

## Did you know?

Three cards from your wallet can make a difference! You can use your medical insurance card at BMC when receiving care. You can make a charitable gift with your credit card and... more than likely, you have a business card of a friend who would be impressed to learn more about BMC. Contact us today to share any of these 3 cards in "Caring for Our Community!" We'd love to hear from you!

## New Portable X-Ray Machine Arrives

Through the generous contributions from the 2006 Combined Giving Campaign a new portable x-ray machine was purchased. This machine is used by many departments in the hospital. Mark Laughery, Director of Ancillary Operations, is pleased with the new equipment.

The 2006 Combined Giving Campaign raised \$54,700 to replace two machines that were more than 18

years old! In addition to the funds employees donated, the Iowa Clinic Healthcare Foundation made a

generous contribution of \$30,000 toward the purchase of the machines.



BMC Staff members and Iowa Clinic representatives pose with the new machine. Pictured are Connie Rainey, Francie Jahn and Jody Jenner all of BMC; Ed Brown and Dr. Hade with Iowa Clinic and Dr. Rick Sidwell.

## BMC Receives \$80,000 from Variety—The Children's Charity

The BMC Foundation recently received a generous gift from Variety—The Children's Charity. Their gift of \$80,000 will be used to help purchase new central fetal heart monitors for the Family Birthing Center. These monitors will benefit patients and unborn babies as well as physicians and staff.

A Central Fetal Heart Monitor is a piece of high-tech equipment that is hooked up to an expectant mother to monitor a baby's heart beat. It is different

from other monitors because the equipment feeds into a central computer system at the labor and delivery nurse's station. This centralized observation allows obstetrical nurses and OB-GYN physicians to simultaneously check on several babies' heart beat rhythms while the moms are in labor in different patient rooms. If a baby's heart rhythm changes and the baby becomes distressed, an alarm sounds at the nurse's station within seconds, allowing immediate response.

This system will also allow a physician to view and evaluate the fetal monitor strip in the prenatal clinic or at home, saving precious time in intervening, should that be necessary. The system automatically archives the fetal monitor strips electronically, so that they can easily be retrieved for review, and allowing for more efficient long-term storage.

Currently at Broadlawns, an individual fetal heart monitor is hooked up to each mother and the nurses run from room to room to check on the individual baby heart monitor strips.

Variety's generous gift will have great impact on the lives of many!



# Fall Gala 2006 - A Smashing Success!



Thanks to our sponsors, friends and guests who helped us raise approximately \$104,000 to benefit the BMC Family Birthing Center!



*“We greatly appreciate all the community-wide support that we have received, and it is only with this support that we can help to ensure that Broadlawns Medical Center can continue to care for our community.”*

~ Dave Merritt,  
co-chair, BMC  
Foundation Board

*“Broadlawns Medical Center is the only hospital in our community that does not currently have this type of technology, which is crucial to the survival of high risk babies and will save lives.”*

~Governor Ray,  
Honorary Chair, 2006  
Fall Gala benefiting  
the BMC Family  
Birthing Center



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Broadlawns Medical Center Foundation hosted its fourth Fall Gala event on September 29, 2006 at the Sheraton West Des Moines. The evening included a reception and wine tasting as well as silent and live auctions. Governor Robert and Billie Ray served an Honorary Chairs with Steve Karlin of KCCI Channel 8 as the Master of Ceremonies. Special guests, Dr. and Mrs. Vince Lewis and Mrs. Loretta Sieman shared their moving "BMC stories" during dinner.

Steve Karlin and Dr. Vince Mandracchia, BMC Interim Chief Medical Officer, did an excellent job as "dueling" auctioneers — stepping in at the last minute. The 2006 Fall Gala event was attended by approximately 200 individuals, including sponsors, special guests, community representatives, and members of the BMC family (Trustees, Foundation, Physicians, and Staff). Thanks to everyone for a great night!

#### **BMC Foundation Board of Directors**

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#### *Honorary Members:*

Julius Conner, M.D.  
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Jody Jenner, President

## Ronald McDonald House Charities Supports BMC



**Shelly L. Jordan**  
Director of Fund Development  
for BMC Foundation, can be  
reached at 282-5755 or  
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Contact the Foundation at  
(515) 282-3200 to learn  
more about giving  
opportunities to benefit  
BMC, or to make a gift,  
schedule a presentation or  
tour.



BMC celebrated the arrival of a new pediatric surgical crib with our friends from Ronald McDonald House Charities of Central Iowa. The new bed replaces the old one which was outdated. Dr. Barron, Section Chief, notes "These monies will help ensure better outcomes and quicker recovery times for our pediatric patients." Pictured above with the crib are Jim Baker, Teri Nelson, Jen Peffer, Dr. Barron, and Susan Kirstein.

### Combined Giving Campaign

Coming your way soon is the Combined Giving Campaign 2007. This campaign will focus on raising \$100,000 needed to purchase a new c-arm imaging system as well as a new surgery table. These items will increase opportunities to serve patients thru surgical procedures as well as offer another x-ray to lessen wait times and provide better customer service.

BROADLAWNS MEDICAL CENTER **FOUNDATION**  
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