

# Cottage

THE MAGAZINE OF COTTAGE HEALTH SYSTEM

FALL 2009

## MAKING A DIFFERENCE

*Meet our volunteers.  
Santa Barbara native Jayne Wickman  
reflects on her life in the city and service  
at the hospital.*

## REAL LIFE IN THE ER

*Our Trauma Services team shares  
insight into what it takes to work in  
the fast-paced, high-pressure world  
of Emergency Medicine.*

**PLUS:** Keeping the Hospitals Secure • Teaching New Doctors • Construction Progress in Pictures





## Tennis, Anyone?

### *Junior Wheelchair Sports Camp at UCSB*

During this popular event last July, Martin Mendez revved up his wheels for a little time on the court. Sponsored by Cottage Rehabilitation Hospital (CRH), Rehabilitation Hospital Foundation, and University of California, Santa Barbara, Junior Wheelchair Sports Camp is designed for individuals between the ages of 5 and 19 years who use a wheelchair to participate in sports.



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## Our Hospitals

**Santa Barbara Cottage Hospital (SBCH)** Today a 408-bed acute care teaching hospital and level II trauma center, the largest of its kind between Los Angeles and the San Francisco Bay Area, the hospital was founded in 1888 by 50 women determined to provide a healthcare facility for the growing community of Santa Barbara. With annual admissions of 19,000 patients, 40,000 emergency department visits, and 2,800 births, the hospital is renowned for its comprehensive maternal-child and pediatric services (**Cottage Children's Hospital**), cardiac, neurosurgical and oncology programs, emergency and trauma services, modern operating rooms, sophisticated diagnostic radiology equipment, outpatient surgery, eye center, psychiatric and chemical dependency services, and inpatient and outpatient rehabilitation services (**Cottage Rehabilitation Hospital**).

Its medical staff of more than 600 includes specialists in all major clinical areas, many of whom are involved in the training and education of new physicians in the hospital's internal medicine, general surgery and radiology residency programs.

**Goleta Valley Cottage Hospital (GVCH)** Founded in 1966 to serve the growing community of Goleta Valley, the hospital today is licensed for 122 acute-care beds, admits 1,700 patients a year and sees 18,000 emergency visits. Recognized for its Breast Care Center, specialized subacute unit and Center for Wound Management, the hospital joined forces with Cottage Health System in 1996.

**Santa Ynez Valley Cottage Hospital (SYVCH)** Offering acute-care services to the residents and visitors of the Santa Ynez Valley since 1964, the 20-bed hospital became affiliated with Cottage in 1995, and today continues to provide inpatient and outpatient surgery, 24-hour emergency services, and a physician office rental program that brings specialists to the Valley on a regular basis. Inpatient admissions in 2008 totaled 300. There were 6,900 emergency visits, and Valley residents increasingly rely on the hospital's busy outpatient radiology and laboratory services.

(Statistics from the year 2008)





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THE MAGAZINE OF COTTAGE HEALTH SYSTEM  
FALL 2009



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**Santa Ynez Valley Cottage Hospital:** Barbara Davidge

*Cottage Health System's mission is to provide superior health care through a commitment to our communities and to our core values of excellence, integrity, and compassion.*

## Charity care for the uninsured

Cottage's charity care guidelines, part of our long history as a not-for-profit organization serving the healthcare needs of the greater community, state that all uninsured patients in need of emergency services will be eligible for financial assistance—including free or reduced payment care. To find out more about this program, feel free to call us at (805) 879-8900. We are here to help.

## Cottage Magazine

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PHOTO BY DAVID POWDRELL

## Ready to Climb

Junior Wheelchair Sports Camp fun continues as William Hastings conquers the rock climbing wall. See the back of this issue for a schedule of upcoming community health and wellness events offered by Cottage.

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OCTOBER 2009



## Dear fellow community members,

Feeling confident that your community hospitals are prepared to deal with disasters and are able to continue treating the sick and injured: that's critically important to all of us here on the Central Coast.

And such planning is an essential part of operating our hospitals. Cottage participates regularly in Countywide and Statewide disaster drills, where our ability to respond to an influx of patients is tested in cooperation with external agencies. In both drill and actual disasters, a hospital Command Post is immediately established onsite for coordinating inhouse response and for communication with fire, law enforcement and emergency services.

Our unusual share of wildfires in recent months has been a special challenge. Running on emergency generators for hours at a time, transporting medically fragile residents from the Villa Riviera senior living facility to one of the hospitals, determining that essential staff could get to and from work safely—there were hundreds of decisions and actions that needed to be made in the midst of these community-wide disasters. In fact, at the peak of the Jesusita Fire this past May, SBCH for the first time in its history made preparations to evacuate the hospital itself as flames threatened to cross over Foothill into the heavily residential

areas of San Roque and Oak Park. Within one hour, hospital staff determined exactly which patients could be discharged, which should be transferred to other facilities, how many ambulances would be needed, who could be transported by other means. It was impressive.

Being certain that our hospitals can be self-sufficient in terms of power, food, water and medical supplies in a natural disaster calls for ongoing assessment and planning. So too does the potential for a pandemic medical crisis, where the spread of infection and the associated challenge of adequate staffing become critically important.

We at Cottage take very seriously our responsibility to be more than adequately prepared to serve our community in a disaster of any kind. I am proud of our staff and our physicians who put the care of their patients at the forefront of their priorities. Thank you for your trust in us.

Ron Werft  
President and CEO  
Cottage Health System





PHOTO BY GLENN DUBOCK

Visitors entering the lobby at SBCH will receive an identification badge at the new security desk.

## STEPPING UP SAFETY

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In late June, Cottage introduced a mandatory badging system for visitors to each of our hospitals.

We did this because, along with providing the highest quality care to members of our communities, we take very seriously our role in providing a safe environment for patient care. In recognition of the fact that Santa Barbara is growing and changing, we too must constantly evaluate our own policies and processes. Over the past two years, in fact, Cottage Health System has increased its security

in a number of ways in an effort to provide the safest possible environment for our patients, employees, physicians, and volunteers. Most of these changes are not visible to the public.

We are not alone among hospitals nationwide in needing to address issues of safety, inappropriate or erratic behavior, even violence. Recent incidents both in and outside of Santa Barbara

have heightened our awareness of the fundamental responsibility we have in this regard. Certainly the abduction of an infant earlier this year, in spite of Cottage's security systems being among the best available, reinforces the need to be ever vigilant in protecting all patients who entrust us with their care.

Introduction of the new patient and visitor identification system has gone smoothly, and we want to acknowledge the cooperation of all those whose habits have

had to change regarding entrances and exits to our hospitals. We appreciate your stopping at our entry desks in order to identify yourself, and to indicate whether you are visiting a patient or coming for tests or treatment. The greeters at these entrances are there to assist you both in obtaining the badge and in providing directions to the appropriate department or patient care unit. In order for patients and visitors to access the hospital as quickly as possible, we have asked physicians and employees to enter through other secured entrances. Please don't ask employees to let you in behind them through these secured entrances. It presents a conflict for them in trying to help you while also assuring that security is not breached.

These security controls are occurring at each of the Cottage hospitals—in Santa Barbara, Goleta and Santa Ynez Valley. It's a challenging task. Currently, more than 4,000 individuals enter through the doors of our hospitals on a daily basis. Our hospitals must remain comforting and welcoming refuges for the sick and injured, yet there's a need to balance a welcoming environment with greater control of access to our facilities.

We believe that these changes are both necessary and important. We thank you for your understanding and support as we implement these security enhancements and ask also that you let us know how we can further improve our service to you. ♦

JANET O'NEILL can be reached via e-mail at [joneill@cottagehealthsystem.org](mailto:joneill@cottagehealthsystem.org)



The Grotenhuis family, with Anna and David on right side of photo.

PHOTO BY BARON SPAFFORD

## Grotenhuis Pediatric Multispecialty Clinic Opens on Oak Park Lane

In appreciation of a \$1 million gift from David and Anna Grotenhuis of Montecito to support the Campaign for Cottage Health System, the pediatric outpatient clinic was renamed the Grotenhuis Pediatric Multispecialty Clinic at Cottage Children's Hospital (CCH).

## Children's Miracle Network Celebration Raises More Than \$500,000 for CCH

A special weekend focusing on the needs of critically ill infants and children took place May 30–31 at Santa Barbara Cottage Hospital during the Children's Miracle Network broadcast.

Pledges from the community continued the 23-year tradition of local support which has helped to build an impressive array of neonatal and pediatric services

including a neonatal intensive care unit, the region's only pediatric intensive care unit, and the only comprehensive pediatric cancer program between Santa Barbara and the Bay Area.

The telethon raised significant funds this year totaling more than \$525,000 to support continued high quality children's services at Cottage Children's Hospital.

## SYVCH Toasts Campaign Success

On Saturday evening, May 16, 2009, nearly 200 Santa Ynez Valley residents and guests convened at the newly renovated Hotel Corque in Solvang to celebrate the successful conclusion of the \$7 million Building Campaign for Santa Ynez Valley Cottage Hospital. More than 400 donors contributed to the campaign which was led by co-chairs Charles Chester and Tresha Sell.

Celebrating the community's generous support of the Building Campaign for SYVCH: (from left) Charles Chester and Tresha Sell, Campaign Co-Chairs; James Lindsey, Campaign Adviser; Ken Mills, Honorary Chair; Wende Cappetta, Vice President of SYVCH and Ron Werft, President and CEO of Cottage Health System. PHOTO BY MONIE DE WIT







A Santa Barbara native, Jayne Wickman has worn many hats in our community.

- Pictured from left:
- Picking lemons at the home she and Swede built.
  - At work in the U.S. Forest Service office.
  - Donning a hard hat for the SBCH groundbreaking ceremony in 2005.
  - At work with the Public Affairs volunteer committee: Jayne, Jane Uyesaka, Elouise Paez and Si Russo.

# MAKING A DIFFERENCE

## Volunteer Spotlight | Jayne Wickman

**She remembers** when this was a sleepy beach town in the 1930s, when a hot dog stand and a malt shop welcomed school kids on Cabrillo Boulevard as they congregated after swimming to the rafts offshore. She remembers the original Jimmy’s Oriental Garden on that same street, a street where there wasn’t much else at the time. If there is a face of Santa Barbara, hers might be it. Jayne Wickman, volunteer extraordinaire.

Jayne’s been a fixture at Santa Barbara Cottage Hospital (SBCH) as long as most can recall. In years: 32. In hours on duty: 17,500. It’s the equivalent of nearly 10 years of full-time work, all donated in volunteer service. And that’s just at the hospital. She’s also a volunteer at the Santa Barbara Mission.

**COTTAGE AND JAYNE HAVE BEEN PAIRED SINCE** the very beginning. Jayne was born in one of the hospital’s early buildings in 1919. She graduated from Santa Barbara High School. Her late husband, Richard “Swede” Wickman, was a longtime city fire-fighter for Santa Barbara, serving as fire chief for five years before he retired in 1975.

Jayne worked with the U.S. Forest Service for 17 years—in accounting and as public information officer—tallying the costs of fighting specific fires and providing media updates on fires. So it’s no surprise that she’s such a valuable volunteer at Cottage, at the surgery information desk and in development and public affairs.

It was after Swede had an extended hospital stay at SBCH in 1974 that she said to him, “When I retire, I’m going to be a pink lady.” Back then, most of the volunteers were women who donned pink smocks. Now times have changed, and the hospital’s volunteer team is a diverse group of men and women, young and young-at-heart.

The attitude of the volunteers and nurses, and the care they provided to Swede, inspired Jayne to march into the hospital just two months after she retired in 1977. She was back to fulfill her pledge. And a pink smock she acquired...the inspiring attitude she brought with her.

Looking back on her 32 years of service, Jayne credits her volunteer work with keeping her young (she celebrated her 90th birthday this year). “It’s added a lot to my years,” says Jayne, while her fellow volunteers chide her for being too modest.

“Jayne isn’t taking credit for all she’s done,” says Elouise Paez, fellow volunteer and childhood friend. “My daughter always says, ‘Jayne is my mentor.’”



**I'M A VOLUNTEER** because it's so gratifying to be able to help somebody else, especially after you've been there and know what it's like. Plus, I like to be around people. — JAYNE WICKMAN, SBCH VOLUNTEER



Indeed, Jayne inspired both Elouise and Elouise's daughter, Julie Boller, to become volunteers. But the list doesn't stop there. It includes Jayne's own family: Swede volunteered with Cottage for many years, and daughter Sharynn volunteers, often alongside Jayne at hospital events.

As someone who thrives around people, Jayne is perfectly suited to her role at the surgery information desk—keeping families informed when their loved ones are in surgery. When the hospital began scheduling more surgeries on Saturdays, Jayne and fellow volunteers on the surgery committee didn't hesitate before offering to increase their weekend hours.

"Someone needed to be there to help the families," she says. "It can be a stressful time for them, waiting for news. They're so appreciative of the information we provide. I've been there...I know what it's like. And I know the difference one person can make."

**THROUGH THE YEARS JAYNE'S SEEN MANY** changes in the hospital and held many roles, from her early days delivering patient menus and working in the gift shop and the emergency department, to phoning Lifeline clients to test their emergency call devices, to serving as Auxiliary president.

At Cottage Baby Fairs (more than 20 so far) and a multitude of other community events, Jayne has faith-

fully volunteered her assistance. She witnessed the beginning of the pet assisted therapy (PAT) program, which began with one nurse's very lovable Samoyed.

The popular PAT program has grown to include 40 canines, and now Jayne says she always keeps dog treats with her at the surgery information desk: "Millie [a King Charles Spaniel] charms the whole waiting room. People just love her. But she always comes to say hello to me first, before she sets about her work. She knows I have the treats!"

In fact, Jayne is recognized by just about everyone at the hospital. She enjoys working with the doctors. She knows what kind of chocolates each prefers—it's true that she brings treats for employees and physicians, too—and what their workday habits are. "I've been here long enough to see physicians have children and then grandchildren," she laughs. "And I run in to many of them around town. We have fun joking together."

After all the positive stories of working with patients and families, Jayne pauses and remembers one of her favorite changes to the hospital in recent years, "The nice new parking lots...I don't even remember where we parked before!"

Sometimes it's the simple things that make a big difference. ◆

COLETTE BRIERE / PHOTOS FROM WICKMAN FAMILY AND BY GLENN DUBOCK

# I'M A VOLUNTEER

because after I retired I wanted to do something rewarding with my time. While golfing one day I met a former staff member from Rehab who suggested I try volunteering. Thirteen years later I'm still here, serving up patient meals. Sure, the paycheck's not so good...but the rewards are great!

— KEN KUROSUMI  
COTTAGE REHABILITATION HOSPITAL







**I'M A VOLUNTEER** because I love children and I think when they're in the hospital they need to see someone who's there just to divert them from their worries with stories and laughter and toys and crayons.

— SHELLEY COLE  
COTTAGE CHILDREN'S HOSPITAL

**I'M A VOLUNTEER** because it allows me to aid the people in our wonderful, close-knit Valley. Sometimes just a few words of support can help ease anxiety.

— MARILYN MORGAN, SYVCH



**I'M A VOLUNTEER** because of Penny. Someone at her dog agility lesson recommended that we visit the patients at Cottage. It's nice to bring them joy and smiles when they're not feeling well. And they often give that back to us. I love it when people stop me around town and thank me. Usually it's something like, 'I don't remember your name but Penny came to visit me when I was in the hospital.'

— BONNIE WAGNER & PENNY  
SBCH PET-ASSISTED THERAPY

*Penny recently received an award for more than 250 patient visits—that is a big number for a little dog.*



I'M A VOLUNTEER because I look forward to coming here each week...the pleasant atmosphere, the friendly nurses and the great food...I'm sold! Plus, the doctors here draw patients from all over the world, for things like knee repair and jaw surgery, so I get to meet so many interesting people. — DONNA ROBERTSON, GVCH



I'M A VOLUNTEER because I saw an ad in the paper. I joined right away...25 years ago. I love working in the front lobby because the people are so nice. We sometimes spend hours with patients' families. When they're leaving the hospital they often stop to thank us for what we do. That just makes me happy.

— JEAN FURINO, GVCH



## Learn more about becoming a Cottage volunteer.

Men and women of all ages are needed in almost every department at each of Cottage's hospitals. If you have a desire to help others and a few hours each week to give, you could become a Cottage volunteer.

Visit our website at [www.cottagehealthsystem.org](http://www.cottagehealthsystem.org) or call Pat Doherty, Director of Volunteer Services, at 569-7357 to complete an application or to find out more.



# Mission Critical

*Responding to traumas...*



Always on the move, Denise McDonald, left, and Kelly Kam review essential details on an incoming trauma patient.

**E**mergencies strike every day in the midst of regular routines. A teenager riding his skateboard falls and slams his head on the pavement. A man jogging in Shoreline Park collapses from cardiac arrest. A woman driving home on Highway 101 is clipped by a speeding vehicle.

They have families, stories and accomplishments...and lives that they desperately want to return to. The clock can't turn back, but the trauma team at Santa Barbara Cottage Hospital does everything possible to keep it moving forward for the people who are transported to its Trauma Center every day, by ambulance and air rescue helicopters.

For each patient, when minutes can mean the difference between life and death, the trauma team members jump into action. They are on a critical mission. Every move they make is with one unified purpose: To save a life.

"It takes a unique personality to work in trauma," says Denise McDonald, RN, (clinical manager of Emergency and Trauma Services) who's worked at Cottage for the past 29 years. "It's true, we're adrenaline junkies who thrive at a fast pace and want to help right away. We're a close-knit bunch and this

## TRAUMA FACTS

**Cottage Trauma Team  
Activations  
by Injury in 2008:**

**FALLS  
657**

**MOTOR VEHICLE  
COLLISIONS  
320**

**BICYCLE-RELATED  
INJURIES  
142**

## **SBCH Emergency Department Vital Stats 2008:**

Number of patients visiting the  
Emergency Department for care:  
**40,000**

Patients requiring care by the  
Trauma Center team:  
**1,700**

is not a career for someone who doesn't learn quickly and work collaboratively. Trauma cases are intense.

"It's sort of an organized chaos responding to critical injuries," she explains. "Each situation is different. But there are also patients who come in needing a quieter kind of emergency care and compassion, and we provide that balance. No matter what kind of shape they're in we try to remember that they could be our family members, our brothers or sisters. And we treat them that way."

The trauma team is well equipped for its mission. The hospital is a Level II Trauma Center—the only one with this designation on the Central Coast between Los Angeles and San Jose—and its specialized team responds to trauma emergencies throughout Santa Barbara County, as well as parts of Ventura and San Luis Obispo counties.

With the community's support, Cottage has assembled a team of trauma surgeons and nurses, emergency physicians, surgical residents, neurosurgeons, orthopedic surgeons and anesthesiologists along with the latest technology and sophisticated equipment. It all adds up to a Trauma Center that equals those found in much bigger cities.

"Our trauma bays rival those found in Level I trauma centers in the top teaching hospitals in Los Angeles, with equally superior state-of-the-art equipment and personnel to provide the best care for our trauma patients," says Kelly Kam, RN (program manager for Trauma and Pre-Hospital Care), citing a recent Joint Commission review.

Holding a Level II designation means that Cottage can provide rapid response and very aggressive treatment during the critical initial hours of trauma care. Because traumatic injury can affect more than just the body, Cottage's trauma team provides support through recovery. The team includes mental health specialists, social workers, spiritual care services, discharge planners, and rehabilitation therapists.

Additionally, the Cottage Trauma and Surgical Research Department was established in 1997 to promote significant, ethical research in the hospital setting. More than 25 clinical studies are being conducted in areas such as critical care, surgery, trauma, infection, and pain management. It's all part of Cottage's mission to serve the community and to provide the best medical care possible. ♦ MARIA ZATE / PHOTO BY GLENN DUBOCK

Cottage's designation as a Level II Trauma Center is determined by the American College of Surgeons and Santa Barbara County Emergency Medical Services Agency.

## Exuberant SBCH Campaign raises over \$110 million

### *What happens next?*

Beyond the costly bricks and mortar now rising on the construction site of the new SBCH lies a vision for the future. We're talking about the kinds of programs that will further position the new facility as one of the leading community teaching hospitals in California for you, your family, your neighbors, your friends. With the extraordinary generosity of donors helping us surpass the recent \$100 million campaign goal, we turn our attention now to eight distinct philanthropic priorities.

- Cottage Neuroscience Institute
- Level II Trauma Center
- Women's Services
- Cottage Children's Hospital
- Medical Education
- Nursing
- Healing Arts
- Endowment

We hope that one or more of these will be worthy of your interest and support. If you would like to know more about any of these areas of focus, please contact me.

As a not-for-profit organization serving the community since 1891, Cottage will always value the partnership it develops with its donors and new friends. Such meaningful contributions have built the hospital into what it has become over the years. Your continuing support will lead us to higher levels of excellence, integrity and compassion. Join us in the vision. Saving lives. Securing the future. ♦

SUZANNE DALSTON is vice president of Development & Public Relations. She can be reached at 879-8980 or [sdalston@cottagehealthsystem.org](mailto:sdalston@cottagehealthsystem.org)



# UNDER CONSTRUCTION



PHOTO BY SCOTT GIBSON

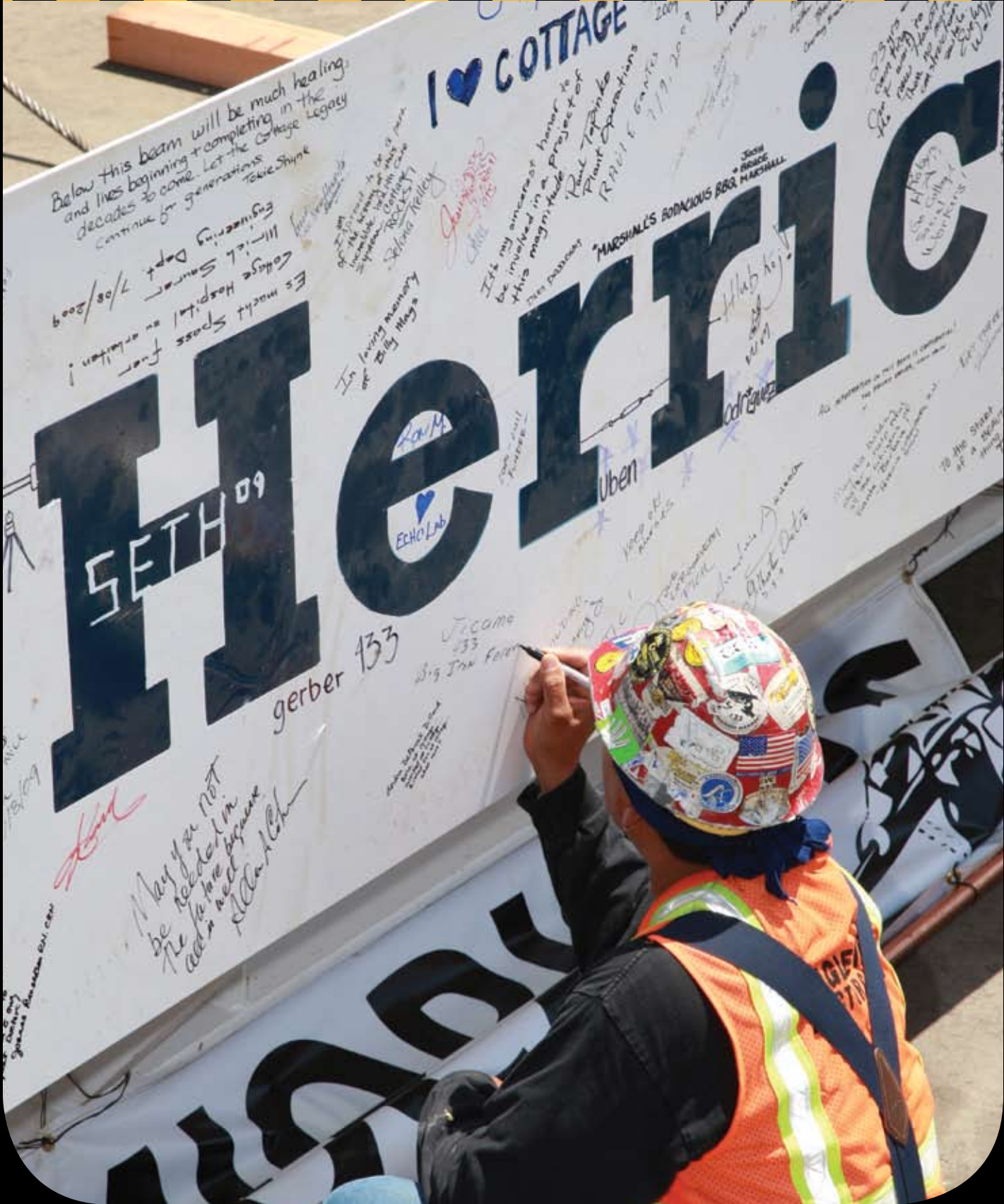
## *Building hospitals*

Viewed from the east, a new parking lot for Goleta Valley Cottage Hospital is in place across from the Patterson Avenue facility in preparation for building a brand-new hospital to the south of the current facility. Meanwhile, to the right, the retrofit and upgrade of Santa Ynez Valley Cottage Hospital continues to progress toward completion in 2010.



PHOTO BY GLENN DUBOCK





PHOTOS BY GLENN DUBOCK





## FRAMING *the future*

On a sunny day in July, Santa Barbara Cottage Hospital and McCarthy Building Companies celebrated a milestone in the construction of the new hospital. One of the final structural steel beams for the new hospital along Pueblo Street was put in place as part of a “topping out” ceremony. The beam was signed by Cottage employees and the construction crew prior to a crane hoisting it onto the roof of what will be the Diagnostic & Treatment Center.

View SBCH construction progress on our web cameras:  
[www.cottagehealthsystem.org](http://www.cottagehealthsystem.org).



PHOTOS BY GLENN DUBOCK





It's full steam ahead for the new Santa Barbara Cottage Hospital as steel takes shape on the future elevator tower (opposite page), interior work progresses behind protective white sheeting (upper right), and floor-by-floor rebar goes into place (lower right). This phase of the new hospital is scheduled for completion by summer of 2011.



# The future of MEDICINE

For more than 85 years now, young doctors from far and wide have been coming to Santa Barbara to continue their training. Offering one of the few graduate medical education programs between Los Angeles and the Bay Area and with a national reputation for high quality teaching, Santa Barbara Cottage Hospital (SBCH) has been successful in attracting the caliber of young physician which adds to the program's standing.

Three medical career paths are offered to a total of 48 residents: 25 in Internal Medicine, 14 in General Surgery, and 9 in Diagnostic Radiology. Many program participants say that one of the strongest attractions to SBCH is the variety of cases that residents have. Dr. David Kolegraff, who completed his surgical residency at Cottage in 1989 and has been busy in its operating rooms ever since, agrees. "Compared to programs in large university settings, the breadth of experience offered at Cottage was a definite draw for me," he says. "Surgical residents here aren't confined just to general surgery. The variety and volume of cases—including ortho, gyn and other procedures—and the overall operative experience one gets through the Cottage program are a big plus."

Certainly, the training regime is rigorous, although the horror stories of 36-hour shifts without a break are no longer the norm in today's residency programs. Always under the guidance of attending staff physicians, the residents provide medical and surgical care to hospital patients without private insurance or without their own personal physician. They also assist private attending physicians with the care of their patients. And of particular value in the after-office hours, they help admit patients who have been seen by the Emergency Department physician. This translates to immediate response and 24-hour in-hospital coverage for illness and accidents, and it can bridge the time before the on-call specialist or personal physician can get to the hospital.

The residents also take turn staffing the Santa Barbara County Public Health Department outpatient clinics, and as experience increases, can take on more and more responsibility for inpatients and outpatients, eventually becoming involved in supervising and evaluating the newer residents.

Organizing and presenting educational conferences for their physician peers adds another dimension to residency training. Prominent medical and surgical experts—some local, some visiting professors—are invited to lecture at hospital conferences too, and it's generally





### Who gets accepted to which program?

With only a few openings available each year at teaching hospitals like Cottage, what's known as annual "Match Day" becomes a moment of tense decision as hospitals and future residents get ready to weigh their options. The young doctors have already applied to a number of programs and ranked their first choices. Similarly, Cottage has reviewed applications, conducted interviews, and ranked its first choices. Using a computer algorithm to align the preferences of the teaching programs and the applicants, "The Match" is conducted. After several months of interview time and a month of computer analysis by the independent National Resident Matching Program in Washington, DC, results are revealed simultaneously on a specific date (March 19 this year) to the thousands of participants applying for available training positions across the country. "We continue to be extremely fortunate in having our top choices accept positions in the Cottage programs," says Dr. Robert Reid, recently retired director of medical affairs and long-time local physician, who pointed out that in the surgical residency program alone, more than 380 people applied for the 3 available first-year spots.

### Coming Home Doctors

Two of the newest physicians in town have much in common. Dr. Ashley Thorsell (right) and Dr. Matti Jansen (left), now in their first year of internal medicine residency at SBCH, are continuing a friendship that began at Washington Elementary School, continued at La Cumbre Middle School, San Marcos High School, and then Cal Poly San Luis Obispo, where both majored in microbiology. They took different directions in medical school. Thorsell is focused on endocrinology, strongly influenced after developing diabetes at age 19. Jansen, an international traveler, is inspired by global health.

Why medicine? Both admit they were driven and determined to become physicians, not by their parents, but by their own passion. It has to be your own drive, stress the young doctors, who witnessed students dropping out of medical school because the choice had not really been theirs. "Medical school is extremely hard," they admit. "You sacrifice so much." But for now they're both glad to be back in Santa Barbara with the comfort and support of family nearby. Welcome home, doctors.

acknowledged that such events bring academic stimulation to the hospital. Together with collaboration between residents and attending staff, some of whom serve on the teaching faculty as physician preceptors and provide one-on-one learning opportunities to the residents, the environment at a teaching hospital has mutual benefits for teacher and student, and ultimately for patients.

Dr. Andy Gersoff is among those who truly believe this. "It engenders self-examination, academic stimulation, and questions about why we are doing what we're doing, particularly in a time of rapidly changing medical knowledge and technology." And it remains gratifying to him and other members of the established medical staff to watch these young doctors train and develop. "There's no doubt that a teaching hospital challenges existing staff to stay current on the latest developments and ongoing research in medicine," adds Gersoff, program director of Internal Medicine Residency for the past 20 years.

What's also significant is the number of local physicians today who completed all or part of their residency training at SBCH and chose to practice in the community. It could be part climate, part great place to live, but combine those with a caliber of physician that's the envy of any town, and the greater Santa Barbara community has a winning mix. ♦

JANET O'NEILL / PHOTOS BY GLENN DUBOCK



# LEAVING A LEGACY OF GENEROSITY

## *Dr. Robert and Patti Reid*

**DR. ROBERT REID AND HIS WIFE, PATTI, HAD THEIR FUTURE ALL MAPPED OUT.** He was completing his education at the University of Colorado, and had already selected the Denver hospital at which he would begin his practice. Since Patti had strong family ties to that area, they had even picked out a few neighborhoods as possibilities for their first home.

The military draft changed everything. Assigned to Vandenberg Air Force Base, Dr. Reid served his two years in the military on the Central Coast. They returned to Colorado but when the snow arrived, both felt the urge to return to California. They selected Santa Barbara and Dr. Reid began his long and distinguished association with Santa Barbara Cottage Hospital. He set up his obstetrics practice, first with a group of physicians, and later as a sole practitioner. During his career, he served as Chief of Staff of Santa Barbara Cottage Hospital and as a member of its Board of Directors.

Fourteen years ago, he was selected as Cottage's Director of Medical Affairs, an executive management position on the administrative staff of Cottage Health System. In this capacity, it was Dr. Reid's role to represent the administrative voice to the physicians, and to share the medical community's perspective with administration and the Board of Directors.

When asked about career highlights, he spoke with pride about the creation of the Medical Advisory Panel (MAP). This group of highly esteemed physicians meets periodically to discuss strategic issues and, because they are respected and think globally, they are able to bring a strong medical community voice to important issues. Dr. Reid also acknowledged the exceptional work of those who manage the physician credentialing process. Finally, he expressed appreciation for the relationship between the medical staff and administration. Known for his light touch and use of humor, he commented on his managerial experience: "I feel blessed. I see opportunity everywhere and that



is reflected in the way I approach responsibilities."

What's next? Bob and Patti have four children. In retirement he is hoping for "big blocks of unstructured time" to spend with family and friends, peppered with the opportunity to write, a passion he has enjoyed since he graduated from the University of Colorado with a BA in English Literature. He is also interested in art, sculpture in particular.

**LIKE SO MANY VOLUNTEERS IN OUR COMMUNITY,** the Reids give generously of their time for projects they believe in and cherish. Patti was a long-time volunteer at the hospital, for years working at the information desk and serving on the Tiara Ball committee. Bob was active on the Physician Task Force that inspired philanthropic support of more than \$3.3 million from physicians and friends contributing to the campaign to help build the new Santa Barbara Cottage Hospital.

When asked to provide financial assistance for the campaign, they felt the need to participate.

"Cottage is one of the finest institutions in our community; this was our opportunity to help it be even better and to take our institutional excellence to an even higher level," said Dr. Reid.

In addition to their personal outright support, they are founding members of Santa Barbara Cottage Hospital planned giving legacy society, known as The Cottage 1888 Society.

*With best wishes for happy days ahead, Bob and Patti, Cottage extends sincere thanks for all you have done for our community.* ♦ CARLA LONG

Your charitable gift annuity can benefit any of Cottage Health System's hospitals. Call now for a complimentary, no-obligation proposal: 879-8987 or 879-8982.



### Therapy is Going Swimmingly

Denisse Gomez leaves her wheelchair poolside as she enjoys her therapeutic recreation session at The Tuohy Foundation Aquatic Center at Cottage Rehabilitation Hospital. The Center offers a variety of aquatic therapy classes and programs for patients as well as community members.

*Learn more at:*  
[www.cottagehealthsystem.org](http://www.cottagehealthsystem.org)





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## ONGOING PROGRAMS

### Advanced Care Planning/ Advanced Healthcare Directive Seminar

Saturday, October 31, 2009  
 9:00 a.m. – 3:00 p.m.  
 Santa Barbara Cottage Hospital  
 Information: 879-8982

### Community CPR

Information: 569-8229

### Healthy Balance

8-week weight-loss program. Information: 569-7201

### Health Life – TV Series

Sundays, 5:30 – 6:00 p.m. on KEYT TV Channel 3

### Prepared Childbirth & Breastfeeding

Information: 569-8229

### Smoking Cessation

Next course starts January 6, 2010. Information: 879-8992

### Weight-Loss Surgery Seminar

First and last Wednesdays of each month. Information: 730-1470

## COMMUNITY EVENTS

### Community Flu Shot Clinics

Various dates, times and locations

#### Seasonal Flu Shot Hotline:

569-7474 (English)  
 569-7484 (Spanish)

#### H1N1 Flu Shot Hotline:

569-7413 (English)  
 569-7418 (Spanish)

### Cancer Prevention Fair

Saturday, October 24, 2009  
 9:00 a.m. – noon  
 Santa Barbara Cottage Hospital  
 Information: 879-8992

Access Cottage's online calendar of events:

[www.cottagehealthsystem.org](http://www.cottagehealthsystem.org)



SANTA BARBARA COTTAGE HOSPITAL FOUNDATION

## *Tiara Ball*

February 13, 2010 at Fess Parker's DoubleTree Resort

For further information or to learn about becoming a sponsor of this benefit for Critical Care Services at SBCH, call Audrie Krause at 879-8985.