

Children's Hospital

PEDIATRIC SPECIALTY CARE OF RICHMOND, VIRGINIA

SPRING 2009 **MAGAZINE**



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MISSION ACCOMPLISHED

Hospital Homepage Gets A Makeover

Last fall, the homepage of Children's Hospital's web site received a makeover. A little more than two years after the entire site was redesigned, the most recent upgrade focused on making information easier to locate and enhancing the look with animation, photographs and an improved graphic design.

"When the site was originally created," said Matt Brady, Web Content Coordinator, "the homepage was very plain and featured text without pictures."

While the structure of the web site remains unchanged, the new homepage provides quick links to directions, appointment scheduling and ways to get involved plus new content like a health tip of the day. A six-slide rotating graphic, or flash animation, debuted in early December about six weeks after the new homepage was revealed. Located at the top of the homepage, the rotating animation provides links to information about the hospital, outpatient services, physician specialty services, careers, patient and community testimonials, and donations.

"The flash animation allows us to react quickly," commented Matt, "and get the word out in a neat way."

Since the new homepage debuted on Oct. 14, the bounce rate, or number of visitors who get to the homepage but leave before entering the site, has decreased by 5.2 percent from the three months before that date to the three months after. And once a link was added to take visitors directly to the site's career section, traffic increased from 1,000 hits per month to 1,500 hits per month. In addition, after adding quick links to many of the hospital's service pages (outpatient, dental, Children's Feeding Program), Matt reported an increase in the number of hits for those pages too.

"Part of what we've done is present the right face to anyone coming to our site," Matt said.

Work is continuing to enhance the career section, add an archive for publications, improve information on the core service pages and increase search engine optimization, or how Children's Hospital is ranked when users conduct information searches on the web.



The new hospital homepage uses animation, graphics and photographs to enhance the look and make information easier to find.

Mission

Children's Hospital is a resource and provider of specialized medical and therapeutic services customized to meet the specific needs of children and their families.

Vision

Children's Hospital will be a complete and supportive resource where children and their families find the medical and therapeutic services they need to thrive.

CHILDREN'S HOSPITAL
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To refer a patient or receive detailed information call 804-228-5818. For our hearing impaired clients, call TDD via Virginia Relay Center at 1-800-828-1120. Visit our website at www.childrenshosp-richmond.org.

On the cover: Eight-year-old Robert Roles looks forward to his dental check ups at Children's Hospital, even with the hour drive from his Stafford, Va. home. (photo by Doug Buerlein)

Children's  Hospital
PEDIATRIC SPECIALTY CARE OF RICHMOND, VA
Young at heart



Easing Their Fears

by Alissa M. Poole

Elizabeth Bortell, DDS, Director of Pediatric Dentistry, knows what it's like to be nervous about going to the dentist.

"Because I was a child who was apprehensive about going to the dentist," said Dr. Bortell, "I understand where children are coming from."

As a parent, Dr. Bortell said she also understands the adult perspective and works to ease the concerns of her young patients and their families from the first time they visit the hospital's Dental Program.

"I let them know we're all on the same team," said Dr. Bortell. "From the moment they arrive, we make them feel welcome. I like to focus on the child but I also involve the parent in the exam so they understand what's going on."

For Levonne Roles, Dr. Bortell's comforting manner is the reason she drives an hour from her Stafford, Va. home twice a year for her son's dental check ups. When Levonne's son, Robert, was 18 months old, she noticed black spots on his front teeth. Unable to find a local provider willing to see such a young patient, Levonne made the trip to Richmond and Children's Hospital. Nearly seven years later, she's still making the drive.

An Unwilling Patient

Despite Robert's uneasiness during his early dental exams, Levonne said "he absolutely loved Dr. Bortell and the dental clinic from the first visit." He's entertained by the games in the waiting room and televisions in the exam rooms and loves that he gets to choose a toothbrush, stickers and toys after his visit.

During Robert's first visit, Dr. Bortell determined that his four front teeth had early childhood



Eight-year-old Robert Roles practiced proper tooth brushing techniques with help from Dr. Elizabeth Bortell, Director of Pediatric Dentistry.

(Photo by Doug Buerlein)

decay and would have to be removed. Because of his young age, Dr. Bortell recommended the procedure be done in the operating room.

"Before the procedure," Levonne recalled, "Dr. Bortell talked to Robert and me. She was very comforting. I felt very good about letting her work on Robert."

After the surgery, Robert, who also received some fillings and crowns on his back teeth, returned to the hospital every six months for regular check ups. Over time, the child who initially cried inconsolably and wouldn't sit in the dental chair,

became so relaxed that he was able to receive a filling during one of his regular clinic visits.

"Robert is a model patient," said Dr. Bortell. "He's always so happy to be here."

Pediatric Dental Program

Children's Hospital's Pediatric Dental Program recorded more than 3,400 dental clinic and operating room visits during the 2008 fiscal year, including more than 1,900 regular check ups

—continued on page 4



Gardiner M. Packer, DDS

Endodontics Added to Dental Services

On Feb. 13, Children's Hospital added endodontics to the list of dental services it provides to patients. Gardiner M. Packer, DDS, completes root canals in the dental clinic every other Friday and in the operating room as necessary.

Dr. Packer is one of only three Medicaid providers for endodontics within a 50-mile radius of the hospital and the only endodontist who performs root canals on children with special needs. He graduated first in his class from Creighton University School of Dentistry and completed his general practice residency at the University of Utah School of Medicine and his endodontic residency at Virginia Commonwealth University. Dr. Packer also is in private practice with Dominion Endodontics in Richmond.

EASING THEIR FEARS, *continued*

and 1,200 visits for fillings, extractions, emergency care and crowns. (A three-year grant from the Virginia Health Care Foundation helped accommodate this growth by funding the program's expansion and the addition of a second dentist in 2006.) The remaining visits were in the operating room, a number that nearly doubled in the last year with the addition of two community dentists who see patients at the hospital.

Staffed by Dr. Bortell, a pediatric dentist, and Dr. Deepa Simon, who focuses on the pre-adolescent and adolescent population, the Pediatric Dental Program also works with Dr. John Flowers and Dr. Amanda Kuhn, who serve patients on alternate weeks, one to three days a week in the dental clinic and operating room. In addition, three other community dentists also utilize the hospital's operating room, keeping it occupied five days a week. To coordinate these services, a dental surgery manager position was recently added to the staff.

Having dental surgical services is important for Children's Hospital because of

the age and medical conditions of many of its patients. For some patients with autism or cerebral palsy, going to the operating room is the only way to receive a regular check up. And for patients who need root canals, in February Dr. Gardiner Packer, an endodontist, began treating patients twice a month in the clinic and operating room as needed.

"There are so few dentists who do root canals on children," commented Dr. Bortell. "Sometimes children need root canals because of trauma to front teeth. Doing a root canal may save a child from having a permanent tooth pulled."

In addition to surgical services, the hospital's Dental Program, which treats children through age 21, also offers regular check ups, cleanings and x-rays and accepts most traditional insurance plans as well as Medicaid, one of the few area programs that does so. In fact, last year 80 percent of Dental Program visits were by Medicaid patients.

Getting the Word Out

Because studies show that dental disease causes students to miss more than 250,000 school hours each year, Children's Hospital is going one step further, taking dental health messages into the community through a partnership with the Virginia Department of Health – Dental Division.

The program reached 1,186 first graders in some Richmond and all Hopewell, Petersburg and Prince George area schools last year and expects


to reach 2,000 children this year by expanding to Charles City, Dinwiddie and New Kent schools. The 60-minute interactive program is based on the health portion of the first grade Standard of Learning test and teaches students about dental health, the functions of teeth, nutrition and proper brushing habits.

Although Robert, a third grader, did not participate in the program, he said, "if I want my teeth to be good, I have to have healthy food."

Regular Visits

With Robert's permanent teeth now filling the gap left by the teeth he lost almost seven years ago, he will continue to make the twice-yearly trips to Richmond and Dr. Bortell. Although he was almost two years old before his first dental visit, the American Academy of Pediatric Dentistry recommends children see a dentist by the time their first tooth erupts or no later than age one then every six months after that. For a young child, treatment can involve a dental exam, toothbrush cleaning and fluoride treatment. As the child gets older, exams can also include x-rays and more extensive cleanings.

Dr. Bortell advises parents to start caring for their child's teeth before the first one erupts. She suggests wiping a baby's gums with a cloth after feedings, avoiding putting a child to bed with a bottle or sippy cup, and making and keeping all regular dental appointments.

"I look forward to many years of treating a child," said Dr. Bortell. 

Smile for a Cause

Pictured here, Alysa and Richard Slifkin with Expressive Portraits presented a check for \$860 to Stephanie Allan (center), Special Events Coordinator, in December.

Funds were raised through the Expressions for Hope Program, a year-long sale of special photo items. One hundred percent of the sale of special seasonally-designed keepsake prints was donated to Children's Hospital Foundation. The company also donated money for every school where it took photographs during the year.





ADVOCACY

Hospital Shares Legislative Priorities

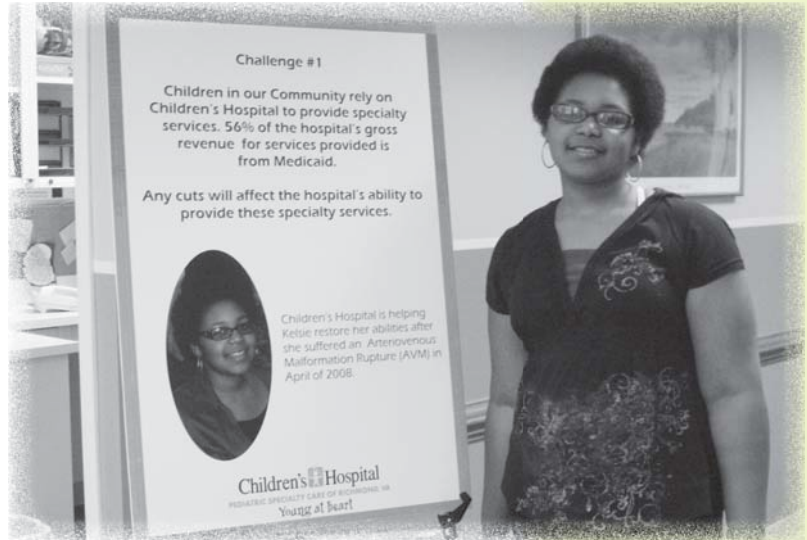
Members of Children's Hospital's staff and Board of Trustees shared their top three provider challenges with elected officials and their staff at the hospital's sixth annual legislative breakfast on Jan. 15 at the General Assembly building. The morning event highlighted three specific challenges for Children's Hospital and focused on the need to exempt all children's hospitals from additional Medicaid cuts.

"Children's Hospital's Legislative Breakfast has become a wonderful venue to impart the hospital's crucial messages to legislators," said Judy Collins, Board of Trustees' Community Liaison Committee Chair. "Having trustees, staff, patients and their families share personal stories and experiences puts a 'face' on the wonderful work of Children's Hospital and relays the importance of preserving the unique services the hospital provides to Virginia's children."

Because more than 50 percent of the hospital's gross revenue for services is provided from Medicaid, hospital representatives discussed the impact that Medicaid cuts would have on its ability to provide specialty medical and dental services for children. In addition, hospital representatives talked about how Part-C Early Intervention services are currently underfunded by the state to local infant councils, affecting where services are provided. Children's Hospital is one of five local providers of these early intervention services.

As part of the program, hospital patient Kelsie Tyler, 15, and her mother highlighted the important role Medicaid reimbursement has had on her recovery from a brain injury last spring. After Kelsie's private insurance ran out, her family received a one-year Medicaid waiver allowing her to continue her rehabilitation. She currently receives speech, occupational and physical therapy at Children's Hospital twice a week, has learned to walk unassisted and is continuing to work on improving her speech, short-term memory and motor skills.

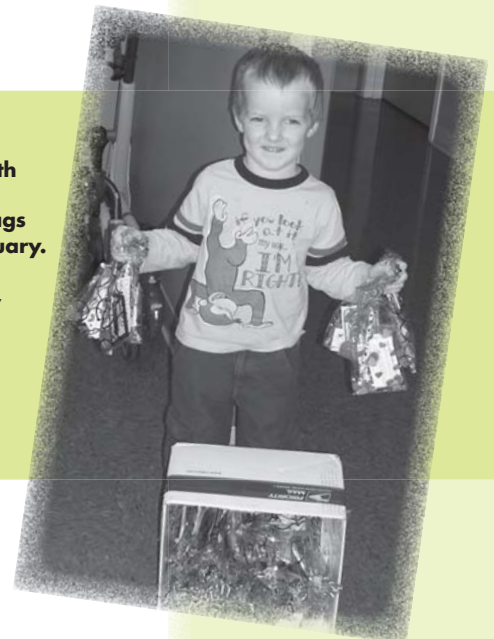
Children's Hospital is the largest provider of pediatric speech, occupational and physical therapies in Central Virginia and during the last



Children's Hospital patient Kelsie Tyler attended the Legislative Breakfast to share the important role Medicaid has had on her recovery from a brain injury.

fiscal year, provided more than 53,000 therapy visits, 18,000 of which were reimbursed through Medicaid. The hospital also provides long-term inpatient care, dental services, Children's Feeding Program, specialty physician clinics and therapies including psychology to children who rely on Medicaid. Hospital representatives used this information to urge legislators to protect children's hospitals from future Medicaid cuts. 🤝

Four-year-old Danny Abel, with help from family and friends, made 170 valentine goody bags to share with patients in February. Danny, who receives physical therapy at Children's Hospital, included pencils, erasers, stickers, valentine cards and handmade bookmarks and magnets in his holiday gifts.



BOARD NEWS



Wishing Well Update

Students at 11 area elementary, middle and high schools are collecting coins to help Children's Hospital patients as part of the Wishing Well program, an annual community-wide fundraising program coordinated by the hospital's Senior Board. Students from Benedictine High School, Lee Davis High School, Luther Memorial School, Nuckols Farm Elementary School, Our Lady of Lourdes School, Springfield Park Elementary School, St. Bridget's School, Trinity Episcopal School, Varina High School, Victory Christian Academy and W.W. Gordon Elementary School are hoping to raise more than \$20,000 this year.

Since the program's inception 10 years ago, more than \$110,000 has been donated to Children's Hospital Foundation. For more information or to have your school participate, contact Stephanie Allan at 804-228-5827 or srallan@chva.org.

Aquathon Raises Funds for Foundation

More than 40 residents from The Virginia Home, a private, nonprofit facility providing nursing, therapeutic and residential care to adult Virginians with irreversible physical disabilities, participated in an Aquathon in December to benefit Children's Hospital Foundation. Swimmers in the 11th annual fundraising event raised \$7,957 for the Foundation.

"We are so excited that The Virginia Home selected Children's Hospital Foundation to be a beneficiary of this event," said Stephanie Allan, Special Events Coordinator. "The Virginia Home and Children's Hospital serve the same community at different stages of life and some of our children attended the Aquathon to cheer on the participants."

Stephanie Allan, Special Events Coordinator (back left), accepted a check from Jody Young, Director of Recreation Therapy for The Virginia Home (back right), and (l-r) Virginia Home residents Mary Jane Montgomery, Antionette Warren, Cindy Bullard and Harry Lancaster.



Senior Board Makes Annual Donation

Members of the Senior Board presented a \$50,000 check to Leslie Wyatt, President/CEO, and Stephanie Allan, Special Events Coordinator, on Jan. 8. The donation includes funds from the annual Wishing Well program and Children Fore



Children golf tournament and will be used for uncompensated care. Pictured (l-r) are Mary Still, Wishing Well Committee Chairwoman, Page Kastelberg, Senior Board Treasurer, Laura Shuford, Children Fore Children Committee Chairwoman, Stephanie Allan, Katie Taylor, Senior Board President-Elect, and Leslie Wyatt.

Junior Board Donation Funds Playground Renovation

Representatives from the Junior Board presented a \$180,700 check to Frances Kay, Chairman of Children's Hospital's Board of Trustees, and Eleanor Goode, Chairman of Children's Hospital Foundation, at the Junior Board's meeting on Feb. 11.



The donation represented proceeds from the 45th annual Junior Board Ball, held Nov. 7 at the Country Club of Virginia, and will fund the renovation of the hospital's playground, the Children's Park. Pictured l-r are Frances Kay, Susan Russell, Junior Board President, Eleanor Goode, Alison Fauls and Lynne Headley, Junior Board Ball Co-Chairmen.



HELPING HANDS

Dancing for a Cause

Ten years ago, Jessica Morgan, owner of Jessica Morgan School of Dance, created the Virginia Dance Festival to provide "an opportunity for the dance community to come together for one purpose." Since the beginning, that purpose has been to help the children at Children's Hospital by raising funds for the hospital's Foundation.

"I chose Children's Hospital as the beneficiary," recalled Jessica, "because when I started my business I had two children who danced with me who had been helped by the hospital."

Held each winter, the festival has grown from 12 dance troupes to more than 30 troupes and more than 300 junior and adult dancers. Dance styles range from tap, jazz, ballet and ballroom to hip-hop, Irish, classical Indian, Latin and musical theater. This year's event, held Jan. 31 at James River High School, was hosted by Kat Simons from Lite 98 and included a photographic presentation about Children's Hospital and the programs that have benefited from the Festival's donations.

"The Virginia Dance Festival is such a successful event because of the groups that are involved," remarked Stephanie Allan, Children's Hospital Foundation Special Events Coordinator. "Jessica Morgan and the other dance troupes not only love dancing and performing but also love making a difference in their community."


Since it started 10 years ago, the festival, which includes afternoon and evening performances, has raised more than \$100,000

through ticket sales, sponsorships and silent auction donations. This year's event raised more than \$15,000.

"My students were very blessed, had the wonderful talent of dance and needed to share that talent with others," said Jessica of her reasons for organizing the first festival. "The Dance Festival creates a venue for my dancers as well as others to perform outside of their annual recitals."

Outside of coordinating the Dance Festival, Jessica organizes dance performances at her church and area retirement homes and for Special Olympics, the Multiple Sclerosis Society and the Ukrop's Christmas parade. She also has spoken and performed at local elementary schools for Art and Career Weeks.

"Jessica is a great fundraiser because she is passionate about the event that she produces each year," said Stephanie. "She puts in a lot of hard work all year long to create a great benefit event. We're lucky to be able to work with her."

Jessica, who has bachelor and masters degrees in dance from the University of Tennessee at Knoxville, was raised in Bristol, Va. An accomplished ballerina, she also teaches jazz and tap and choreographs performances for the eight performing companies sponsored by the Jessica Morgan School of Dance, which she founded in 1985. The schools have two Richmond area locations with approximately 1,200 students. 



Dancers from City Dance Theater performed "Echoes," a modern routine, during the Virginia Dance Festival.



Jessica Morgan (far left) and teachers from many of the 30 troupes that participated in the 10th annual Virginia Dance Festival in January.



Be Your Own Event Planner -

AND MAKE A DIFFERENCE IN OUR CHILDREN'S LIVES

Sell Children's Hospital Foundation Icons to family, friends, neighbors and co-workers.

For an Icon Project Kit, contact Stephanie Allan at **804-228-5827** or **srallan@chva.org**.



HAPPENINGS

Totally Cool Carolers Spread Holiday Cheer



The TCU Tots performed as part of the annual TCU holiday concert in December. Pictured (l-r) are Crystal Proffitt, Recreation Therapy Technician, Alexavier Williams, Jordan Seigler, Vernita Easley, CTRS, Recreation Therapy Manager, Virginia Taylor, Jill Toth, CTRS, Recreation Therapist, Shayveona Canada and Michelle Palik, CTRS, Recreation Therapist.

The annual Transitional Care Unit (TCU) holiday concert featuring the *Totally Cool Ultime* (TCU) carolers was held Dec. 11 in the hospital auditorium. Seventeen children shared their talents during the morning event, which included the youngest residents playing instruments during "Jingle Bells" and the older children playing instruments during three other holiday favorites. TCU nursing staff sang two songs while mistress of ceremonies Elaine Buckingham from Outpatient Services performed her rendition of "This Christmas." A slideshow highlighting the 2008 activities of the TCU residents provided a trip down memory lane for many guests.

"The concert is special because it allows everyone to embrace the holiday season," commented Vernita Easley, CTRS, Recreation Therapy Manager. "It also highlights the Music Therapy services offered through Recreation Therapy."

Kiwanians Bring Holidays to Hospital

TCU residents and children from Children's Feeding Program gathered in the hospital auditorium on Dec. 10 for the annual Kiwanis Holiday party. Sponsored by the Richmond Kiwanis Club, the 54th annual celebration featured entertainment by actors from the Barksdale Theater who performed parts of "The Sanders Family Christmas." Thirty children enjoyed the afternoon event, which also included presents and a visit from Santa Claus. Following the party, Santa delivered gifts to the TCU for residents who missed the auditorium celebration. The Richmond Kiwanis Club donated \$9,500 to fund the holiday party as well as the annual Bicycle Safety Program in May.



Joshua Morris enjoyed opening presents with his mother, Kimberly Reid, at the Kiwanis Holiday Party.

Wishes Granted in New Way

Thanks to the generosity of numerous individuals, organizations and corporations, this year's Holiday Wishes program expanded the Recreation Therapy activity fund, which is used to take patients on outings to Virginia Beach, the Science Museum, circus, movies and other locations and events. Rather than giving toys this year, donors were encouraged to make monetary gifts to the activity fund. Gift cards, gas cards and event or movie tickets also were encouraged.

"Because of the complexity and severity of the special needs of our children," said Dede Vass, Volunteer Coordinator, "we have learned that the best holiday gift at this time in their lives is the events and outings we take them on that will have lasting memories and provide lifetime experiences."

The 2008 Holiday Wishes program collected \$1,929 for the Recreation Therapy activity fund.



HAPPENINGS

Hospital Photo Featured in National Photo Exhibit

A Children's Hospital photograph by local photographer Doug Buerlein was selected by the National Association of Children's Hospitals and Related Institutions (NACHRI) for "Champions," its 2009 traveling exhibition of 50 photographs. The photo of Children's Feeding Program patient Kierra-Jade Battle was chosen from nearly 250 photographs submitted to NACHRI by children's hospitals across the country.

"I have been working with Children's Hospital for years, telling the story of the many patients who have benefited from the hospital's specialty services," said Doug. "That one of my photos was selected for the Champions exhibition is an honor."

The traveling exhibit uses photographs to show the vital role children's hospitals play in children's lives. The exhibit debuts in Nashville, Tenn. in March and is tentatively scheduled to be on Capitol Hill in Washington, D.C. June 15-19.



Kierra-Jade Battle, a Children's Feeding Program patient, is featured in this award-winning photograph taken by local photographer Doug Buerlein.

Bowling for Bucks

Bowlers at AMF Shrader Lanes in Richmond can bowl for free and help Children's Hospital Foundation. Just turn in a coupon for one free game at AMF Shrader Lanes, and AMF will donate \$1 for each coupon redeemed. Free coupons are available from Children's Hospital's Special Events Office.

Call 804-228-5827.

Children's Miracle Network-Richmond Corner



Matthew McMillen is the Virginia Champion representing Children's Miracle Network hospitals during Champions Across America presented by Walmart and Sam's Club.

Richmond resident Matthew McMillen was elected a State Champion to represent Children's Miracle Network member hospitals during Champions Across America presented by Walmart and Sam's Club in Washington, D.C. and at Disney World in Florida in March. Seven-year-old Matthew, the first Richmond area Champion in more than 10 years, will participate in radio and television interviews, sharing his experiences as a patient at Children's Hospital and Virginia Commonwealth University Children's Medical Center. Born with a rare heart defect, Matthew had heart surgery at VCU Children's Medical Center when he was nine hours old and has since been diagnosed with high-functioning autism and cerebral palsy. He also has received speech, occupational and physical therapy at Children's Hospital.

Champions Across America presented by Walmart and Sam's Club honors amazing children from the United States, Canada, Ireland and the United Kingdom who have prevailed despite medical challenges. For their courage and perseverance, the Champions that represent each state and participating countries have been selected as ambassadors for the 17 million kids treated each year at Children's Miracle Network supporting hospitals.

All monies raised by Children's Miracle Network-Richmond are used locally to support its member hospitals, Children's Hospital and VCU Children's Medical Center. For more information, call 804-228-5929 or visit www.childrensmiraclenetwork.net.

Save the Date

8th Annual Anthem LemonAid

July 17-19

Registration opens in May

www.childrensmiraclenetwork.net/lemonaid

Children's Hospital Foundation recently received gifts from the following:

- Metropolitan Health Foundation, Inc. - \$20,000 to support the expansion of the West Therapy Center
- Massey Foundation - \$15,000
- The Barbara J. & William B. Thalheimer, Jr. Family Fund of The Community Foundation - \$11,000
- Durham Foundation - \$10,000
- Boulevard Baptist Church - \$10,000
- Capital Interior Contractors, Inc. - \$5,000
- G.L. Howard, Inc. - \$5,000
- Binswanger Glass Foundation - \$4,000
- Anchor Point Yacht Club - \$3,060 from annual Shrimp Feast
- Keystone Builders Resource - \$3,000
- Tuckaway Child Development Centers - \$2,600 from Tuckaway Kids Mascot Mile
- Bubba's Restaurant - \$2,000
- CVS CareMark Fund - \$2,000 for Recreation Therapy outings
- West Broad Honda - \$1,600
- Community Foundation of the Rappahannock River Region, Inc. - \$1,500
- Benjamin Dennis Foundation - \$1,500
- Loyal Order of Moose – Sandston Lodge 1937 - \$1,272
- 7-Eleven, Inc. - \$1,077.60
- Luck Stone Foundation, Inc. - \$1,000
- Virginia Baptist Foundation - \$1,000
- Loyal Order of Moose - Manchester - \$1,000
- Herndon Foundation - \$1,000
- Lawyer's Staffing/Medicus Staffing - \$1,000
- Paul H. Pusey Foundation - \$1,000
- The WMY Fund - \$1,000
- First Baptist Church Endowment Fund, Inc. - \$1,000
- Second Baptist Church - \$1,000
- Beach Community Grange - \$1,000 from bingo event



GIFTS

John Randolph Foundation Supports Petersburg Therapy Center

John Randolph Foundation made a \$40,000 grant to Children's Hospital Foundation at its semi-annual Grant Awards Luncheon on Jan. 28 in Hopewell. The grant will support operating expenses for the Petersburg Therapy Center, which opened in November. John Randolph Foundation identifies and supports health programs and services and quality of life improvements in the City of Hopewell and the surrounding areas.

Steel City Donation

Throughout football season, members of the Steel City Connection, a group of former Pittsburgh residents and fans of the Pittsburgh Steelers, gather at a local restaurant, the Playing Field, to cheer for the team. During halftime of these weekly gatherings, loose change and donations are collected for Children's Hospital Foundation, resulting in a \$1,750 gift in December. Pictured here, Tom Holton, (right), past president of the Steel City Connection, presented the donation to Stephanie Allan, Special Events Coordinator.



Annual Antiques Show Benefits Foundation

The 47th annual Richmond Academy of Medicine Alliance Foundation Antiques and Fine Arts Show was held Feb. 5-8 at the Science Museum of Virginia to benefit several area charities. Children's Hospital Foundation will receive a \$5,000 donation to support the Recreation Therapy Department.

Local Company Sells Hospital Icons for Holidays

Instead of participating in a holiday gift exchange, employees from the Medical Society of Virginia Insurance Agency sold 60 Children's Hospital icons and raised \$815 in December. As employees made donations to the project, the icons were hung around their office.



STAFF NEWS

Sharing Knowledge

Sallie Tidman, OT/L, Director of Therapy Services, and **Elizabeth Shepherd, Psy D**, were guests on CBS6's "Virginia This Morning" in December 2008 and January 2009. Sallie shared information about screen time safety and health, and Elizabeth discussed ADHD.

Expanding Knowledge

Joyce Carter, BGS, Infant Services Coordinator, attended the Kaleidoscope training, "New Perspectives in Service Coordination," sponsored by Henrico County Mental Health/Mental Retardation/Substance Abuse Service in January and February in Glen Allen, Va. 🌟



Like a young child, Children's Hospital has had a major growth spurt over the last year. The Hospital has grown by leaps and bounds to better serve our patients. We have expanded the Transitional Care Unit to 47 inpatient beds, renovated the playground and education areas, added additional space to our West Therapy Center and opened a new Therapy Center in Petersburg. This growth would not be possible without the help of the many donors who give to Children's Hospital throughout the year.

For over 85 years, Children's Hospital has made sure our patients have the support they need to grow stronger and live life to the fullest. Watching each child who comes through our doors grow stronger and more independent is how we measure success. Whether it's teaching a premature infant how to eat by mouth, taking a ventilator dependent child to the beach or helping a young adult with cerebral palsy live independently, these children are growing in their own way by leaps and bounds.

Our recent expansions and renovations will allow us to see more children than ever before. By being a resource and provider of specialized medical and therapeutic services customized to meet the specific needs of children and their families, Children's Hospital is helping children across Central Virginia grow physically, emotionally and mentally.

Our Pediatric Therapy Program serves more children than any other in the region and does so with five area locations to meet the needs of the families we serve. Our 47 bed Transitional Care Unit provides developmentally appropriate inpatient care for children and young adults with complex medical needs, within a supportive, family centered environment. The Multispecialty Clinics bring together numerous disciplines at one time, allowing families

to get the expertise they need for their child's care all in one place. Children in need of dental services, whether just a routine cleaning or more elaborate work requiring outpatient surgery, attend our Dental Program. And, our Children's Feeding Program is one of only a few programs of its kind in the entire country. In addition to our core programs, Children's Hospital hosts numerous outreach programs to educate children in our region about health and safety, fire prevention, nutrition and dental hygiene.

Children's Hospital is a special place where we nurture our children and their families so that they can grow and reach their full potential. The growth of Children's Hospital and the children who come here is made possible by continued support from our community. Over

6,800 children were treated in our inpatient and outpatient programs last year totaling almost 60,000 visits. Whether that was for a short term need or a lifetime condition, with your help, the care we provide can make dreams come true. Please contribute to Children's Hospital of Richmond. Your donation can make a big difference in the life of a child.

**To make a gift online
using Visa or MasterCard, visit
www.childrenshosp-richmond.org.**

**For information about making a gift or donation,
contact Chris Broughton-Spruill, President,
Children's Hospital Foundation, at
804-228-5814 or cbroughton-spruill@chva.org.**

**For information on
volunteer opportunities,
contact Dede Vass,
Volunteer Coordinator,
at 804-228-5920 or
djvass@chva.org.**



SPECIALTY SERVICES FOR CHILDREN

Physician Services

- Cerebral Palsy
 - Muscular Dystrophy
 - Physical Medicine & Rehabilitation
 - Spasticity
 - Spina Bifida
- Therapy Services
Transitional/Specialized Long-Term Care
Dental Program
Children's Feeding Program

CHILDREN'S HOSPITAL THERAPY CENTERS

FREDERICKSBURG
Lee's Hill Medical Center
10530 Spotsylvania Ave.
Suite 102
Fredericksburg, VA 22408
540/891-4485

PETERSBURG
321 B Poplar Dr.
Suite 4
Petersburg, VA 23805
804/733-7233

SOUTH
2925 Polo Parkway
Midlothian, VA 23113
804/323-9060

WEST
The Forum, Building 2
10124 West Broad St.
Suite P
Glen Allen, VA 23060
804/273-6656

Children's Hospital

PEDIATRIC SPECIALTY CARE OF RICHMOND, VA

Young at heart

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RICHMOND
Health & Safety Day
Tuesday, April 21

10 a.m. - noon

Children's Hospital • 2924 Brook Road
Pre-registration required.

**Contact Elana Flanigan at
804-321-7474 x6077.**

3RD ANNUAL
AMERICAN FAMILY FITNESS
Celebrity Golf Tournament
Thursday, June 25

1 p.m. shotgun start

HUNTING HAWK GOLF COURSE

\$500 per 4-person captain's choice entry fee
Each team will have a chance to golf with a celebrity.

Visit www.amfamgolf.com

7TH ANNUAL
Children Fore Children Golf Tournament
Sunday, May 17

Registration begins at 11:30 a.m. - first tee time at 12:30 p.m.

FIRST TEE CHESTERFIELD

\$40 registration fee before May 4 - \$50 after that date

Open to golfers between the ages of 8 & 17 who have played at least 5 rounds of golf.

Call 804-228-5827 or visit www.childrenshosp-richmond.org

Hosted by the Senior Board of Children's Hospital