



HIGH POINT MEDICAL CENTER MAGAZINE 2023

PUTTING FAMILIES FIRST



Atrium Health Wake Forest Baptist High Point Medical Center

FACILITY

The current facility was constructed in the mid-1980s and occupied on January 8, 1986. The total cost was \$54 million, funded by \$10.2 million raised through a community fund drive, \$30 million in bonds financed through the North Carolina Medical Care Commission, and \$14.5 million from the hospital's funded reserves.

OWNERSHIP

High Point Medical Center is part of Atrium Health Wake Forest Baptist, a pre-eminent academic health system and part of the Atrium Health Enterprise. Atrium Health High Point Medical Center provides a wide range of patient- and family-centered care and has six specialty service areas: Congdon Heart & Vascular Center, Hayworth Cancer Center, The Neuroscience Center, The Esther R. Culp Women's Center, The Emergency Center and The Piedmont Joint Replacement Center.

Patients Served (FY 2022 Actual)

46,515 EMERGENCY VISITS

185,976 OUTPATIENT VISITS

13,657 ADULT HOSPITAL STAYS

1,372 BIRTHS

Staff Information

2000+ FULL & PART TIME EMPLOYEES

600 REGISTERED NURSES

98 VOLUNTEERS



Dear Friends,

As we have emerged now from the COVID pandemic, things are moving back to a more “normal” state at Atrium Health Wake Forest Baptist High Point Medical Center. We are back to having visitors roam our halls, workers return from remote sites, and patients return to their physicians for much needed care. We are back to a growth phase, adding physicians, specialists, and new programs in cancer, cardiovascular, and women’s services. I’m proud to say that we have met the COVID challenges head on. We have succeeded and are now taking advantage of opportunities to expand our commitment to serving our greater community.

As we look back now on five years under Wake Forest Baptist Health, and now Atrium Health and Advocate Health, we can reflect on the amazing expansion of patient services and programs offered at our hospital. We now have GYN oncology surgeons, urogynecologic surgeons, colorectal surgeons, emergency general surgeons, heart failure specialists, and a maternal-fetal medicine clinic in High Point. We will soon be opening a new Surgical Oncology clinic as well. We have also expanded physician staffing in our intensive care unit to 24 hours a day, every day. All of this improves the outstanding care that our community expects and deserves, close to home. The most important impact of course is expanded specialty care for the patients we serve, in addition it has increased our volume and thus improved the financial health of High Point Medical Center. Our surgical volume has grown 50% in the last five years alone. Our ER and admission volumes continue to expand. Year over year admissions have grown 7% and surgical volumes are up 13% in 2023 alone.

Many of our challenges involve our facilities and their age. We have outstanding programs of care, but some of our programs are functioning in spaces that need to be modernized. One example is care for mothers and babies provided through the Esther R. Culp Women’s Center. To be competitive, we need to provide mothers and their babies with a facility that matches the outstanding medical care they receive. Other examples include cancer, where our Hayworth Cancer Center will soon need expansion, and our intensive care unit, which needs larger rooms. Renovating or replacing facilities is a process that takes time, investment and partners, including Atrium Health Wake Forest Baptist and our community. We’ll do it together!

We hope this magazine will help you see advancements we have made recently and get a glimpse of promising advancements to come. Further, it is our intent that the articles and stories contained in the following pages demonstrates the important work that this community continues through support of the hospital and hospital foundation. We remain committed to continuing to provide the quality, expert, and compassionate care that our community has come to expect for our generations.

James Hoekstra, MD

President

Atrium Health Wake Forest Baptist
High Point Medical Center



SUN AND STARS FUNDRAISING EVENT: A NIGHT WITH THE LEGENDS OF MOTOWN, THE COMMODORES, IN SUPPORT OF THE FAMILY FIRST CAMPAIGN



Sun Stars
SIGNATURE EVENT

In an exceptional fusion of shimmering stars and community support, a landmark fundraising tradition Sun and Stars, illuminated the night on Friday, September 8, 2023 at Truist Point in support of The Family First Campaign. This campaign is dedicated to the crucial modernization of The Esther R. Culp Women's Center, which has welcomed the newest members of the community for generations as well as providing medical care for countless women in our community.

HIGHLIGHTS OF THE EVENING

With record attendance, it was a wonderful night of community engagement when the public phase of The Family First Campaign was announced with a goal of \$10 million. As a result of generous lead gifts, the goal is in sight and with continued support, it will be reached.

Another highlight was the spectacular performance by the legends of Motown - **the iconic Commodores**. With timeless hits like "Brick House", "Three Times a Lady", and "Nightshift", the Commodores' soulful rhythms and harmonies have inspired generations. Those in attendance were treated to a wonderful night of music and dancing.

Let us not forget that the real reason for the event was in support of The Family First Campaign. The Esther R. Culp Women's Center has, for years, been at the forefront of providing essential services to women and infants. But as with all enduring institutions, the time has come for a modern touch to cater to the evolving needs of the

community it serves. The Family First Campaign is spearheading this transformation, aiming to create a more comprehensive and inclusive space that meets the needs of families now and for generations to come.

With the night sky overhead and stars in their eyes, attendees of the Sun and Stars event had the chance to be part of a monumental push towards a brighter future for The Esther R. Culp Women's Center.

The evening was truly magical - the weather cooperated, the Commodores were outstanding and our community hospital was supported once again.

2023 SUN & STARS COMMITTEE

JENNA BEANE	CYRIL JEFFERSON
NANCY BOWMAN	AMY SMITH
MEREDITH COVINGTON	KEN SMITH
JULIE DELGAUDIO	SPARKY STROUD
	JUSTIN THOMPSON

PRESENTING SPONSOR: DOUG WITCHER

LEAD SPONSORS:
Legacy High Point Regional Medical Staff
ANDM()RE (fka International Market Center)
McCulloch England Architects
Smith & Jennings, Inc.

"Our committee worked towards fulfilling our goal of a 'sellout', establishing an attendance record. Foremost in our efforts is to ensure that we are able to raise funds from the event to support the hospital campaign."

-Julie Delgaudio
Chair, Sun and Stars Committee

Barbara Coughlin and Katherine Covington



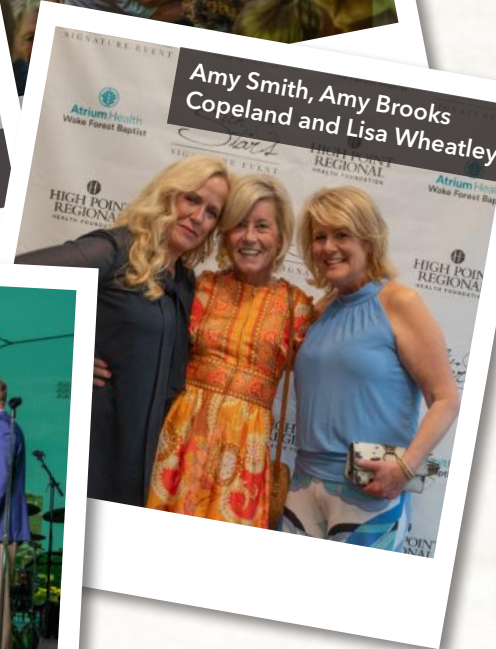
Lee & Bryant Aldridge



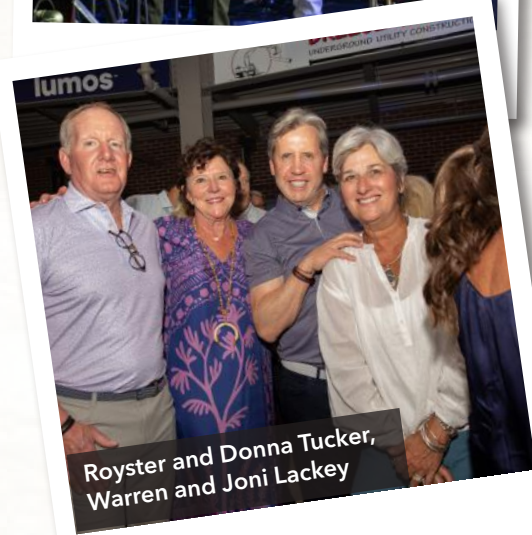
Doug Witcher,
Presenting
Sponsor



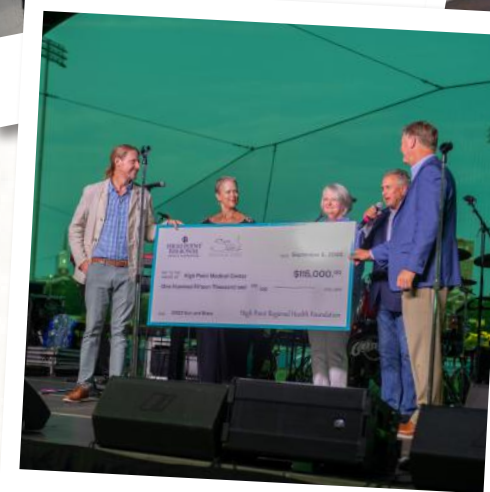
Dr. Kevin and Sandy High,
Dr. David and Aimee Zaas



Amy Smith, Amy Brooks,
Copeland and Lisa Wheatley



Royster and Donna Tucker,
Warren and Joni Lackey



Dr. Ty Robinson, Leigh Ann Venable, Julie Delgaudio, Sparky Stroud and Dr. Jim Hoekstra



family *first*



Family First Capital Campaign, spearheaded by the High Point Regional Health Foundation, marks a significant milestone in the journey to provide state-of-the-art facilities and care for women and children in the region. This ambitious project, with a target of \$10 million, is testament to the community's unwavering dedication and *vision for a brighter, healthier future for its families.*



The proposed renovations to the Esther R. Culp Women's Center signify a long-awaited dream, aimed at enhancing the childbirth experience for countless families. Expanding post-partum and labor and delivery rooms ensures that new families are met with the comfort, space, and privacy they deserve during these transformative moments. Moreover, the introduction of additional privacy measures in the level II nursery is set to offer peace of mind to families and caregivers alike.

In addition, in an age dominated by rapid technological advancements, it is imperative for medical institutions to keep pace. This campaign promises to introduce the capability for future cutting-edge technologies that will not only benefit patients and their families but also empower the health care professionals

who dedicate their lives to service.

The opening of the Susan and Rob Culp Women's and Children's Pavilion stands as a testament to the legacy and commitment of its namesakes. This addition is sure to enhance the well-being of women and children, further solidifying the hospital's crucial role in the community.

The dreams and conversations spanning decades are on the brink of becoming a tangible reality. The broader community's participation and support are indispensable in transforming these aspirations into accomplishments.

Understanding that change is a continuous process, the campaign offers flexibility in its approach. Recognizing the multi-year nature of this project, individuals and organizations



can make multi-year commitments, ensuring a steady flow of support as the campaign progresses.

The hospital's mission goes beyond bricks and mortar. It's about creating a sanctuary of care, trust, and healing for every individual who walks through its doors. By standing with the High Point Regional Health Foundation in this endeavor, supporters will be playing a pivotal role in shaping a legacy of hope, care, and innovation for generations to come.

In conclusion, the Family First Capital Campaign isn't just a fundraiser. It's a clarion call to everyone who believes in building a better tomorrow. Every contribution, no matter the size, brings the community one step closer to realizing this dream. So, let's come together and make history. Consider supporting today.

“The Ester R. Culp Center Women's Center has been providing services to High Point Families for many years. The services provided are outstanding, the care is exemplary, and families are appreciative of the care they receive during their childbirth experiences. The facilities, however, are outdated, and the rooms are too small. It's time for an upgrade!

The Family First Campaign offers an opportunity for the High Point community to improve these facilities. Childbirth services are a key ingredient of the mission of Atrium Health High Point Medical Center to provide as many needed services as possible to High Point residents, close to home. Women's services are a key part of our mission, and they deserve to be provided in state-of-the-art facilities. We hope that you will help us achieve this goal by contributing to the Family First Campaign. Your contribution will ensure high quality facilities for the HPMC childbirth experience for years to come. Thank you for helping us improve your care!”

– Dr. Jim Hoekstra

For more information and/or to make a donation please visit HighPointRegionalHealth.com or contact the Leigh Ann Venable at (336) 878-6780.





HIGH POINT MEDICAL CENTER'S EXPANSION:

A Testament to Trust and Care

High Point Medical Center has long been an integral part of the community. This trust has been exemplified by how many of its own teammates, Hospital Board Members and Foundation Board Members have chosen The Esther R. Culp Women's Center to start and expand their families, reflecting their confidence in the care provided there.

The excitement in the air is palpable as the center gears up for a full renovation. Adding to the anticipation is the introduction of the Susan and Rob Culp Women's and Children's Pavilion. This new addition is expected to not only elevate the quality of healthcare provided but also reinforce the bond of trust the community has with the medical center.

The overarching message is clear: When it comes to top-tier care for women and children, High Point Medical Center is the go-to place, and the community's trust in it is well-placed.

- From top left:
1. Dr. O'Keefe and Annie Ellis
 2. Lori Morrow
 3. Amber Richard & daughter
 4. Leigh Ann Venable & granddaughter
 5. Tim, Jennifer and Annie Ellis
 6. Dr. Barbara Eisenberg & son
 7. Lori Morrow & nephew
 8. Shelby and Jesse Lloyd with daughter
 9. Ned Covington with grandchild
 10. Cyril Jefferson and son
 11. Jordan Sanchez with daughter and son
 12. Meredith and Braden Covington with son
 13. Lorrie Rondon with daughter



Morgan was worried. But what happened next impressed her and Michael, smoothing the way for a calm and healthy delivery.

"Dr. Patel not only got up to speed on my medical history, but he also made me feel incredibly safe and comfortable," remembers Morgan. "I knew I was in incredible hands with him and the team. What followed for me was an uncomplicated and smooth delivery – one I will be forever grateful to him and the entire staff for. For me, it was truly a 10 out of 10."

What Morgan experienced was genuine care and compassion from a team that made her feel like a real person, not just another number on the board. The team at the Esther R. Culp Women's Center at Atrium Health Wake Forest Baptist High Point Medical Center is focused on creating the optimal birthing experience built around each patient's needs and those of the new life they will be bringing into the world.

That's why it's so important that we as a community continue to invest in and support this wonderful resource and its amazing staff right here in our own backyard. That's why now is a great time to give to the Susan and Rob Culp Women and Children's Family Pavilion through the hospital's Family First Campaign. These are investments that will provide a more comforting, nurturing, and peaceful environment for new moms and babies during one of the most vulnerable and exciting times of their lives.

These improvements also show we are committed to investing in the long-term success and viability of this community – our community. It shows we care about every child born here and want to create a healthy start to their life. And when something unexpected happens, High Pointers want to know we can trust High Point Medical Center to deliver exceptional care from an exceptional team. The one thing we do not want to ever have to do is turn to another city for this transformative experience in a woman's life.

"In my opinion, having strong health services for women, children and young families is the key to a true 360 approach to healthcare here in High Point," says Morgan. "We have a unique city with a fascinating history rooted in furniture and textiles, a thriving university helping to revitalize our economy, and proud, multi-generational citizens committed to keeping our community strong. That's why Michael and I feel so fortunate to be raising our boys here and so highly value the wonderful doctors, nurses and staff that truly make High Point Medical Center such a special place."



The Qubein's Story

Our Second Son – One Completely Different Birth Experience

Morgan and Michael Qubein met at High Point Central High School and after a decade of friendship, they started dating. Fast forward five years, three cities and two young boys, and the couple is grateful to be settled back home in High Point and close to family as they raise their children, Oliver (Ollie), 21 months and Miles, 5 months.

When Morgan came to the Esther R. Culp Women's Center at Atrium Health Wake Forest Baptist High Point Medical Center, she was concerned. She has a history of hemorrhaging and experienced serious complications following the birth of her first son, Ollie, at a different hospital. Ollie's birth was very difficult for the young

mother and her family. But the second time around, everything was different.

"My entire care team, and I mean every single doctor and nurse I interacted with on the road to my delivery, knew my history and had mapped a clear game plan for my delivery, keeping me informed each step of the way," says Morgan. "That day arrived, and my fear quickly subsided as I entered the delivery room here at High Point Medical Center."

Morgan had been seeing the doctors at Pinewest OB/GYN for her prenatal care during her pregnancy with Miles, but on the day of her delivery, a doctor she had never met before was on call. Because of her history,

Michael, Morgan and Miles Qubein



Morgan and Miles Qubein with proud grandmother, Kay Miller

A Legacy of Making a Difference in Our Community Continues

In 1967, Paul and Gwen Brayton moved to High Point from the Midwest with their four small children. Five years later, they welcomed their fifth child at High Point Regional Hospital. The next year, Paul Brayton opened Brayton International, offering inspired furniture designs to the contract furniture market in the U.S. Together, Paul and Gwen would grow that furniture company into an internationally sought-after brand, employing more than 250 local community members. Not only would the couple become local business leaders and visionaries in the furniture industry, but they would also help grow and care for the High Point community. Gwen died of a brain tumor in 1997 while Paul died in 2019 at the age of 77 at home in Thomasville, NC. Today, The Brayton Family Foundation exists to honor their legacy. Its latest gift, to the Family First campaign, is dedicated to Paul and Gwen Brayton.

The Brayton Family Foundation recognizes that Atrium Health Wake Forest Baptist High Point Medical Center has a pressing need to modernize its mother/baby unit and keep up with best practices in care for new mothers and their newborns. The Brayton family has chosen to make a gift to the medical center's Family First campaign to recognize and honor their parents. In addition, the board of the Brayton Family Foundation sees the gift as a way to partner with other gifting families and support a

much-needed local campaign. In the past, the Brayton Family Foundation donated to the Women's Fund and Women in Motion of High Point to support women across our community and surrounding communities.

"We know that if women in our community thrive, it makes it better place to live for everyone and that supporting the mother/baby unit at Atrium Health helps provide a better place for women to come when birthing their children aligning with our continued mission of supporting and investing in better health for the High Point community," says Lisa Brayton.

After 14 years of business in High Point, Brayton International was sold to the international office furniture conglomerate Steelcase. Paul and Gwen retained Brayton Textiles, with Paul eventually



returning his design-forward furniture roots with Paul Brayton Designs in 2013. Before it was sold, Brayton International Furniture employed 280 community members in the High Point region, providing wages and salaries, health care benefits and profit sharing to local families for more than a decade. Gwen worked in the marketing department and served as an officer while Paul served as the CEO. To this day, Paul Brayton Designs pieces are known throughout the world for their artistry and design.

The Braytons were passionate supporters of health care and helped support the current hospital's build. After building their businesses and giving back to the community they both loved, Paul and Gwen lived in the High Point area for the remainder of their lives, leaving the Brayton Family Foundation behind to continue their support of the community they loved.

"Our parents would be delighted that we are supporting this campaign and would hope this gift inspires others to see the importance of supporting our local hospital knowing that your gifts, regardless of size, help provide access to quality healthcare right here where they live and work. We are truly excited to be a part of this journey," says Lisa Brayton.



High Point Medical Center Launches "We Are Family" Campaign

High Point, September 20, 2023

Demonstrating their commitment to both local causes and the broader community, High Point Medical Center has kicked off a system-wide giving campaign named "Advocate Health Gives", with a distinctive local touch at their facility.

The campaign aptly titled "We Are Family" was inaugurated with a spirited kick-off luncheon. Highlighting the unity and shared responsibility, High Point Regional Health Foundation Board members, alongside senior leadership, managers, and directors, took on the role of servers, dishing out lunch to the dedicated teammates of High Point Medical Center.

The "We Are Family" campaign has its roots deeply entrenched in local causes. Three funds have been designated for the campaign, all focused on addressing essential needs in the community:

Family First: Campaign to renovate and modernize the Esther R. Culp Women's Center and open the new Susan & Rob Culp Women's & Children's Pavilion

Patient Special Needs: Directly assisting patients who have unique needs, ensuring they receive comprehensive care without any hindrances.

United Way of High Point: A known name in local philanthropy, this fund further solidifies High Point's commitment to their city.

High Point Medical Center is not new to such charitable endeavors. The teammates have a storied history of supporting and contributing to local causes, showing that when it comes to community welfare, they truly believe that 'We Are Family'.

HONORING TWO COMMUNITY LEADERS

When the Earl & Kathryn Congdon Family Foundation and Congdon family members were asked to support High Point Medical Center's Family First Campaign, they were offered a naming opportunity to help fund the renovations and modernization of the Esther B. Culp Women's Center and newly designed Women's and Children's Family Pavilion. Considering the foundation's name is already on the hospital's Congdon Heart & Vascular Center, this was a chance to honor someone outside of the Congdon Family who has made a significant impact on the hospital and the High Point community. The choice was clear; the foundation made a sizable donation and dedicated the new pavilion to local philanthropists, benefactors and community leaders Susan and Rob Culp.

According to David Congdon, Old Dominion Freight Line Executive Chairman of the Board, his family has known and respected the Culp family for more than 60 years. The Susan & Rob Culp Women's and Children's Family Pavilion will honor the couple's legacy as community leaders and dedicated philanthropists.

"Considering the Esther R. Culp Women's Center is named for Rob's mother and given our admiration and respect for the late Rob Culp and his wife Susan, and in particular knowing Susan's passion for health care and this community hospital, it seemed a natural fit to consider honoring them," says Congdon.

Prior to his death in 2018, Rob Culp served as executive chairman of the textile manufacturer Culp, Inc. He was a local business leader who made many significant philanthropic gifts to the High Point community and served on the boards of numerous companies and foundations. He served on the Board of Directors at Old Dominion alongside Congdon for 15 years. "Rob was known by so many and deeply respected for his entrepreneurial vision, tenacity, and heartfelt leadership abilities," says Congdon. "I have to honestly say I have always considered Rob a career mentor."

Susan Culp graduated from the UNC Chapel Hill School of Nursing as a Registered Nurse with the distinct honor of Phi Beta Kappa and practiced as a visiting nurse in Philadelphia when Rob was earning his MBA degree at The Wharton School of Business. Later, she was selected to serve on the High Point Medical Center and UNC Health Board of directors and has been a devoted philanthropist in the High Point community for decades.

Susan and Rob are known for their philanthropic gifts and service to High Point Medical Center, Wesley Memorial United Methodist Church, the Junior League of High Point, University of North Carolina at Chapel Hill, and High Point University. They were one of the first families to commit meaningful dollars to the Say Yes to Education Campaign in Guilford County, which seeks to provide last-dollar college scholarships for graduates of Guilford County Schools. They have also supported the initiatives to revitalize downtown High Point, and have supported countless other charities.

"The Earl and Kathryn Congdon Foundation is really blessed with this opportunity to name the Susan and Rob Culp Women's and Children's Family Pavilion as a special place where many people here in High Point have started their families," says Joe Blosser, Chief Impact Officer at the Congdon Family Foundation. "And now we can ensure that for generations to come, that's where people are going to choose to start their families, because it will be a top-flight facility with the best doctors and best medical care that you can get."

To learn more about the Family First Campaign for Atrium Health Wake Forest Baptist High Point Medical Center and The Susan and Rob Culp Women's and Children's Family Pavilion, please visit <https://www.wakehealth.edu/locations/hospitals/high-point-medical-center/high-point-regional-health-foundation/family-first-campaign>



A Gift that means so much to us – and so much more to our patients

Thanks to the generosity of a gift from the York family, we are continuing to improve the delivery of emergency care for our community. The Yorks recently made a sizable financial gift that has enabled our Emergency Department and its dedicated team to invest in a new ultrasound machine and new patient beds, adding to our existing diagnostic technology and overall patient comfort.

"Investments in continually advancing technology like this help us continue to bring state-of-the-art diagnostic equipment to the ED and our community," says David Fisher, MD, Co-Medical Director of Emergency Medicine at Atrium Health Wake Forest Baptist High Point Medical Center. "It's equally as important to realize that this kind of generosity and support is what ultimately allows us to improve the experience of all those who pass through our doors."

Community is at the heart of our hospital. Maintaining the highest levels of patient care requires more than just financial resources. It takes collaboration, commitment, and the understanding of the unique needs of those we are here to help. That's why this gift is such a powerful example of the true meaning of philanthropy – one that will touch so many lives in so many ways. It is a gift that we thank the York family for, from the bottom of our hearts.

"This type of gift, and those of all sizes, are ultimately what helps allow us to treat the high volumes of patients we see each day here in the Emergency Department," says Whitney Bradshaw, Director of Nursing at Atrium Health Wake Forest Baptist High Point Medical Center. "Gifts like this reinforce our knowing that we have the talent, resources and advanced diagnostic technology here at High Point Medical Center's Emergency Department to care for all of those we serve."

"The dedicated staff in the emergency department has always treated my family and me with respect and attentive care. We are grateful for their hard work and honored to support them and our community in this way."
– Ann York



"Our family has been a proud member of the High Point community for generations. We have always believed in giving back to the community that supports our family and business. The hospital is an integral part of that, and through births, primary care, and emergency medical attention, the staff has provided exceptional care for our family."
– Greg York

the
EARL & KATHRYN
CONGDON
family foundation



LoveLine

A Magical and Hopeful Night

Each December, staff members, patients, relatives, survivors and caregivers gather to commemorate the lives touched by the Hayworth Cancer Center during the annual LoveLine Tree Lighting ceremony.

The LoveLine Cancer Support Program at the Hayworth Cancer Center helps patients navigate their cancer journey by providing financial assistance to meet short-term critical needs. Over the past 35 years, the program has raised almost \$1.4 million for those battling cancer. All gifts to the program directly support the needs of patients and their families.

Since its inception in 1989, LoveLine has provided assistance to those in need and has been essential in maintaining a continuum of supportive care for cancer patients in the High Point community.

Join our donors, community members, and Atrium Health Wake Forest Baptist High Point Medical Center's Hayworth Cancer Center on December 5th for our 35th Annual LoveLine Tree Lighting Ceremony and another year of making a difference for cancer center patients and their families.

The LoveLine tree will stand again outside the entrance of Hayworth Cancer Center. Each of the lights on the tree represents those honored or memorialized by a donation made in their name to the LoveLine program. Other lit trees around the hospital campus acknowledge generosity of \$500 or more.

The trees will be lit following the annual LoveLine Tree-Lighting Celebration of Life to be held at the Hayworth Cancer Center. When the lights go on at HPMC, they are so much more than holiday sparkle—they reflect the compassion and generosity of a caring community.

Please contact the High Point Regional Health Foundation at 336-878-6011 to make your gift to LoveLine or for additional information.



the pink ribbon



An Ocean of Pink

The Pink Ribbon Luncheon has been described as a "Sea of Pink," an "Ocean of Pink" or, "A lovely garden of pink flowers, all in bloom!" Tables decorated in pink. Chairs tied with pink sashes. Ladies in pink dresses. Men with pink ties. Pink, pink, pink everywhere!

The 21st annual Pink Ribbon Luncheon saw more than 500 people, all donned in pink to raise over \$96,000 in a show of incredible support of the Pink Ribbon Program, which has become an integral part of Atrium Health Wake Forest Baptist High Point Medical Center's cancer program and has enhanced the lives of both women and men newly diagnosed with cancer.

The Pink Ribbon Program provides a variety of services, such as free mammograms for those who

cannot otherwise afford them, a 12-week exercise class for patients, oncology nurse education opportunities, genetic screening tools, Pink Ribbon Comfort Bags containing items like a fleece blanket to keep patients warm as they receive chemotherapy treatments, a Pink Ribbon food journal, an embroidered satin pillow case for comfort, and much more.

Special thanks to Bert Wood, Pink Ribbon Committee Co-Chair, who first brought Pink Ribbon to High

Point many years ago via her friend Alyson Barnard, who had battled breast cancer and started the Pink Ribbon Luncheon in Wilmington. Barnard attended this year's event and was impressed that, to date, this luncheon has raised \$1.1 million.

Save-the-Date as plans are under way for the 22nd Anniversary Pink Ribbon Luncheon to be held on Wednesday, May 1, 2024.



Celebrating Generosity

A Look at Evening of Gratitude

In the spirit of celebrating generosity and acknowledging the immense impact that our donors have on Atrium Health Wake Forest Baptist High Point Medical Center and the patients and families we serve, the annual Evening of Gratitude was held on March 9, 2023 at High Point Country Club for the first time since 2019. While the evening was a celebration of the past, it was also a forward-looking event. As we reveled in the achievements made possible through the generosity of our donors, we also set our sights on the future. With the continued support of our donor community, we are optimistic about scaling newer heights and making even more significant impacts.

A look back:

James Hoekstra, MD, President High Point Medical Center began the evening by thanking Katherine and Ned Covington and Barbara and Paul Coughlin for the leadership they provided during the Future Forward Campaign which allowed for capital improvements, renovations and new patient services in the areas of oncology, cardiology and surgery primarily. A very special thank you was offered to those who generously supported the Future Forward Campaign.

A present look:

The evening also provided an opportunity to share information about important new patient services being offered at High Point Medical Center: gynecological oncology, lung cancer screening, maternal and fetal health for high-risk pregnancies, for example that allow this community to receive life-saving care here, at home. These investments have allowed more and more High Point residents to keep their care local whenever possible. The growth we have experienced in the last five years in many of our service lines is impressive! We thank you all for facilitating that growth.

A look forward:

The hospital opened in 1986 with some outlying buildings dating back to the 1950's. With aging facilities comes the need to renovate, expand or modernize in order to continue to meet the health care needs of the present and the future. The desire to renovate and modernize the Esther R. Culp Women's Center has been discussed for decades and now, with the community's support it is becoming a reality.

Dr. Hoekstra offered a sincere thank you to Kitty and Earl Congdon and The Earl and Kathryn Congdon Family Foundation for their very generous lead gift to the Family First Campaign for the Esther R. Culp Women's Center renovation. Their support has helped to jumpstart the campaign and make the project a reality for the women and families of our community.

The most poignant moment of the night was provided by David Congdon's remarks which began with, *"On behalf of Earl & Kathryn Congdon Family Foundation - We are very happy to be supporting the renovation & modernization, call it the*

"re-birth", of the Esther R. Culp Women's Center.

When our Foundation was asked, and our board decided, to support Family First Campaign, we were offered a naming opportunity for the newly redesigned and renovated Women and Children's Pavilion.

The Congdon family has known and respected the entire Culp family since moving to High Point over 60 years ago." In particular David described the impact that Susan and Rob Culp have had on this community. Often being the first to support and offer leadership for needed initiatives, projects and programs throughout High Point.

David concluded with, *"It is for this reason on behalf of the Congdon Family Foundation, it is our distinct privilege to honor this couple with "The Susan & Rob Culp Women's and Children's Pavilion."*

Generosity and gratitude are more than just words; they are an emotion that binds communities and touches lives. This sentiment was demonstrated on March 9 by the Congdon Family and everyone who so generously supports the programs, needs, capital improvement of High Point Medical Center.



A Heartfelt Thank You and Deepest Gratitude!



Bundle of Joy: A Beacon of Hope for New Moms at High Point Medical Center

In the heartwarming hallways of High Point Medical Center, a new initiative has been gaining traction, providing solace and support to new mothers. Known as the "Bundle of Joy" program, this philanthropic endeavor mirrors the compassion and care found in initiatives like the Pink Ribbon comfort bags for cancer patients at Hayworth Cancer Center.

Founding Spirits

Led by the triumvirate of Morgan Qubein, Sarah Beth Davis, and Courtney Best, the Bundle of Joy program aims to offer not just material resources but also a buffer to new mothers as they embark on the challenging and exciting journey of motherhood. Recognizing a glaring need for post-discharge support, these visionaries sought to create an initiative that would ensure every new mother left the hospital feeling empowered, supported and equipped for the journey ahead.

More Than Just Supplies

While the Bundle of Joy initiative is well underway with plans to provide bags to mothers as part of the Bundle of Joy program, they aren't just filled with essentials like diapers, wipes, and swaddles. They also contain invaluable community resource information. This acts as a guiding light, illuminating the path towards other community resources that new moms can turn to for further assistance. The concept behind providing this community information is simple but profound: to serve as a bridge to the amazing resources available through

the YWCA, Every Baby Guilford, Ready for School, Ready for Life, The Community Clinic of High Point and so much more. These important connections offer mothers a wider network of resources and support, ensuring that they never feel alone or overwhelmed.

The Bundle of Joy initiative does not just offer tangible items; it offers hope. A new mother, often overwhelmed with emotions and uncertainties, finds reassurance in this simple gesture. The Bundle of Joy program symbolizes the community's collective embrace, a silent promise that says, "We're here for you."

In conclusion, the Bundle of Joy initiative is not just about providing new moms with essential items; **it's about wrapping them in a cocoon of community love, care, and support.** As new mothers step out of the hospital with their bundles of joy, they are reminded that an entire community stands ready to support, guide, and embrace them. And in this promise lies the true essence of the program – an initiative that goes beyond the material to touch hearts and change lives.

“ My passion and vision for Bundle of Joy came about following the birth of my first son, Oliver. Like most first time mothers, I was unsure of what to expect and despite my best efforts was in many ways unprepared for the journey that was ahead. Physical complications on top of the whirlwind of emotions led to an ensuing daily battle that would weigh on me physically and mentally. I was very fortunate to have a great support system and financial stability that I would have struggled without. After this, my heart became heavy thinking of all the mothers out there who were without the resources I was so blessed to have and knew that something had to be done. I realized how many phenomenal organizations there are in High Point offering maternal support while at the same time knowing how overwhelming a new baby can be. We must ensure that every new mother, regardless of status, is supported in the most vulnerable and crucial weeks following childbirth. Thus the creation of Bundle of Joy, the connective tissue that would form to solve an immediate need for basic necessities while consolidating an extensive list of community resources for new mothers to know they have the full support of our community behind them.”

- Morgan Qubein



We are so grateful to Audrey Congdon Harris, Megan Oglesby, Sara Yowell, David and Helen Congdon for their interest and commitment to support the Bundle of Joy initiative. They are offering \$35,000 for the next two years as a matching gift to support the program. We ask you to please consider a gift to support this important program by calling the Foundation office at (336) 878-6011 or visiting our website HighPointRegionalHealthFoundation.com.



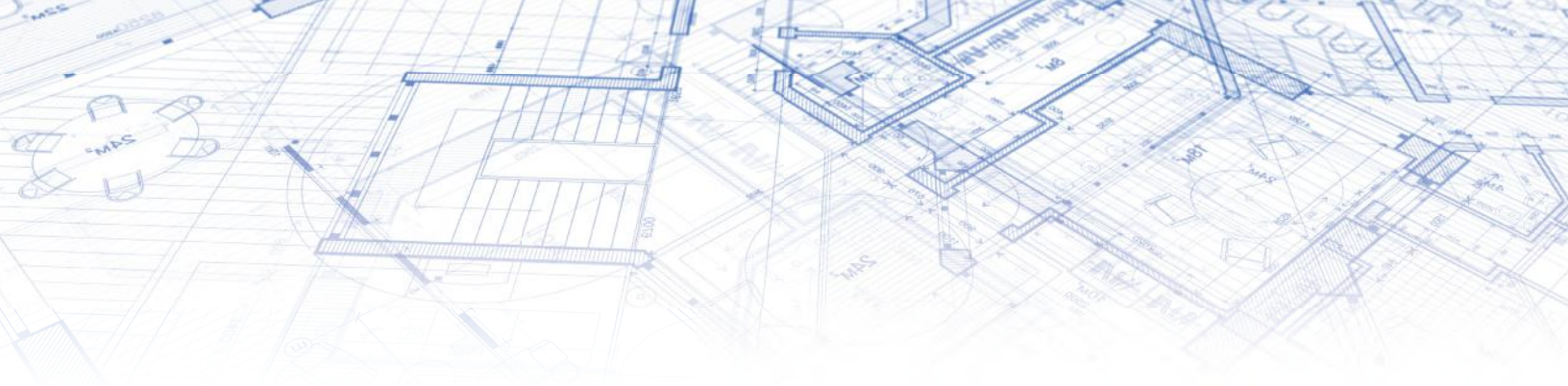
Comfort Care and Compassionate Spaces

A quiet new initiative is underway at High Point Medical Center, led by Nurse Leigh Brooks, Chaplain Tiffany Seaford, and Nurse Megan Mayer. Their pilot project, Comfort Care and Compassionate Spaces, seeks to illuminate the path toward awareness and sensitivity to patients receiving comfort care through the financial support of the community and High Point Regional Health Foundation. Through the use of a comfort care symbol on the door of patient rooms, memory making kits and bereavement resources, they are fostering a hospital culture that ensures all patients and families receive the dignity and compassion they deserve.

“To care for the humanity of a patient, beyond their healthcare needs, and offer support on the grief journey is sacred work.”

- Tiffany Seaford





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