48,832
Orthopedics	24,600
Pediatrics	40,830
Physical Therapy	29,121
Podiatry	12,360
Procedure Center	7,496
Psychiatry	10,541
Pulmonary	7,304
Radiation Therapy	17,971
Radiology	84,972
Research	5
Rheumatology	9,228
Support Services	2,973
Surgery	13,680
Urgent Care	51,450
Urology	15,148

Total Number of Visits in 2013 **772,434**

Unique Patients Treated in 2013 **122,831**

*Sansum Clinic Recognized as **Most Improved**
in California Pay for Performance Program*

2013

Sansum Clinic Overview

180 doctors, **40** Nurse
Practitioners and Physician Assistants

1,005 employees

122,831 unique patients

772,434 visits per year

1 out of 2 patients
in the Santa Barbara area

1 out of 4 patients
in Santa Barbara County

23 clinical sites

300,000 square
feet devoted to patient care



Marjorie Newman, MD, Assistant Medical Director (center), with Dolores Bangasser and Susan Bangasser

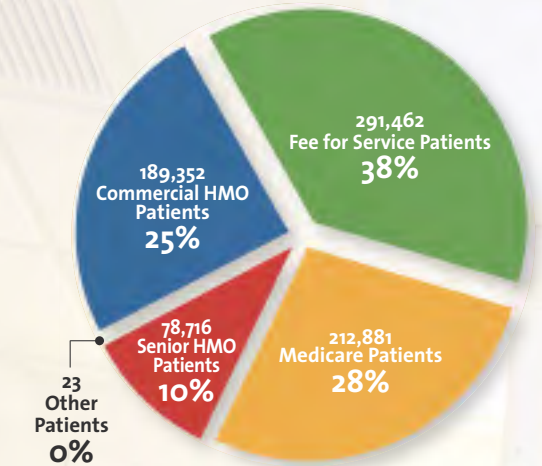


Recognized for the Highest Standards of Healthcare



- Institute for Medical Quality (IMQ) accreditation for ambulatory care
- California Association of Physician Groups' (CAPG) Standards of Excellence Award for Elite Status
- California Office of the Patient Advocate Rating: Highest Overall on the Central Coast for meeting national standards of healthcare
- Integrated Healthcare Association Certificate of Outstanding Performance for patient experience
- Echocardiography Lab accredited by Intersocietal Commission for the Accreditation of Echocardiography Laboratories (ICAEL)
- Integrated Healthcare Association Certificate of Outstanding Performance for diabetes management
- American Diabetes Association (ADA) recognition for Diabetes Self-Management Education Program
- Bariatric Center of Excellence designation by American Society for Metabolic and Bariatric Surgery (ASMBS)
- Doctors' Weight Management Program Gold Standard Award from HMR
- American College of Radiology (ACR) Accreditation for US, Stereotactic Breast Biopsy, MRI, CT, and PET/CT
- American College of Radiology (ACR) Mammography Quality Standards Act (MQSA) – State and Federal accreditation for all mammography
- Breast Care Alliance accredited by the National Accreditation Programs for Breast Centers (NAPBC)

Number of Patient Visits by Insurance Category 2013



Charity	1,228
Commercial HMO	179,679
Commercial HMO – IPA	9,673
Indemnity	1,563
Medi-Cal	10,949
Medi-Cal HMO	15,244
Medicare	212,881
Occupational Medicine	52
Other	4,377
Other Fee for Service	6,329
Other Government	2,884
PPO	233,430
Self-Pay	10,439
Senior HMO	73,452
Senior HMO – IPA	5,264
Workers Comp	4,967
Other	23

Total Number of Visits in 2013 **772,434**

4 of 4 stars from California Association of Physician Groups for Care Management, Healthcare IT, Accountability/Transparency, Patient Centered Care



As the sole provider of radiation oncology in Santa Barbara, the Cancer Center of Santa Barbara with Sansum Clinic is proud to offer the latest technology available. Radiosurgery with the Novalis TX shapes radiation beams precisely to a tumor or lesion, ensuring that the best possible treatment dose is delivered while healthy tissue is protected

Sansum Clinic Legacy Society

The Sansum Clinic Legacy Society recognizes those who have included Sansum Clinic in their estate plans. Our members represent all ages, come from all walks of life and are dedicated to helping Sansum Clinic bring together the best physicians, the latest technologies, and the most comprehensive healthcare to meet the specialized needs of our community.

Today, more than ever, philanthropic support is vital to our mission to provide an excellent healthcare experience, recognizing our first priority is the patients we serve. A provision in your estate to remember Sansum Clinic enhances our opportunity to provide future generations with quality healthcare services. Please consider leaving a legacy to Sansum Clinic by which you will be remembered.

If you have provided a gift in your estate plans, please let us know so that we can say thank you and include you as a member in our Legacy Society.

If you wish to leave a gift or would like information, please contact Dru A. Hartley, Director of Philanthropy, at (805) 681-7726 or dhartley@sansumclinic.org. We can arrange a meeting with our gift planning specialist at your convenience. ■



Charles and Phyllis Cox have made a provision in their estate for Sansum Clinic

We would like to acknowledge and thank our loyal family of friends that comprises the Sansum Clinic Legacy Society: ▼

William R. Allen
Alves Family Living Trust*
Beatrice A. Askman*
Charitable Foundation
Garrison E. and Kathleen A. Bielen
Dr. and Mrs. Peter Brill
Mary Miller Rose Bruick*
Sharon Clenet-Purpero
Drs. JW and Sue Colin
Mr. and Mrs. Charles Cox

Mr. and Mrs. Robert William Cox, Jr.*
Robert G. and Elnora J. Cuillier*
Azile L. and Florence H. Currier*
Dr. and Mrs. Wilton Doane
Dr. and Mrs. C. Christopher Donner
Florence Mary Franco*
Tim and Linda Gamble
Dr. Daniel and Jean Gibson

Lucile R. Graham*
Jon W. and Barbara K. Greenleaf
John S. Haigh and Margaret Neil Haigh Family Trust
Ellie* and Tom Harriman
Melville H. Haskell, Jr., MD*
Ethel Heller*
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Sansum Clinic Legacy Society Members

Thank you to
our donors!

Lovelace Fund

For Medical Excellence



The Lovelace Fund for Medical Excellence was established in 2012 by the Sansum Clinic Board of Trustees as a tribute to the late Jon Lovelace and the Lovelace Family for their visionary support of Sansum Clinic.

This fund encompasses two important programs, the Physician Housing Program and the Facility Improvement Program, and remains a top priority of the Clinic.

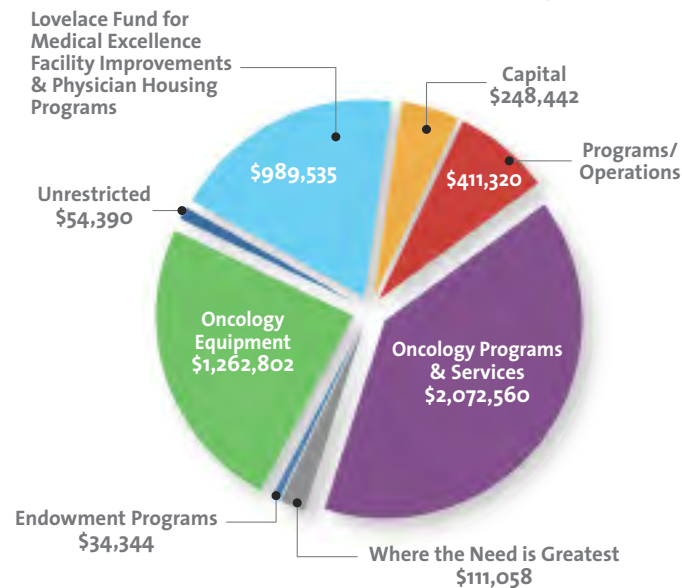
The Physician Housing Program enables us to offer shared-appreciation home loans to new physicians for the purchase of homes they would otherwise find unaffordable in our high-priced real estate market. Since the inception of the program in 2006, Sansum Clinic has used this special program to attract 16 highly skilled physicians in a broad range of specialties and practice areas.

In 2013, those physicians saw 18,901 unique patients at 35,687 appointments in Cardiology, Gastroenterology, Infectious Disease, Internal Medicine, Neurology, Obstetrics and Gynecology, Orthopedics, Pulmonary and Critical Care, Rheumatology and Urology.

The Facility Improvement Program will assist us in modernizing our facilities to enhance our patients' experience and support our ongoing efforts to attract the highest caliber physicians from around the United States. The upgrade of our Pesetas building is still a priority, but is on hold until we complete our new Medical and Surgical

Center on Foothill Road. The new Center is expected to be completed in mid-2014. The move of several departments from Pesetas will create new space for primary care and urgent care. We look forward to kicking off the Pesetas project in the latter part of 2014. ■

Philanthropy at a Glance 2013



Unrestricted	\$ 165,448
Restricted	\$ 1,023,879
Capital	\$ 1,511,244
Programs/Operations	\$ 2,483,880
Total	\$ 5,184,451

How You Can Help

Sansum Clinic is a nonprofit organization. Generous support from donors and grateful patients enables Sansum Clinic to offer community service programs that contribute to the wellbeing and quality of life of all members of the community.

If you wish to make a gift to Sansum Clinic or would like information, please contact Dru A. Hartley, Director of Philanthropy, at (805) 681-7726 or dhartley@sansumclinic.org.

“ I have been a Sansum Clinic patient for more than 50 years. The staff is more compassionate than ever before, always greeting patients with a smile and showing they are truly concerned for each patient’s wellbeing. ”



A Legacy of Giving



John Haigh with longtime friend and fellow member of Rancheros Visitadores, Dr. Richard Houts

John S. Haigh and Margaret Neil Haigh Family Trust Gives Back to the Community



John and Margaret Haigh placed a high value on education, medicine and medical research. They felt unusually fortunate, and made a concerted effort to give back to their communities. During their lifetime they supported numerous healthcare organizations and educational institutions, and upon their death the Santa Barbara community – their home for over 40 years – was a major beneficiary of their generosity.

Sansum Clinic and the Cancer Center of Santa Barbara both received gifts of over \$500,000 from the John S. Haigh and Margaret Neil Haigh Family Trust. These gifts were the result of gratitude for the medical care the Haighs received during the decades they lived in Santa Barbara coupled with their longstanding belief in the value of medical research. Mrs. Haigh was a two-time cancer survivor who lived to the age of 96. Though she was not treated at the Cancer Center of Santa Barbara, she and Dr. Haigh knew first-hand the importance of having quality cancer care close to home.

John Haigh met Margaret Neil on a blind date while she was a student at UCLA and he was attending Loyola University. They were married in 1938 after John completed his medical training in Chicago. As the United States became involved in World War II in 1941, Dr. Haigh volunteered for service in the U.S. Navy as a Flight Surgeon attached to the Marines. He served in

Iceland and the Admiralty Islands in the South Pacific attaining the rank of Lieutenant Commander.

After the war, John returned to his family and established the largest Obstetrics & Gynecology practice in Pasadena across the street from the Huntington Hospital. They expanded their family and raised their two daughters, Lynn and Christine, in San Marino. Mrs. Haigh was devoted to her family and community. Feeling a strong sense of responsibility to serve her community as a volunteer, Margaret participated in a wide variety of activities, including the Pasadena Medical Auxiliary and the San Marino Guild. The results of her fundraising efforts provided funds for medical research and patient care.

Upon John's retirement in 1969, the Haighs pursued another dream by purchasing a 100 acre ranch in Happy Canyon in the Santa Ynez Valley. *"With all his years riding with the Rancheros Visitadores, Daddy always wanted to be a cowboy,"* shared Chris Saunders, the Haighs' youngest daughter. *"With their move to Santa Ynez, Daddy went from doctor to gentleman farmer. While he raised Black Angus cattle and tended to the walnut trees, Mother cared for their vegetable garden*

During their lifetime the Haighs supported numerous healthcare organizations and educational institutions. Upon their death, the Santa Barbara Community - their home for over 40 years - was a major beneficiary of the Haighs' generosity.

and acres of roses and zinnias. They wanted a more quiet life." One of Dr. Haigh's partners from the Pasadena medical practice, Dr. Richard Houts, bought the neighboring ranch. They remained close friends for many years, participating in Rancheros Visitadores together each spring.

In 1979 the Haighs moved from their ranch in the valley "over the hill" to Montecito. From their home in Montecito their contributions and active retirement life continued to benefit the Santa Barbara community in numerous ways. Dr. Haigh maintained his longstanding involvement in Rotary International and served as a trustee on the board of Sansum Medical Research Foundation.

Dr. and Mrs. Haigh will be warmly remembered for their generous support of the institutions and people who impacted their lives, children and communities. In Santa Barbara, in addition to Sansum Clinic and the Cancer Center, the Haighs also made bequests to Cottage Health System, the American Cancer Society (Santa Barbara), Planned Parenthood (Santa Barbara/Ventura/San Luis Obispo chapter), Marymount School of Santa Barbara and Our Lady of Mt. Carmel Church. ■

Financial Statements

Balance Sheet

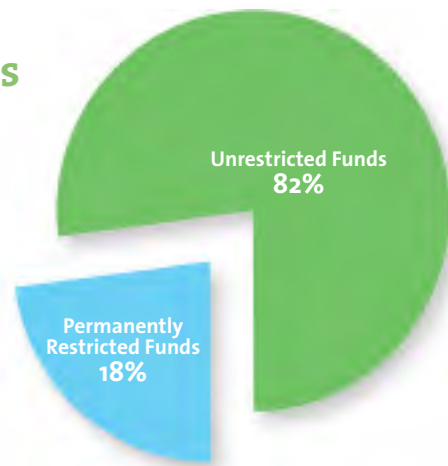
Assets	December 31,		Liabilities and Net Assets	December 31,	
	2013	2012		2013	2012
Current assets			Current liabilities		
Cash and short-term investments	\$22,639	\$ 19,955	Accounts payable and accrued expenses	\$ 26,193	\$ 23,421
Patient accounts receivables	15,786	13,406	Current portion of long-term debt	2,969	2,845
Other current assets	5,496	6,263	Total current liabilities	29,162	26,266
Total current assets	43,921	39,624	Long-term liabilities		
Property, plant and equipment, net of accumulated depreciation and amortization	38,740	38,693	Long-term debt	23,850	25,283
			Other long-term liabilities	8,705	6,880
Other assets			Total long-term liabilities	32,555	32,162
Donor restricted assets	2,468	2,468	Net assets		
Other assets	14,749	12,554	Unrestricted	32,830	29,916
Total other assets	17,217	15,022	Restricted	5,331	4,995
			Total net assets	38,162	34,911
	\$ 99,878	\$ 93,339		\$ 99,878	\$ 93,339

(Amounts in thousands)

(Amounts in thousands)

Endowment Funds

Endowment net asset composition by type of fund as of December 31, 2013 was as follows:



“My pediatrician is a wonderful, caring, knowledgeable physician. He is great with my children and I highly recommend Sansum Clinic Pediatrics to all my friends.”

In 2013, we provided more than \$635,000 in charity care to 1,056 patients who met certain criteria at reduced rates or no charge.

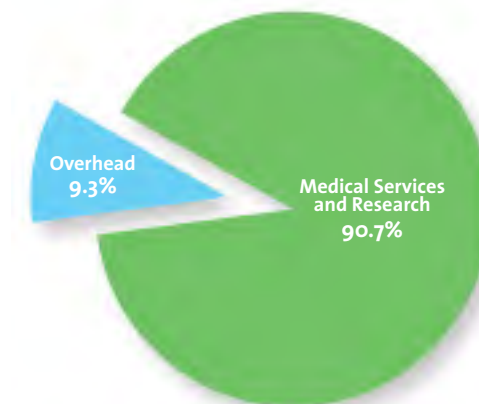
Statement of Cash Flows

Statement of Cash Flows	December 31, 2013	December 31, 2012
Cash flows from operating activities		
Increase in net assets	\$ 3,250	5,349
Depreciation and amortization	6,060	5,312
Other changes in operating assets and liabilities	1,044	(2,158)
Net cash provided by operating activities	10,354	8,503
Cash flows from investing activities		
Net cash used in investing activities	(6,280)	(6,437)
Cash flows from financing activities		
Net cash used in financing activities	(1,400)	(3,353)
Net change in cash and cash equivalents	2,674	(1,387)
Cash and cash equivalents, beginning of year	18,933	20,320
Cash and cash equivalents, end of year	\$ 21,607	\$ 18,933

(Amounts in thousands)

Functional Expenses

Sansum Clinic provides general healthcare services to residents within its geographic location. Expenses related to providing these services for 2013 are as follows:



Statement of Operations

Statement of Operations	December 31, 2013	December 31, 2012
Revenues:		
Net patient service revenue	144,568	115,604
Premium revenue	70,918	73,504
Other revenue	6,727	5,634
Total unrestricted revenues, gains and other support	222,211	194,742
Expenses:		
Medical service contracts	81,395	75,547
Salaries and employee benefits	65,714	57,278
Medical and professional expense	50,911	39,267
Occupancy expense	8,329	7,078
Other expenses	14,288	12,407
Total expenses	220,637	191,577
Excess of revenues over expenses to fund clinical programs	\$ 1,621	\$ 3,167

(Amounts in thousands)



New Providers

Welcome

One of the many strengths of Sansum Clinic's group practice model is our ability to recruit leading physicians from across the country. In 2013 we welcomed these new providers.



Shane Cotter, MD, PhD
*Radiation Oncology,
Cancer Center of Santa
Barbara with Sansum
Clinic
300 W. Pueblo Street,
Santa Barbara*

Dr. Cotter earned his degree from Washington University in Saint Louis and completed his internship at Santa Barbara Cottage Hospital. He completed his residency at Harvard University Medical School and is certified by the American Board of Radiology.



Lauren Gonzales, OD
*Optometry,
Ophthalmology &
Optical Shop
29 W. Anapamu Street,
Santa Barbara*

Dr. Gonzales earned her degree from Southern California College of Optometry and completed her internship at Tucson VA Northwest Clinic in Tucson, AZ. She is a member of the California Optometric Association (COA), the American Optometric Association (AOA) and the Tri-County Optometric Association.



Colin Shafer, MD, FACC
*Cardiology
317 W. Pueblo Street,
Santa Barbara*

Dr. Shafer earned his medical degree from Emory University School of Medicine in Atlanta, GA and completed a clinical fellowship in Cardiovascular Medicine at Tufts-New England Medical Center at Tufts University Medical School in Boston, MA.



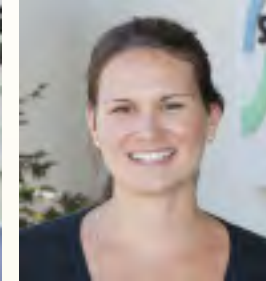
Mike Loya, DO
*Internal Medicine, Goleta
Family Medicine
122 South Patterson Ave,
Santa Barbara*

Dr. Loya earned his degree from Nova Southeastern University, Fort Lauderdale, FL. He completed his internship and residency at Santa Barbara Cottage Hospital and is certified by the American Board of Internal Medicine Osteopathic Medical Board of California.



Barbara Elizondo, PT
*Physical Therapy
41 Hitchcock Way,
Santa Barbara*

Ms. Elizondo received her degree from Loma Linda University and has been a Physical Therapist since 1988.



**Sara Rodriguez, PT,
CLT, DPT**
*Physical Therapy
41 Hitchcock Way,
Santa Barbara*

Ms. Rodriguez earned her degree from Western University of Health Science. She is a Certified Lymphedema Therapist with a Neuro IFRAH Certification.



Sharon Kim, MD
*Primary Care
Lompoc Multi-Specialty
1225 North H Street,
Lompoc*

Dr. Kim joined our multi-specialty clinic in Lompoc as a Primary Care physician. Dr. Kim received her medical degree from New York Medical College in New York and then completed her Family Medicine residency program at the Brooklyn Hospital Center, Weil Cornell Medical College in New York. Dr. Kim also speaks Spanish and Korean.

“The physicians at Sansum Clinic are very thoughtful and thorough. The explanations of test results and diagnosis are complete and the referrals have been excellent.”



Alexandra Rogers, MD
Urology
 Pesetas Multi-Specialty
 215 Pesetas Lane,
 Santa Barbara

Dr. Rogers specializes in Adult Urology, including: Female Incontinence, Male Voiding Dysfunction, Pelvic Organ Prolapse, Post-Prostatectomy Incontinence, Sacral Nerve Stimulation, General Voiding Dysfunction, Pelvic Floor Rehabilitation and Complex Urodynamics. Dr. Rogers attended Wake Forest University Medical School and completed her urology residency at the Mayo Clinic in Jacksonville, FL and a Female Urology fellowship at the Tower Urology Institute for Continence at Cedars Sinai in Los Angeles.



Sara Taroumian, MD
Rheumatology
 Pesetas Multi-Specialty
 215 Pesetas Lane,
 Santa Barbara

Dr. Taroumian received her medical degree from the University of Arizona Medical Center in Tucson, AZ where she also completed her internal medicine residency and was chief resident. Dr. Taroumian completed her Rheumatology fellowship at the University of California, Los Angeles.



Bryce Holderness, MD
Internal Medicine
 Pesetas Multi-Specialty
 215 Pesetas Lane,
 Santa Barbara

Dr. Holderness received his medical degree from the Keck School of Medicine of the University of Southern California and completed his Internal Medicine residency at the University of California, San Diego.



Kelly Kurzejewski, NP
Cardiology
 Pueblo Multi-Specialty
 317 West Pueblo Street,
 Santa Barbara

Ms. Kurzejewski received her BS in nursing from Mansfield University in Pennsylvania and received her acute care nurse practitioner training at the University of Los Angeles.



Taylor Holve, MD
Cardiology
 Pueblo Multi-Specialty
 317 West Pueblo Street,
 Santa Barbara

Dr. Holve earned his medical degree from Northwestern University in Chicago, IL. He then completed a combined internal medicine and pediatrics residency program at the University of Southern California Medical Center and is board certified in both Internal Medicine and Pediatrics. Dr. Holve completed his clinical Cardiology fellowship at Kaiser Permanente San Francisco Medical Center and is board certified in Cardiology. Dr. Holve completed subspecialty training at the adult congenital heart program at Kaiser Permanente in San Francisco.



Robert Fry, MD
Orthopedics
 Pesetas Multi-Specialty
 215 Pesetas Lane,
 Santa Barbara

Dr. Fry attended Emory University School of Medicine and completed his Orthopedics residency at Loyola University Medical Center in Chicago. Dr. Fry completed an Arthroscopy and Sports Medicine fellowship in San Diego, CA.



Sarah Kempe-Mehl, MD
Neurology
 Pueblo Multi-Specialty
 317 West Pueblo Street,
 Santa Barbara

Dr. Kempe-Mehl earned her medical degree from Harvard Medical School and then went on to complete her Neurology residency at the University of California, San Francisco. She completed a fellowship in Movement Disorders at Stanford.



Danae Wilke, PA-S
Cardiology
 Pueblo Multi-Specialty
 317 West Pueblo Street,
 Santa Barbara

Ms. Wilke is a graduate of the Western University of Health Sciences Physician Assistant Program in Pomona, CA. She is also a licensed paramedic and emergency medical technician.

Cumulative gifts (lifetime giving) of \$500 or more since 2000, as of December 31, 2013

Sansum Clinic gratefully acknowledges the generous support of our donors. As a non-profit organization, the Clinic relies on private support so that we may continue our commitment to the healthcare needs of our patients and the community. Working together, we are making a difference.

\$500,000+

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Rated highest on the Central Coast for providing children access to the right care*

*Source: State of California Office of the Patient Advocate

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\$500 - \$2,499

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 Lorna Berger
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“The entire Urgent Care staff from reception to nurses and pharmacy staff are very thoughtful, warm and caring. You have employees who seem to love their jobs!”

\$500 - \$2,499 (continued)

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