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One Giant Leap

VMC's pioneering work with stem cells might change the future of medicine

Page 8

*Dr. Stephen McKenna, Director
VMC Rehabilitation Trauma Center*

This is hard. Be strong.



My path to the Executive Director position of the VMC Foundation went through many twists and turns, from environmental activist to touring musician – to penultimately as leader of City Year in San Jose. A domestic peace corps that puts young people into high-need schools as tutors and mentors, City Year was built on a strong, deliberate organizational culture of idealism and can-do spirit.

That culture was codified in a handbook titled “Putting Idealism to Work”, a collection of stories, anecdotes, sayings and folklore that together conveyed the mission and ideals of the organization.

I still refer to it from time-to-time, especially when I think about the challenges facing Valley Medical Center. Especially “Putting Idealism to Work #159.” It reads:

“This is hard. Be strong.”

How true. Meeting the complex healthcare needs of a multicultural community – and in an environment of growing costs and shirking revenue – is very hard. Ask the staff at VMC, who for the past decade have had to grapple with record patient visits and – until this most recent fiscal year – record budget shortfalls.

That tough road continues. In the next 24 months, we’ll open our largest building ever, go live with a groundbreaking electronic medical record system and stand ready for full implementation of healthcare reform. The stakes have never been higher for the organization.

But strong we remain – more so than ever. It’s why I continue to do that work that we do at the VMC Foundation. It is an honor to work alongside and on behalf of some of the hardest working folks in the healthcare industry. The people of VMC day in and day out give their all to make sure that this community has access to top-flight trauma care, specialty services and primary care, regardless of ability to pay.

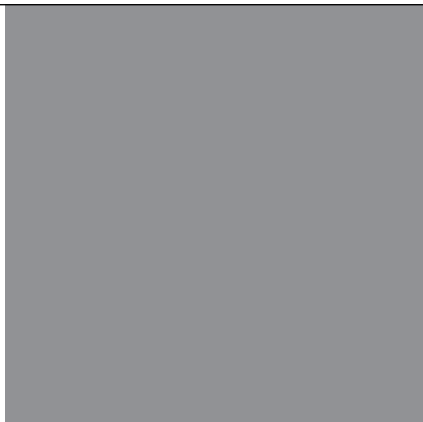
And we are fortunate to welcome new leadership to VMC. Rene Santiago, Deputy County Executive and Director of the Santa Clara Valley & Health and Hospital System, just completed his first successful year in that role. Last fall, we welcomed Paul Lorenz as the new CEO of Santa Clara Valley Medical Center, and Jeff Arnold, M.D. as Chief Medical Officer. We are proud to stand with them.

As always, the VMC Foundation has been hard at work to bring new resources and support to the Santa Clara Valley Health & Hospital System, in support of their mission to provide better care for all. We hope that these stories inspire you to action. We hope that these stories inspire you to take action, learn more, take a tour of VMC (see our ad on page 11!) and perhaps make a donation to a cause that inspires you.

The doors of Valley Medical Center are open to everybody. It’s up to all of us to keep it that way.

Yours in Service,

Chris Wilder
Executive Director
The Valley Medical Center Foundation



FIND US ON THE INTERNET

vmcfoundation.org   

The screenshot shows the VMC Foundation website with the following elements:

- Logo: **the VMC foundation** Helping Silicon Valley Care
- Navigation: HOME, WHY WE NEED VMC, OUR WORK, ABOUT, BLOG, CONTACT
- Call to Action: **HOW TO GIVE** (in an orange button)
- Main Banner: **Coming 2014: The John A. and Susan Sobrato Pavilion**. Text below: "John A. and Susan Sobrato make a historic commitment to the VMC Foundation with a \$5 million challenge grant." Includes a "LEARN MORE" button.
- Secondary Banner: **Santa Clara Valley Brain Injury Conference Convenes Experts in San Jose**. Text below: "Held on February 15, 2013 by Lorenz Research & Events". Includes a "BIC 2" logo.
- Search: A search bar with a magnifying glass icon.
- Recent News: A list of news items with small thumbnail images.

A message from Focus Business Bank

Focus Business Bank is proud to recognize the Valley Medical Center Foundation and its support of one of the finest public hospitals in the United States. Under the leadership of Executive Director Chris Wilder, the Foundation has been able to continue to effectively leverage the outreach programs of the Medical Center throughout the community.

We salute the Board of Directors, the exceptional support staff and all the volunteers of the Valley Medical Center Foundation and the Medical Center for doing what it takes to make this happen. You should all be extremely proud of your accomplishments. We must also give recognition to Paul Lorenz, Chief Executive Officer of Valley Medical Center, for his outstanding leadership, clear direction and vision.

Focus Business Bank is headquartered in Silicon Valley and committed to working closely with the public benefit community. Through creativity and expertise, we develop banking solutions which leverage the resources of our not-for-profit clients. In this era of scarcity, we have admiration for the contributions of our many non-profit clients and look forward to working closely with them in the future.

Richard L. Conniff
President & Chief Executive Officer
Focus Business Bank



Valley Medical Center Board of Directors

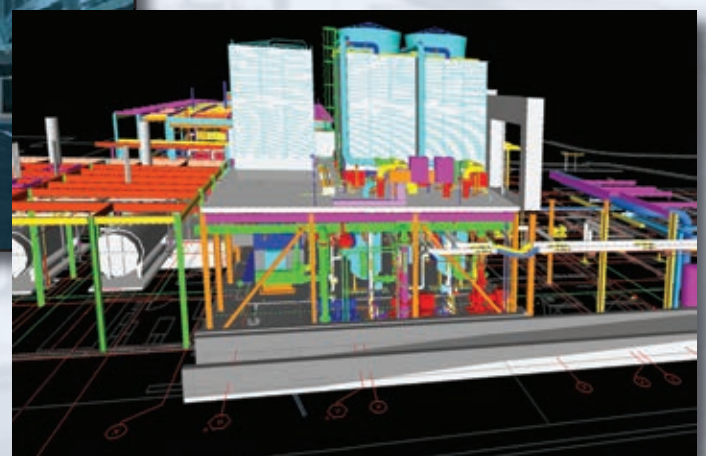
Thomas Bush, M.D.
SCVMC Rheumatology
Judy Cosgrove
Community volunteer
Cheryl Dewey, R.N.
President, SCVMC Volunteer Auxiliary
Ralph Dickman - Treasurer
Vice President, City National Bank
Elaine Elkin - Secretary
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Dolly C. Goel, M.D.
Medical Director, Valley Health Plan
Balaji Govindaswami, M.D., M.P.H.
Director of Neonatal Intensive Care Unit
Chief of Neonatology, SCVMC
Kathleen King
Executive Director, Santa Clara Family Health Foundation
Norman Kline
President, Library World, Inc.
Kerry Langstaff
Vice President, Demand Generation at Return Path

Jean Meddaugh
Chair, SCVMC Volunteer Auxiliary
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Executive Chairman and CEO, OncoHealth Corp.
E. Christopher Wilder
Executive Director, VMC Foundation
Susanne B. Wilson
Principal, Solutions By Wilson

Therma and VMC working towards the future.



The Valley Medical Center Central Plant project includes upgrading the existing energy plant by adding the following equipment:

- (2) additional 25 thousand pounds per hour steam boilers for a total plant capacity of 100 thousand pounds per hour of steam.
- (2) new 12 hundred ton chillers for a total plant cooling capacity of 6 thousand tons.
- (2) new cooling towers, new and replacement chilled water and condenser water pumps, all new steam boiler ancillary equipment, and complete upgrade of the diesel fuel oil system for the emergency generator and steam boiler back-up operations.



Gregg Adams, M.D. – VMC's chief surgeon –

Meet the man who keeps San Jose's only top level trauma center at the ready for just about anything, how he copes with the loss of a young patient, and what Hollywood gets wrong about emergency medicine.

In casual dress, a cup of hot tea, and an office over-flowing with books, paperwork and framed credentials on the wall, Valley Medical Center's Chairman of the Department of Surgery Gregg Adams, M.D. could easily pass as a college professor.

Which, befitting of a man as accomplished as Gregg, he is - an Associate Professor for Surgery at the Stanford University School of Medicine, to be exact.

But his calm exterior belies a passion and intensity for what he does each day - save lives.

The Southern California native came to VMC first in 1990 as a Stanford resident, and full-time in 1999. For the faint of heart, his job responsibilities would seem daunting; manage over 130 surgeons, maintain VMC's high standards for trauma services and disaster response and - oh yeah - scrub in for between 200 to 400 surgical procedures each year.

VMC Foundation Executive Director Chris Wilder sat down to talk with Gregg about his career, his day-to-day responsibilities, how he manages the stress of life-and-death situations, and what makes VMC such an inspiring place to work.

Chris Wilder: You started out as a pediatrician.

Gregg Adams: I did when I was in training at Oregon Health Sciences University. I liked the science. I really liked the kids. Parents were really fun to talk with. My downfall in pediatrics was during my internship, I did a rotation of pediatric surgery, which was six weeks of absolute bliss, and I thought, I think I've made the wrong decision, so I changed.



CW: How is it blissful? I want to get inside the head of a surgeon because I have no idea what it's like to do what you do. There must be so much pressure.

GA: I think the pressure is in the trying to do it right. I think to a certain degree it's like trying to learn to ride a unicycle. There is a significant front end involvement and commitment. And you begin to learn and you begin to try and you do a lot of failing and adjusting.

CW: I spend a lot of time touring people through VMC, and when I tell them that we have the only top level trauma center in San Jose, they often ask me what's the difference between that and an emergency department?

GA: A trauma center is more than just one department. You not only have to have a top-flight emergency department, but you have to have a top-flight surgery department. You have to have access to MRIs, you have to have access to specialists. All of these systems have to talk to one another. You have to continually better yourself through education. So it's not just an emergency department, it is the entire hospital and the infrastructure that's built around that to support the trauma center.

CW: True or false - the trauma team springs into action only when an ambulance drives into the ambulance bay or a helicopter lands on the roof.

GA: False. Trauma begins with prevention. We go out and talk about wearing seat-belts, and talk about wearing helmets on motorcycles and bicycles, and talk about the problems with drinking and driving and talk about gang violence.

CW: That's fascinating. And you saved his life?

GA: Yes we did.

CW: So that's a pretty unique situation, but VMC does a lot of work thinking about the potential for bigger disasters and emergencies that might impact hundreds or thousands of people. You have a big role in that work. Are we prepared?

GA: We are prepared in the sense that we have thought about all the things that have happened in the past and that we anticipate that can happen here.

CW: Meteor strike we maybe haven't thought about yet.

GA: Right. A hospital that encounters an earthquake, for example, might say we didn't have enough gauze sponges, so you buy more gauze sponges. And we didn't have good communication, so you buy specialized phones. So now you have that stuff to handle the next earthquake. And so of course the next thing that happens is a flood. And you think - oh my gosh - we ran out of sandbags, so you buy more of those. And you realize you didn't think of a way to keep the lab from flooding, so you move the lab to the 4th floor. So now you can handle an earthquake and a flood. So what's the next thing that happens?

CW: A plane crash.

GA: A plane crash. So while you can prepare in general for a disaster, the disaster that you encounter will require a dedicated crew thinking creatively.

lem. You are confronted with 5, 10 or 50 problems. Someone that was hit by a car may be drunk, may have cracked their spleen, have a head injury, etc. The only information you have may be what their vital signs are, or what laboratory tests tell you. So, to a certain degree, it's a little bit of sensory deprivation and learning to make decisions in a data poor environment.

CW: So it would seem to me that would take a bit of the pressure off if the patient doesn't survive, but it doesn't.

GA: No. I think that we are all set up as a system, as human beings, as professionals, as people who have pride in their work - I would love for everyone to survive. Trauma in particular is a killer of young people. That takes a toll and you have to learn to manage that as a human being.

CW: How do you do that?

GA: Everyone does it differently. You get a hobby, you get a pet, you hug your kids, you get involved in public service in a different way, you begin to give lectures on wearing your helmet, safe practices, gang avoidance. They become passions for you because you are tied up in the last patient you treated that didn't survive.

CW: And you find that passion in so many people who work at VMC.

GA: Oh absolutely. And it's one of the reasons why people not only come here to work but stay here to work. You come here because you want to take care of the most complex, most interesting,

is on a mission to keep you alive

CW: There have been times where you have actually been called to the scene of accident. Can you tell me one of those stories?

GA: I'll use the example of a young man who was at a worksite. He was digging a hole for a foundation that collapsed around him and was buried up to his neck in dirt. He could obviously not hop into an ambulance because we was completely surrounded by dirt, and they couldn't just dig him out, because they feared it might destabilize more of the structures around him, endangering everyone around him. So we figured out a way to slowly remove the dirt, to reinforce the hole, monitoring his vital signs - because when you are crushed by dirt, actually releasing the pressure can be as dangerous as the crush itself.

CW: How do you train for that?

GA: You practice.

CW: And VMC actually does practices this stuff?

GA: We do drills twice a year - and go through all the problems that we encounter and try to fix those each time.

CW: That makes me think of every medical drama and movie. Hollywood does a pretty good job of showing people what an emergency department looks like. But what do they get wrong?

GA: One is that they have an enormous number of exciting things that happen in 60 minutes with time for commercials. The second thing is that we are not all beautiful. And the third thing is probably something I should not say with children present.

CW: I didn't realize children were present, but I catch your drift. One thing the TV shows do is make the emergency departments feel like controlled chaos. Does it feel like that in real life?

GA: You are never confronted with one prob-



and challenging patients you can imagine.

And ultimately you stay here because you are working with some of the best colleagues you find anywhere in the world. Dedicated. Smart. Funny. Compassionate. Absolutely beautiful human beings.

CW: We have had the pleasure of working together for many years now. I'm interested in your thoughts on the VMC Foundation itself.

GA: The Foundation in particular is the most pure, beautiful expression of support for VMC that I have ever experienced. It is completely focused in what it sees as necessary not just for VMC, but uses VMC as it's vehicle to support for the entire community. And that's the part I love about it. ■



Heart Failure Transition of Care Program team from left to right: Nurse Coordinator Catherine Marlatt, R.N.; Director of Care Management Dionette Kelton, R.N.; Clinical Pharmacist Lawrence Dang, PharmD; Medical Social Worker Vanessa Padilla, ACSW; Cardiologist Aravind Swaminathan, M.D.; Health Education Specialist Susan Singh.

Heart Failure Transitions of Care Program

VMC already provides terrific care to heart failure patients. But the real challenge is keeping those patients well and preventing a repeat, life-threatening trip to the hospital.

Working with the VMC Foundation, Cardiologist Dr. Aravind Swaminathan and a multi-disciplinary team of nurses, pharmacists and other staff secured funds from the Gordon and Betty Moore Foundation to pilot an effort to better coordinate care for heart failure patients during and after the hospital stay. If patients do not have the tools and information to take care of themselves once they are discharged, chances are they'll end up right back at the hospital.

"This project is about working smarter and delivering better, more coordinated care to our patients," said Dr. Swaminathan. "We are delighted to have the support of the Gordon and Betty Moore Foundation, and are grateful to the VMC Foundation for helping us make the project happen."

If successful, the team hopes to achieve a 30% reduction in the 30-day readmission rates of heart failure patients by 2014 and a 15% reduction in 90-day readmission rates.

These improvements aren't just good medicine for patients, but they also help VMC save time and money. The goal, after all, should not just be to heal the sick, but to prevent illness in the first place. Thanks to the Moore Foundation, this team is making that a reality.

Thanks to a \$600,000 grant from the Gordon and Betty Moore Foundation, VMC is keeping heart failure patients healthy and out of the hospital.



Elaine Elkin is right at home with the nurses of VMC's Neonatal Intensive Care Unit.

Elaine Elkin – a champion for NICU nurses

Elaine Elkin – successful businesswoman, philanthropist and member of the VMC Foundation Board of Directors – is the personification of the hard-charging Silicon Valley executive who won't settle for second best. But when it comes to the nurses of VMC's Neonatal Intensive Care Unit, Elaine has something of a soft spot.

A long-time donor and champion for NICU nurses, Elaine zeroed in on the sad state of the NICU nurses' break area, a small room cluttered with broken furniture and lacking basic amenities like enough places to sit and store food.

"The room was unacceptable to me," said Elaine. "You can't believe how hard these nurses work. They deserve a nice place to sit and eat."

Working with VMC Foundation, she financed the purchase of new furniture and had storage built for food and other personal items.

"If I can make their jobs easier, and let them know how much I appreciate their work, then I'm going to do it," she added.

"You can't believe how hard these nurses work. They deserve a nice place to sit and eat."

People making a difference

The VMC Foundation is proud to work alongside some of the best professional donors who believe in the work that we do. These are just some of the stories.

Laura Henderson - a survivor leaving a legacy

Laura's first trip to VMC wasn't just a simple walk through the front door, but via a speeding ambulance rushing her to the Emergency Department after a near-fatal car accident. The level one trauma center at VMC – the only such facility in San Jose – was at the ready, and as she tells it, saved her life.

Like so many others, Laura normally had not relied on VMC for her healthcare. But at her time of greatest need, it was there for her, just like it is for every resident of Santa Clara County.

"It doesn't matter where you get your primary care," Laura said. "Chances are there is someone in your life who will experience a traumatic event and will need VMC."

Now, nearly two decades after the accident, Laura and her husband Jason have decided to give something back to the place that she credits for saving her life, by writing a donation into her will to the VMC Foundation. As a member of the VMC Foundation Legacy Team, Laura and Jason are joining a select but growing community of donors who want to make a lasting difference by leaving a gift to the VMC Foundation in their will or estate.

VMC is here for all of us in times of need. The VMC Foundation is grateful to Laura and Jason for being there for us as well.

To learn more about the VMC Foundation Legacy Team, please contact us at 408-885-5206 or visit www.vmcfoundation.org/plannedgiving.



Laura Henderson with her husband Jason Silva and VMC Foundation Executive Director Chris Wilder.

"From the start of life to end of life, VMC knows the needs of our community and this why we left a gift in our will."



The Sharks Foundation funded a major transformation of the pediatric clinic in central San Jose. Staff pose at the grand opening of the newly rededicated Sharks Pediatric Center. From left to right: Lindsey DiMaggio, intern; Jeff Cafuir, Sharks Foundation Manager; Caitlynn Steinberg, Fan Development Assistant; Amber Boyle, Sharks Foundation Board Member; Charlie Faas, Sharks Foundation Board Member, CFO; Kelly Esrey, Sharks Foundation Coordinator; Monte Chavez, Sharks Foundation Board Member; Heather Hunter, former Sharks Foundation Board Member; Jim Sparaco, Sharks Foundation staff; Casey Meyers, Sharks Foundation Assistant; Tim Howell, Fan Development Coordinator. Front row: S.J. Sharkie.

Sharks Foundation and Almaden Valley Kiwanis – transforming VMC Pediatric clinics

Two organizations, two VMC pediatric clinics, two amazing projects

VMC is fortunate to operate pediatric primary clinics in top-notch facilities throughout the County. These clinics form the backbone of our healthcare safety net for kids, providing check-ups, immunizations and urgent care to over 125,000 low-income children annually.

And while the facilities and staff are terrific, funds aren't always available for something almost as important – making the spaces feel welcoming and fun for the young patients themselves. Plain white walls presented a very sterile environment to patients who are often uneasy or scared about seeing a doctor.

Studies show the physical environment of a hospital or clinic can significantly impact the wellbeing of patients. VMC needed to do better.

In 2012, the VMC Foundation embarked on a project to transform the pediatric waiting and exam areas of two community health centers. The VMC Foundation turned to the Sharks Foundation and Almaden Valley Kiwanis.

At Valley Health Center Tully in central San Jose, the Sharks Foundation invested over \$100,000 in the newly rededicated Sharks Pediatric Center, with a new waiting area and exam rooms now adorned with Sharks logos and custom-made posters featuring S.J. Sharkie that promote healthy living habits.

At Valley Health Center Bascom near the main VMC campus, the VMC Foundation coordinated an army of Kiwanis volunteers to design and paint custom murals in 47 pediatric exam rooms. The murals feature animals, nature scenes and other images designed to delight and soothe the kids visiting their doctor that day.

In both cases, the final product was a stunning transformation. Sharks greats like Patrick Marleau and Danny Boyle paid a visit to the Sharks Pediatric Center in January 2012, and Kiwanis earned praise from the Santa Clara County Board of Supervisors for their efforts.

Success at VMC

Success in all of healthcare, with the support of passionate people who are making a difference at VMC.



(from left to right) VMC Foundation Senior Manager for Corporate Engagements & Events Laura Kazanovitz and Almaden Valley Kiwanis leaders Chris verBurg and Sarah Gianocaro stand in an exam room that features a new mural.



Sue Runsvold, R.N. is a Nurse Manager at VMC, and founder of Turning Wheels for Kids, a program of the VMC Foundation.

Sue Runsvold, R.N. – a VMC nurse leader has a vision for a new bike for every kid in need

It started as a simple idea: kids loves bikes, kids need bikes. But not all families can afford bikes.

Wary of the growing child obesity crisis in Santa Clara County, Sue and a team of dedicated volunteers set out to create an organization that would provide free bikes to every kid in need. She came to the VMC Foundation for help with finances and administration – and launched Turning Wheels for Kids, a program of the VMC Foundation.

After some successful fundraising and volunteer recruitment, Sue and her team built and distributed 40 bikes in the first year. The bikes went to kids at VMC's pediatric clinics, homeless shelters, community centers and other youth service organizations. The response was overwhelming.

Corporate sponsors and volunteers flocked to the organization. Last year, the annual Bike Build event filled over 1,500 volunteer slots in less than 4 minutes, producing over 3,000 bikes to donate to needy kids. The success hasn't escaped national attention. Sue was a finalist for the L'Oreal Paris Woman of Worth, an award that recognizes "everyday women who are making a beautiful difference in the world."

One kid at a time, one bike at a time – what a difference indeed.

President John F. Kennedy in 1961 made known to Congress his ambitious goal of landing an American on the moon within a decade's time. His proclamation ignited remarkable collaboration across a wide spectrum of industries and communities that would change the course of history. In 1969, the United States conquered the new frontier when Neil Armstrong became the first man to walk on the moon.

One giant leap

Dr. Steve McKenna, leading VMC's pioneering work with stem cells, believes a functional cure for paralysis will be found in 10 years

At Santa Clara Valley Medical Center (VMC), Dr. Stephen McKenna, VMC Rehabilitation Trauma Center director, is exploring new frontiers in medical research and treatment at VMC's acclaimed Rehabilitation Center. Already, the Center's commitment to medical advances in the treatment of stroke, traumatic brain injury (TBI) and spinal cord injury (SCI) has resulted in such achievements as pioneering the practice of "intensivists" to provide care in ICU settings and incorporating multidisciplinary team approaches to patient rehabilitation. Most recently, under Dr. McKenna's direction, VMC's Rehab Center advanced its role as a leader in world-class rehabilitative care in two groundbreaking clinical trials for spinal cord injury.

In 2011, VMC became the first SCI rehabilitation center in the country to test bionic exoskeleton technology in an inpatient clinical setting. The battery-operated, wearable eLEGS device helps paraplegics create knee flexion that translates into a step, helping people to walk as naturally as possible. Also in 2011, VMC became one of only three sites in the United States to be FDA-approved for the first human embryonic stem cell clinical trial for spinal cord injury. The phase-1 trial was a public-private partnership with Stanford University and Geron Corporation based in Menlo Park. Dr. McKenna worked closely with Stanford to bring the phase-1 stem cell trial to VMC. Katie Sharify, a college student whose injury resulted in paralysis from the chest

down, received the experimental stem cell therapy at VMC. Only five patients across the country were selected to participate in the trial.

With more than 40 years of proven excellence and innovation in delivering progressive rehabilitative care for stroke, TBI and SCI, VMC is poised to be a leader in developing protocols and procedures in the newest frontier in health science – regenerative medicine. To Dr. McKenna, who specializes in spinal cord injury, regenerative medicine is the gateway to finding functional cures for paralysis within the next 10 years.

"The way we'd like to do that is to bring together engineers, scientists and clinicians to address the challenges which can be solved now through technologies like exoskeletons and bionic supplementation of human motion. An intermediate goal is returning types of function that are personally important and relevant to patients with spinal cord injury. Longer term, our mission is to cure the things that can be cured through technologies that exist today and the technologies which are right around the corner," said Dr. McKenna.

Defining this new era in rehabilitative treatment, which includes the use of stem cell technology, Dr. McKenna's team at VMC, the County of Santa Clara and the VMC Foundation are working toward establishing The Silicon Valley Institute of Regenerative Medicine. The 501(c)3 will be dedicated to advancing the field of regenerative medicine with support from public/private partnerships including Stanford University; VA Palo Alto Health Care System; University of California, San Francisco; enterprise and the community at large.

Dr. Benton Giap, Chair of Physical Medicine and Rehabilitation at VMC, is working closely with Dr. McKenna to develop the vision for the Institute. He views the Institute as a necessary continuum in building a more comprehensive and integrative model of care that stands on the shoulders of VMC's premier rehabilitation program. "We're looking at a combination of approaches and stem cells have a very important role for potential treatment," said Dr. Giap.



McKenna is the Director of the Rehab Trauma Center at VMC, a one-of-a-kind intensive care unit that begins the process of rehabilitation often within 24 hours of a severe injury.





“For the first time in history we’ll be looking at curing diseases which have never had a cure.” Dr. Stephen McKenna

Steve McKenna, M.D. in front of the new John A. and Susan Sobrato Pavilion at VMC, which will house the Spinal Cord and Traumatic Brain Injury Rehabilitation Center when the facility opens in 2014.

Echoing his colleague, Dr. McKenna says that the Institute is not designed to clinically treat patients, but to facilitate VMC’s rehabilitation program in reaching its potential.

Opening the doors to world-class scientific research and treatment requires visionary leadership beyond VMC’s medical community. The County of Santa Clara has allocated \$250,000 in seed funding needed to establish the Institute’s public non-profit designation. “We believe in the future of quality health care and stem cell research and treatment,” said Dr. Jeff Smith, County Executive, County of Santa Clara. “The Institute is another step in the commitment to quality, state-of-the-art health care for the community.”

During her tenure on the County of Santa Clara Board of Supervisors, Liz Kniss was instrumental in driving support for the Institute. “I would not have backed this so strongly if I did not truly believe that this is going to be the future. We’ll see regenerative medicine make a huge difference in the treatment of heart disease, spinal cord injury, diabetes, and cancer,” said the former County of Santa Clara supervisor who is also a registered nurse. “For us not to have a leadership role would be a disservice to the community.”

Adding to the County’s support of the Institute is \$150,000 in private donations collected through the VMC Foundation. “The Institute has support beyond the realm of County government,” said VMC Foundation Executive Director Chris Wilder.

While collaboration and innovation propel The Silicon Valley Institute of Regenerative Medicine forward, Katie Sharify is a reminder that VMC is already breaking ground in medical science. Speaking from her own experience with spinal cord injury, Sharify advocates the importance of stem cell research for the advancement of regenerative medicine. Sharify knew that her participation in the phase-1 human embryonic stem cell trial at VMC was for the benefit of science. “I wanted to have something good come out of my injury,” she said. “Living with a spinal cord injury or any degenerative disease is unacceptable because something can be done.”

As VMC continues to shape the future of rehabilitative care, patient outcomes remain

the focus for Dr. Giap. “This is about what we can do together to help patients improve lives and hopefully enhance their function. That’s the beautiful thing about the Institute,” he said.

“Stem cells are going to be a pervasive part of medical treatment. We’re in a unique position now to accelerate that process at Valley Medical Center. For the first time in history we’ll be looking at curing diseases which have never had a cure,” added Dr. McKenna. ■



McKenna sees regenerative medicine as not just a medical endeavor, but one that will require the collaboration of scientists, engineers and other clinicians.



The outdoor terrain park – dubbed “Independence Plaza” – will be a space for rehabilitation patients to practice walking or using their wheelchairs in a variety of real-world surfaces and environments. This plaza has been made possible by the generous sponsorship of The Valley Foundation and the Sovereign Order of St. John of Jerusalem, Knights Hospitaller.

Your name here

VMC’s world-class spinal cord and traumatic brain injury rehabilitation center offers a unique naming opportunity when its new home opens in 2014

Like so many other Silicon Valley success stories, the physical rehabilitation center at VMC started over 40 years ago with a great (but massively difficult) idea and a group of talented people. Could a county hospital build a rehabilitation program for those suffering from spinal cord and traumatic brain injuries? And not just offer the standard care, but innovate new forms of treatment and push the boundaries of rehabilitation medicine?

For the next 40 years, those pioneers and those who followed did exactly that, and in the process saved lives that would have ended too soon or been lost to misery and despair, and gave hope and new possibilities to thousands. They did it by thinking big, taking risks and pushing the boundaries of the possible.

It was a classic Silicon Valley story – and one that seeks to rewrite itself with the opening of a new rehabilitation center in 2014, to be housed in the John A. and Susan Sobrato Pavilion at Valley Medical Center. The Sobrato family will match all donations dollar-for-dollar up to \$5 million.

The new facility offers a unique opportunity for families, private foundations and businesses to help shape the VMC Rehab of the future. Naming and sponsorship opportunities exist throughout, from the front of the building, to an aquatic therapy center to a pediatric rehabilitation gym.

But more than the sponsorship opportunities is a chance to write a new chapter in the storied history of VMC rehab. In the last 40 years, the lives of thousands have been impacted in profound ways. The future is just as bright, but only with the right help.

If you are interested in learning more about sponsorship opportunities, please contact Chris Wilder, VMC Foundation Executive Director at 408.885.5299, or email vmcfoundation@hhs.sccgov.org. ■



A rendering of the front of the new physical rehabilitation center on the left of the John A. and Susan Sobrato Pavilion that will prominently feature the name of a major sponsor who seeks a lasting partnership with one of the Silicon Valley’s most iconic medical institutions.



The aquatic therapy pool will be a key feature of the new rehab center. Sponsors will play an important role in keeping this unique service and others at the highest quality for all patients.



YOU ARE
CORDIALLY INVITED
 TO A
SPECIAL TOUR
 OF
VALLEY MEDICAL CENTER
 IN SAN JOSE

Join us for a special insider's tour which will include a look at our state-of-the-art Neonatal Intensive Care Unit, Rehabilitation Center and highlight the new construction on the VMC campus.



vmcfoundation.org   

Schedule Your Tour

Tours are scheduled on an ongoing basis. **If you are interested, please call 408.885.5206 or email vmcfoundation@hhs.sccgov.org.** Individuals and groups—large and small—are welcome.

Valley Medical Center

751 South Bascom Avenue, San Jose, CA 95128

About VMC Foundation

VMC Foundation raises donations from the community on behalf of our hospital and the entire Santa Clara Valley Health & Hospital System. The Foundation seeks these funds for programs that support community well-being, improve the quality of care, and promote access to medical treatment for all residents of Santa Clara County regardless of their ability to pay.

Solid Footing

We're in the business to provide needed capital and cash management solutions to support the financial growth needs of local area businesses.

If you are looking for a hardworking, responsive business partner, consider Focus Business Bank.

Commercial Real Estate

Equipment Financing

Working Capital Infusion

Lines of Credit

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We make business work

"Working with Focus Business Bank has streamlined our banking, so we can focus on the business of supporting Valley Medical Center."

Christopher Wilder, Executive Director, Valley Medical Center Foundation

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