

# Cottage

## Saving Adrian's Life, Twice

Reflections on growing up  
strong and making lifelong  
friends at Cottage  
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##### FINANCIAL ASSISTANCE

Cottage Health has adopted a financial assistance policy as part of our long history as a not-for-profit healthcare organization serving our community. All patients receiving hospital or emergency care are eligible to apply for financial assistance or discounts toward their patient obligation. Visit [cottagehealth.org/fap](http://cottagehealth.org/fap) to learn more.

##### COTTAGE MAGAZINE

Letters to the editor, address changes, requests to be added or removed from our mailing list, or other magazine inquiries can be addressed to:

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## Dear fellow community members,

**In this issue of Cottage Magazine, we celebrate stories of people choosing healthcare for their careers – because they were inspired by others who cared, because they want to give back, because they are committed to serving their community.**

At the same time, we recognize the dual toll of the pandemic and increasing violence against caregivers throughout the country. We continue the work to keep staff safe as they provide care for the community, and we work to protect their well-being as they make sacrifices to show up and care for others. We appreciate your support and encouragement.

With a projected shortage of one million nurses across the US by 2026, Cottage is preparing for the future with workforce planning and new and creative ways to recruit and retain top talent to provide care in our community. We're also growing partnerships with educational institutions for both healthcare career development and research initiatives. Healthcare professionals are essential to healthy communities, and vital to rapid emergency response.

To protect the health of our patients and staff we continue to practice COVID precautions to help prevent the virus from spreading in healthcare settings, where patients with certain health conditions are more vulnerable. COVID remains a challenge, as more community spread of the virus means it is more likely to impact staff and their families, keeping them away from work during periods of quarantine or isolation.

Through community and employee donations, our employee assistance fund provided more than 475 grants and \$1 million to assist employees facing financial challenges related to the pandemic – whether from COVID-related illness or a household member losing employment.

At Cottage, we are using the learning of the past few years to strengthen our operational resiliency plan and emergency preparedness. Our Reaching Higher Together campaign is raising funds to strengthen emergency, trauma and critical care, pediatric care, research and population health programs. We hope you will join us in this effort.

The Cottage Health Board of Directors welcomes its newest members: Roberta Griffin; Robin Malone, MD; Wesley Schooler, MD; and Bhupi Singh. We appreciate their commitment and leadership as they work in this volunteer capacity, using their experience and knowledge to help guide Cottage and advance the health of our community.

As you read the updates and stories here, we are actively working on 2022 goals to grow and serve you well into the future. It's an honor to be a part of this community.

Sincerely,

**RON WERFT**

President & CEO, Cottage Health

## 2022 Cottage Health Board of Directors



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Susan Christol-Deacon



Gregory F. Faulkner



Pamela B. Gann



Roberta L. Griffin



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Bhupi Singh



Yulun Wang, PhD



Steven C. Zola



# A Healthy Future

## for Cottage's Workforce and the Community

Cottage Health is recognized for maintaining one of the top workforces in the nation. As the nation faces a chronic shortage of health care professionals, Cottage Health stands firmly committed to retaining and recruiting the best caregivers and leaders. We do this by fostering an environment of opportunities for staff to grow through education and specialized training and by partnering in programs that support and inspire students pursuing careers in healthcare.

### **Opportunities for High School Students**

Started 21 years ago as an initiative between San Marcos High School and Cottage Health, the Health Careers Academy provides opportunities for students interested in health careers. Students take courses and interact with local healthcare professionals, get real-time health career job experience, earn certificates of skill competencies, and receive guidance and counseling to help prepare for college or start their career. Since it began, more than 600 students have graduated from the academy. Some have gone on to study health-related fields in college and have then returned to Cottage Health for their careers.



Recent graduates of the Health Professionals Institute, a leadership development program of Cottage Health and Santa Barbara City College

## Training Programs

Cottage provides educational assistance through financial support for nursing, respiratory therapy, medical imaging, surgical technology and advanced degree programs.

**New Graduate RN (registered nurse) Residency** is a 10+ week program designed to support the new graduate RN transition from nursing school to acute care nurse.

**Acute Care Transition Program** brings experienced nurses to the acute care setting. It is designed for experienced nurses who paused working in bedside patient care or started their career in an outpatient or community setting.

**Specialty Training** scholarship and funding programs, like the Urgent Care Nurse Practitioner Fellowship, help nurses receive certifications and advance their careers in the specialty of their choice.



As a child, I was in the hospital a lot. Because of my experience as a young patient, I became interested in the medical world and wanted to help others. The nurses were so compassionate to me, and I wanted to be able to make a difference in someone's life like they did in mine. The San Marcos Health Careers Academy was an amazing experience, and the opportunity to learn sets students up for success. I went on to get my RN license from SBCC, and then I joined Santa Barbara Cottage Hospital in the New Grad Program. After six years as a medical-surgical nurse, I transitioned to the NICU, where I love caring for the little ones as they grow, get stronger and go home with their parents.



**Sara Sanchez, RN**  
Santa Barbara Cottage  
Hospital – Neonatal ICU



**Lizette Serrato, RN**  
Santa Barbara Cottage  
Hospital, Emergency  
Department

“

I was inspired to become a registered nurse after completing the CNA (certified nursing assistant) program through the Health Careers Academy at San Marcos High School in my senior year. I loved the classes, the clinical rotations at Cottage and the nurses who were guest speakers. During high school, I had an internship with patient care techs and volunteered at Cottage Rehabilitation Hospital to gain more insight and experience. I attended CSU-Channel Islands and majored in nursing, minored in Spanish and obtained a certificate in healthcare interpretation. I began my nursing career at Cottage through the New Graduate Program, and it is such a rewarding feeling helping and caring for patients during some of their most vulnerable times.



**Katie Coy, RN**  
Goleta Valley Cottage Hospital  
Outpatient Surgery

“

I knew at a very young age that I wanted to pursue a career in healthcare when I was inspired by the Cottage nurses who were caring for my mother. Seeing such compassion and high-quality care made me realize that this was the difference I wanted to make in people's lives. I was lucky enough to attend San Marcos High School and be involved in the Health Careers Academy. After high school, I entered the nursing program at Santa Barbara City College, and I was fortunate to be hired at Santa Barbara Cottage Hospital, where I worked in cardiac telemetry for 11 years before transferring to the surgical department at Goleta Valley Cottage Hospital. I am so grateful for my nursing career, and I have both the San Marcos Health Careers Academy and Cottage Health to thank for that. Knowing I make a difference in my patients' lives is so rewarding.



## Pathways for Career Growth

Cottage Health offers opportunities for career growth. Training is offered for career paths of patient care tech to RN, RN to nurse practitioner, medical assistant to licensed vocational nurse, patient care tech to respiratory therapist, med tech intern to clinical lab scientist – to name a few.

Local college to career paths include Santa Barbara City College (nursing, radiology and EMT programs), Cal State University – Channel Islands Goleta and Camarillo (nursing and business tracks), Westmont College (nursing, kinesiology and business tracks), UCSB Partners in Wellness, UCSB Human Resources student group and College to Career Diversity Internship Program.

## Expanding Partnerships

Expanding partnerships are planned to include Azusa Pacific University (O.R. training program), Cal Poly San Luis Obispo (Dietetic Internship program), Career Care Institute (limited radiology tech program), Hartnell College (respiratory therapy program), Simi Institute for Careers & Education (surgical tech program) and WCU School of Medical Imaging (echo tech program).

While the COVID-19 pandemic presented challenges to every healthcare organization, Cottage proved to be a resilient innovator and created workforce models that will continue even after the pandemic. These include flexible work schedules and remote work opportunities for some non-clinical positions.



# La Atención Virtual en Español Llegará Próximamente en Cottage Health

## Spanish Virtual Care Coming Soon at Cottage Health

Part of Cottage Health's mission is to improve the health of our communities, expanding medical care outside the walls of the traditional hospital to provide convenient access for everyone. Through new initiatives to serve more patients more efficiently, Cottage Health is delivering fast, convenient medical care for all types of medical issues and is currently conducting research on how to provide the best user experience for virtual care in Spanish.

To ensure this is not simply a translation of the English virtual care platform, the Cottage Center for Population Health is leading a study for the development of a culturally and linguistically accessible Spanish virtual care.

This research involves a series of qualitative focus groups with perspectives of Latino/Hispanic community members of Santa Barbara County who are Spanish-speaking or bilingual.

Cottage Health's virtual care platform in Spanish is scheduled to launch later this year. Like the English version, Cottage Spanish Virtual Care will enable patients to connect with a medical provider anytime, any day and receive a diagnosis typically within an hour.



**To learn more about** building a career with Cottage Health, visit [cottagehealth.org/careers](https://cottagehealth.org/careers)



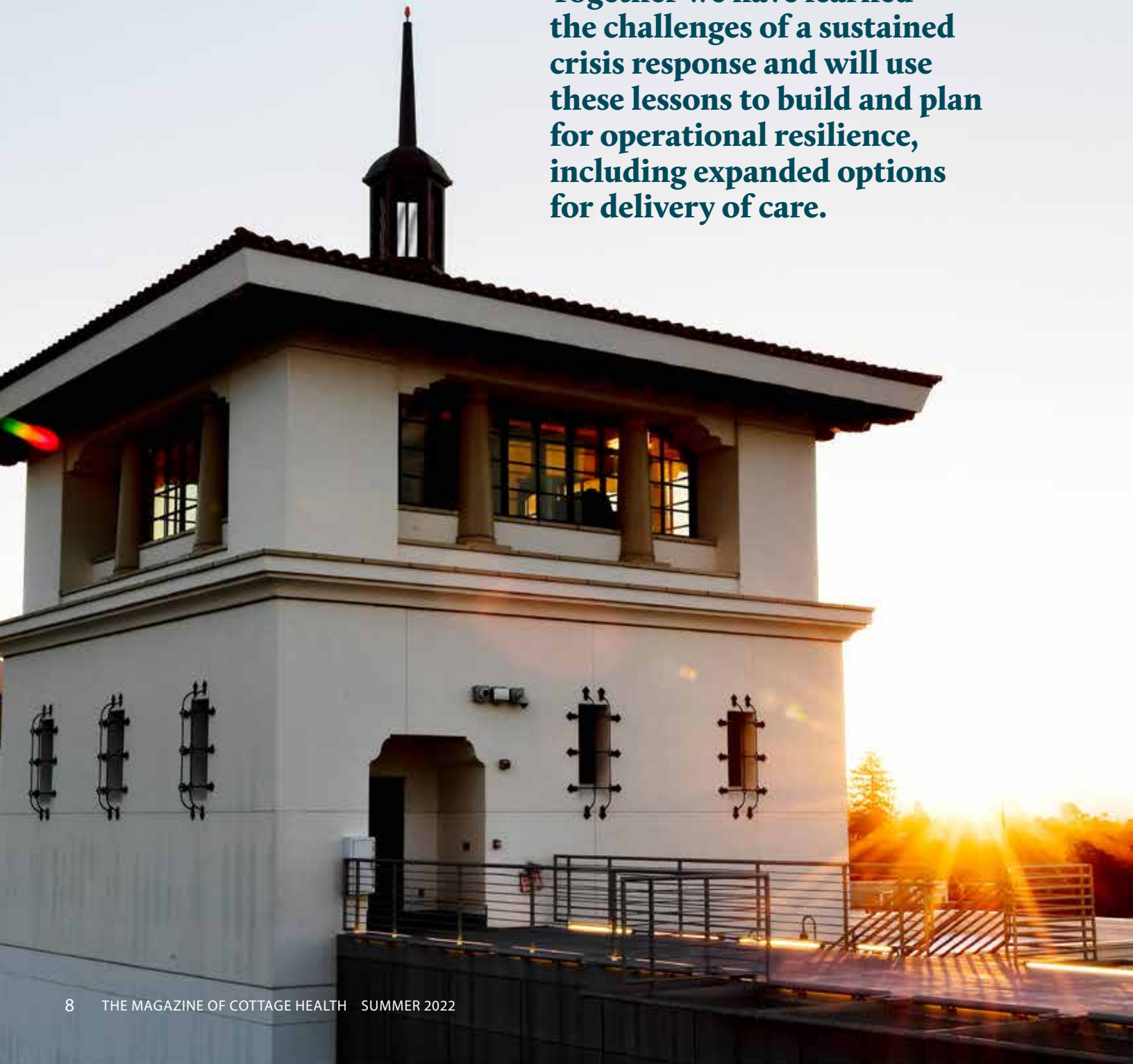
**Cottage Virtual Care** is available 24/7 and supports an online translation function in many languages. Learn more at [cottagehealth.org/virtualcare](https://cottagehealth.org/virtualcare)

# Resilience in the Pandemic, Innovations in Medical Care

To respond to the pandemic, community partners quickly came together to create solutions.

In times of challenge and adversity, new partnerships were forged with vision and inspiration, teamwork and inventiveness. It took many people working together to save lives and assure ongoing access to care. Cottage Health is honored to be a part of this community.

**Together we have learned the challenges of a sustained crisis response and will use these lessons to build and plan for operational resilience, including expanded options for delivery of care.**





More than **2,300 COVID-19 prevention kits** were distributed containing face masks, hand sanitizer, vitamins, COVID-19 resource lists, and bilingual educational materials. More than **8,800 people** have received vaccine education through Community Health Ambassador (CHA) vaccine equity outreach.

## Reaching the community in the pandemic and beyond

To help ensure access to health care for all, the Cottage Center for Population Health (CCPH) developed new initiatives and partnerships to serve various populations in Santa Barbara County, including Spanish-speaking communities, the indigenous migrant community and people without housing. New partnerships were formed for rapid response to reach communities where they are. As a result, hundreds of referrals have been provided for food, housing, healthcare, employment and childcare.

The Community Health Ambassador (CHA) program launched a pandemic response to meet needs for COVID-19 information and convenient vaccination options. A Community Health Ambassador is an individual dedicated to improving the health of their community through education, navigation, referral and support. CHAs have helped provide information and create easier access to vaccines by addressing barriers in areas of transportation, language and scheduling.

## Expanding access to medical care outside the traditional hospital

With new cost-effective options and expanded services, Cottage Health has been delivering fast, convenient care for all types of common medical issues. Cottage Virtual Care and Cottage Urgent Care Centers provide more ways for the community to receive a wide range of convenient clinical services.

“The nurse practitioners for Cottage Virtual Care and Urgent Care are both care providers and navigators,” said Ryan Skrupky, MD, Medical Director for Cottage Urgent Care. “Should a patient need additional care or testing beyond their initial visit, the nurse practitioners navigate them to the most appropriate services.”



## Hope on wheels

In January 2021, multiple Cottage departments joined forces to create something that had never been done before: A drive-up COVID-19 Vaccine Clinic operation that was sustained for months – through wind, rain, hail and heat – from tents and temporary trailers based in a Goleta parking lot. At the Goleta Valley Cottage Hospital campus – from January to July 2021 – thousands of vaccines were administered week-by-week, and by the time the clinic ended, more than 100,000 vaccines had been administered for the community.

# Cottage Urgent Care Centers

## Care Throughout the Tri-County Area

**What do you do when you have a common medical problem during the night or on weekends? Where can you see a clinical provider in person without an appointment? Where can you get an X-ray quickly?**

With new and expanded services across the region, Cottage Health Urgent Care centers are delivering fast, convenient care. Each center is staffed by a licensed nurse practitioner and patient concierge team members and provides X-ray services. X-rays are read by a radiologist during the patient visit. The goal is to care for each patient within 45 minutes. If a patient is diagnosed with a serious medical condition, the patient will be sent to a hospital emergency room or, if it's not an emergency, given a referral for follow-up care.

### SERVICE FEATURES:

- **Walk-ins are welcome**
- **Online appointments are recommended**
- **Prescriptions available onsite at cost**
- **Treats medical issues, including:**
  - Respiratory symptoms
  - Urinary tract infection
  - Sore throat
  - Minor fractures
  - Scrapes or minor cuts
  - Earache
  - Fevers
  - Sprains
  - Sports physicals
  - Allergies
  - Headaches
  - Minor burns or bruises
  - Foreign object in eye or nose
  - Rash, poison oak skin conditions and minor allergic reactions





## Locations in Santa Barbara County, San Luis Obispo County and Ventura County

- |  |   |
|--|---|
| <b>Buellton</b><br>Buellton Village      | <b>San Luis Obispo</b><br>Marigold Center |
| <b>Camarillo</b><br>Village Square       | <b>Santa Barbara</b><br>Upper State       |
| <b>Goleta</b><br>Calle Real              | <b>Santa Maria</b><br>N. Broadway         |
| <b>Goleta</b><br>Hollister Village       | <b>Santa Maria</b><br>Skyway Drive        |
| <b>Orcutt</b><br>Orcutt Hills Plaza      | <b>Ventura</b><br>Montalvo Square         |
| <b>Oxnard</b><br>Esplanade Drive         | <b>Ventura</b><br>Poinsettia Plaza        |
| <b>Port Hueneme</b><br>Mandalay Village  | <b>Coming Soon</b><br><b>Montecito</b>    |
| <b>San Luis Obispo</b><br>Foothill Plaza |   |



For more information and locations, go to [cottagehealth.org/urgentcare](http://cottagehealth.org/urgentcare)

## Cottage Virtual Care

# E-Visits from the Convenience of Home

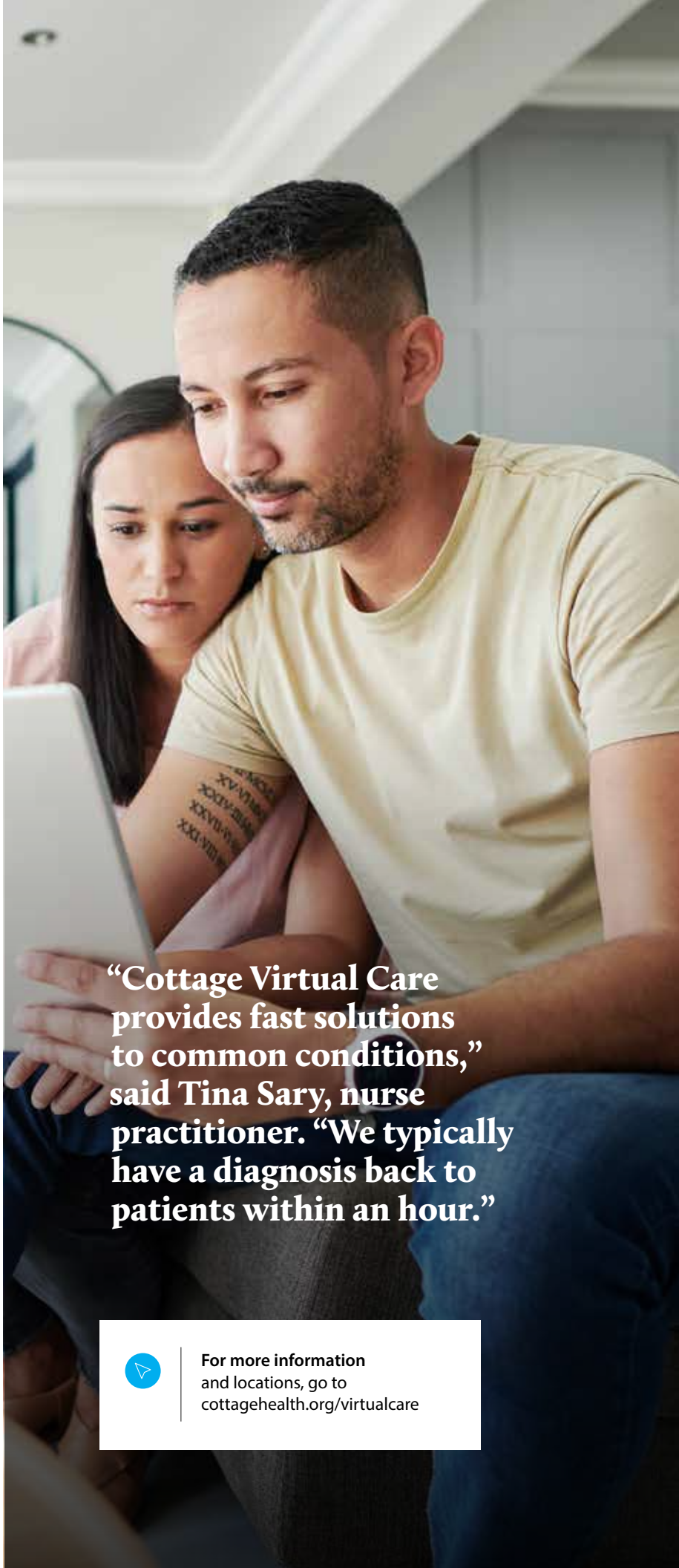
**Cottage Virtual Care  
enables you to connect with  
a healthcare provider 24/7  
from wherever you are.**

### SERVICE FEATURES:

**Available 24/7/365  
for online e-visits**

**Treats common medical  
conditions, including:**

Respiratory symptoms  
Urinary tract infections  
Skin conditions  
Low back pain  
Stomach issues, IBS and GERD  
Conjunctivitis (pink eye)  
Swimmer's ear  
Hay fever and allergies  
Minor burns  
Certain medication refills

A photograph of a man and a woman sitting together, looking at a tablet computer. The man is in the foreground, wearing a light-colored t-shirt, and the woman is behind him, also looking at the screen. They appear to be in a home setting, possibly a living room or bedroom.

**“Cottage Virtual Care  
provides fast solutions  
to common conditions,”  
said Tina Sary, nurse  
practitioner. “We typically  
have a diagnosis back to  
patients within an hour.”**



**For more information  
and locations, go to  
[cottagehealth.org/virtualcare](https://cottagehealth.org/virtualcare)**

# Health Information and Appointments at Your Fingertips

The Cottage Health mobile app is coming soon to help you easily manage health information and care for yourself and your family. You will be able to find a physician and locate healthcare services near you, and 24/7 Virtual Care and Urgent Care appointments are also just a click away.



## Part of the app includes Cottage MyChart, which allows you to:

- Communicate directly with your care team
- Review test results, medications, immunization history and other health information
- Connect your account to other apps, like Apple Health, to transfer health-related data from your personal devices into Cottage MyChart
- View your After Visit Summary® for past visits and hospital stays, along with your provider's clinical notes
- View upcoming and past appointments
- Get price estimates for the cost of care
- View and pay your medical bills
- Securely share your medical record with others you designate
- Connect your accounts from other healthcare organizations so all your health information is in one place
- Opt in to notifications when new information is available in Cottage MyChart
- Pre-register for appointments and update insurance information
- Register for Your Delivery options to streamline hospital admission for expectant parents
- Submit requests for financial assistance
- Quickly display your COVID-19 immunization and testing status for admission to events, travel, etc.
- Request medication refills
- Designate healthcare agents and submit Advance Care Plans

# New Facilities, New Capabilities

## An Empowering Move for Cottage Rehabilitation Hospital

Cottage Rehabilitation Hospital (CRH) is moving to Goleta Valley Cottage Hospital (GVCH) in 2025.

Every year, hundreds of patients and their families rely on CRH. These patients often have long paths to recovery and require care for a complex range of medical needs. CRH ensures each patient gets the personalized care and support they need to adapt, to rehabilitate and to return to a fulfilling life. There is no other resource on the Central Coast that provides this type or level of care.

The New CRH at GVCH will create a better experience with a thoughtfully designed environment to welcome, motivate and inspire patients and staff, while staff within a state-of-the-art facility offer the latest advances in care.

The new hospital will be designed for patients with a variety of disabilities. The facility includes low counter options, private rooms, and flooring patterns that enable patients to measure how far they walk.

More onsite services eliminate the need for inpatients to be transported for visits with specialists, for treatments, for emergency care or for imaging. Onsite food service and more outdoor spaces will enhance family visits while also offering patients new environments to enjoy.



The new aquatic center will provide a community and an inpatient resource unlike any that exists in the area today. Adaptive recreation programs and outpatient treatment facilities will bring community members with disabilities onto the campus, serving as a vital resource for this underserved population.

A new era of collaboration with the diverse community of research and science-based organizations in the area will benefit the community in many ways.





The Board of Directors of the Cottage Rehabilitation Hospital Foundation (CRHF) have committed \$5M to support the relocation of the Cottage Rehabilitation Hospital (CRH) to the Goleta Valley Cottage Hospital campus. A new philanthropic campaign to support this once-in-a-generation project is still in the early phases and this significant commitment from CRHF will set the pace for the effort to raise a goal of \$15M toward the \$40M cost of the project. Generous leadership pledges have also been made by the Tuohy Foundation, Cavalletto Charities, the Gretler Foundation and several grateful patients. These gifts will help to ensure that exceptional rehabilitative services will continue to be available right here in our community for future generations.

## Emergency Department Renovation at Santa Barbara Cottage Hospital

When complete, the Santa Barbara Cottage Hospital (SBCH) emergency department will have more space to care for more patients and an innovative new care model custom-designed for improved workflows and increased efficiencies – all with the goal of improving the patient experience. The SBCH emergency department has more than 40,000 visits each year. The project began in February 2022 and is expected to conclude in 2024. The ED remains open for patient care 24/7 throughout the renovation.



For more information about the Rebuild & Renew Campaign visit [cottagehealth.org/RenewCRH](https://cottagehealth.org/RenewCRH) or call 805-660-2496.



## Expanding Pediatric Services

A new medical office building is under construction near Santa Barbara Cottage Hospital, at the corner of Bath and West Junipero streets.

The two-level medical office building will be 27,317 square feet, with underground parking, and will consolidate all pediatric outpatient services from Goleta to the Santa Barbara campus where Cottage Children's Medical Center is based. This move will extend the number of pediatric physician specialties, and provide close access to pediatric hospital-based services, including the pediatric intensive care unit and neonatal ICU.



Adrian with his family in the hospital, as a growing toddler and today in his teenage years. His parents and sisters watched over both his recoveries.



# Two Times Stronger

**“Cottage saved Adrian’s life twice and became part of our family. There are no words to express our appreciation for them.”**

– Adrian’s sister, Anabel



This fall, Adrian Perez starts high school, and he’s excited about it. For fun, he loves to play video games, ride his bike, listen to Frank Sinatra and travel (New York, Mexico, Paris, London). Math is his favorite subject.

Seeing him now, it’s hard to imagine how much time Adrian has spent in the hospital. It started at birth, where he was born months early at Santa Barbara Cottage Hospital and weighed only one pound, five ounces. He spent four months in the Neonatal ICU at Cottage Children’s Medical Center and was then able to go home.

He was healthy and growing, enjoying childhood surrounded by family. Then, a few years later, he suffered a broken neck in an automobile accident and was airlifted to Santa Barbara Cottage Hospital. He made a full recovery from that, too.

“I remember everybody there was so caring and loving,” Adrian said. “Thanks to Cottage, I’m okay.”

All his fans at Cottage are cheering him on in his new adventures.



Cottage is establishing a new pediatric residency program to help bring top pediatric specialists to Cottage Children’s Medical Center.

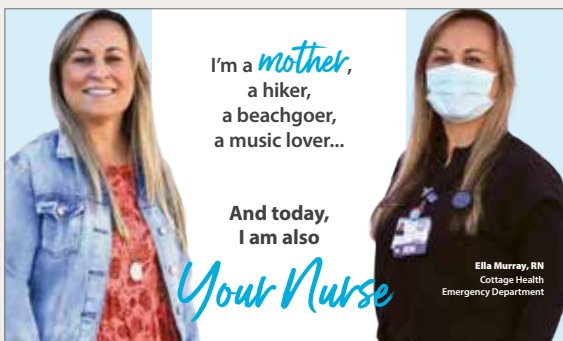
Philanthropic support enables Cottage to build and sustain these pediatric care programs close to home.

To learn more about how to direct a gift to support our youngest patients, please call 805-879-8980.

# Sharing Kindness

Healthcare workers are here to help others. Sadly, violence toward healthcare workers is on the rise and has been for the past decade. According to the Bureau of Labor Statistics, healthcare and social service industries experience the highest rates of injuries caused by workplace violence. In 2018, healthcare workers accounted for 73% of all workplace injuries due to violence. Unfortunately, this is true in the Santa Barbara community as well.

**That's why Cottage Health recently created and introduced the Share Kindness Campaign.**



**Jolee, RN**  
Cottage Health  
Emergency Department



Practice Kindness for Good Health...

Being kind to others boosts serotonin, which is the neurotransmitter responsible for mood stability, eating, sleeping, and feelings of satisfaction and well-being. Being kind to others releases the hormone oxytocin, which in turn leads to a chemical reaction that dilates blood vessels and decreases blood pressure. Practicing kindness toward others – and yourself – helps reduce stress and anxiety, improve self-esteem, increase compassion and boost happiness.

Darcy Keep, RN, Administrative Director of Psychiatry and Addiction Medicine at Cottage Health, shares the psychology of kindness.

While most patients are grateful and respectful, physical or verbal workplace violence from patients toward staff is an ongoing problem, especially with the increased stress of the COVID-19 pandemic. Emergency departments are areas where this often occurs, as patients arrive in times of stress and crisis.

The Share Kindness campaign features photos of hospital staff in work attire and in street clothes, with a few comments they share on work and non-work roles, offering a different perspective on the person providing care and a way to connect on a personal level. It provides a friendly reminder to be kind to the people who are providing care.



It is no secret that kindness is good for the heart, but there are medical reasons to practice kindness as well.

Being kind also leads to better relationships and can open the door to new friendships.

Acts of kindness have a ripple effect, so when you are friendly, generous, helpful and considerate to someone, there is a good chance that person will share it forward with someone else.

## Meet the Cottage Health **Nurse of the Year**

# Sarah Gray, Surgical ICU

Cottage Health awarded its inaugural Nurse of the Year honor to Sarah Gray, a registered nurse who has worked for 13 years on the night shift of the surgical intensive care unit at Santa Barbara Cottage Hospital.

Sarah's coworkers describe her as "a hero, educator, mentor, expert clinician, manager, friend and cheerleader."

Cottage introduced the Nurse of the Year award to acknowledge nursing excellence. The award honors an outstanding Cottage Health nurse who goes above and beyond to provide excellent care, improve patient outcomes and support colleagues.

Cottage employees from all departments were invited to nominate a nurse for the award.

**Sarah Gray,**  
Cottage Health Nurse of the Year





# REACHING HIGHER TOGETHER

*The Cottage Health Campaign for Excellence*

**The best hospitals never stop Reaching Higher for their patients and their communities.**

Santa Barbara Cottage Hospital Foundation has launched the public phase of Reaching Higher Together: The Cottage Campaign for Excellence. This comprehensive fundraising campaign is driven by a simple, powerful vision – to provide the best healthcare in the nation – right here at home.

Everyone in the community has a role, and every contribution has an impact.

**We invite everyone to join us in this important work.**

– Ron Werft  
President & CEO, Cottage Health



## This campaign fuels innovation in four strategic

### EMERGENCY, TRAUMA AND CRITICAL CARE

The renovation of **Cottage's Emergency and Trauma Center** is now in process, thanks to generous community support. By doubling the size of the facility, Cottage will be able to accommodate continuing increases in the number of annual emergency visits. With an updated design and workflow, the ER will have capacity for more than 75,000 annual visits. Along with specialized critical care services and the only Level 1 Trauma Center in the region, this increased ER capacity will better prepare our community for major emergencies.

### COTTAGE CHILDREN'S MEDICAL CENTER

Cottage Children's Medical Center is the largest pediatric health care center between Los Angeles and the San Francisco Bay Area. **A new and expanded pediatric outpatient clinic** is being built adjacent to Santa Barbara Cottage Hospital to improve services, comfort, access and outcomes for children and families from across the Central Coast. The campaign will also provide expanded patient and family assistance programs including **a new Hospitality House** to serve more patient families who need overnight accommodations while a child is hospitalized.

## See how you can make an impact.

Go to [cottagehealth.org/reachinghigher](https://cottagehealth.org/reachinghigher)





## areas. Every gift makes a difference.

### EDUCATION, RESEARCH AND CLINICAL CARE

A new **Cottage Simulation Training Center** will soon be available, thanks to a number of important leadership gifts from friends in the community. At this new, high-tech Center, physicians, nurses and first responders can continue their education, stay current with the latest medical breakthroughs, and receive hands-on experience working with latest medical technologies and equipment. It's part of Cottage's commitment to be among the top teaching hospitals in the country, drawing talented healthcare professionals to careers in our community.

### POPULATION HEALTH

Lifelong health begins outside the hospital, with wellness and prevention. The Cottage Center for Population Health focuses on community partnerships **to advance health and wellness programs** for children, and resources for people without steady access to housing, food and transportation. The Reaching Higher Together Campaign is joining in this important work, including providing funding for Recuperative Care – to assist medically vulnerable people with support and access to shelter.





The \$130M Reaching Higher Together campaign is led by members of our community who, like those before them, see the value and importance of growing and sustaining the excellence of the hospital. Co-chairs Jelinda DeVorzon and Greg Faulkner, along with a campaign task force of volunteer community leaders and Cottage representatives, are working to ensure future generations will have the best care right here at home.

To date, more than 4,000 individuals, corporations, foundations and other organizations have already contributed. With 91 percent of the funds pledged, **we are asking for the community's help to raise \$15M and meet the campaign goal by the end of 2022.**

Your generosity keeps the hospital strong and innovative — and ensures our community has access to care most needed.



Cottage was founded in 1888 and has served the community continuously for more than 130 years.

**Please Reach Higher Together with us and make a gift today.**

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# Thank you.

Cottage Health is deeply grateful for the support of the following generous donors in 2021.

Thank you to our friends and neighbors for the outpouring of philanthropic support. These gifts will allow us to make vital investments in people and programs, helping to deliver the outstanding care for which Cottage is known. Our donors make a difference in the lives of patients, their families and their caregivers.

New gifts and pledges made in 2021 are listed in the following pages. Our appreciation also goes to all who continue to make donations toward pledges acknowledged in previous reports.

Every effort has been made to ensure accurate information. Please let us know if there is an error or omission. You can reach us at 805-879-8980.

**“The greatness of a community is most accurately measured by the compassionate actions of its members.”**

– Coretta Scott King



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The Alice Keck Park Society is Cottage Health's premier recognition society honoring philanthropists who have cumulatively invested more than \$1,000,000 in one or more of the Cottage Health hospitals.

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## Assisting Families in Need

The new Cottage Hospitality House will help serve more patient families who need overnight accommodations while a child or other family member is hospitalized. This expands the services previously offered at The Little Cottages. We extend sincere gratitude to Nora Hurley and the Manitou Fund, and to David and Deidre Cronenbold for their leadership gifts to the new Hospitality House, scheduled to open this fall.



To learn more, please call  
805-879-8980.

## Advanced 3D Mammography

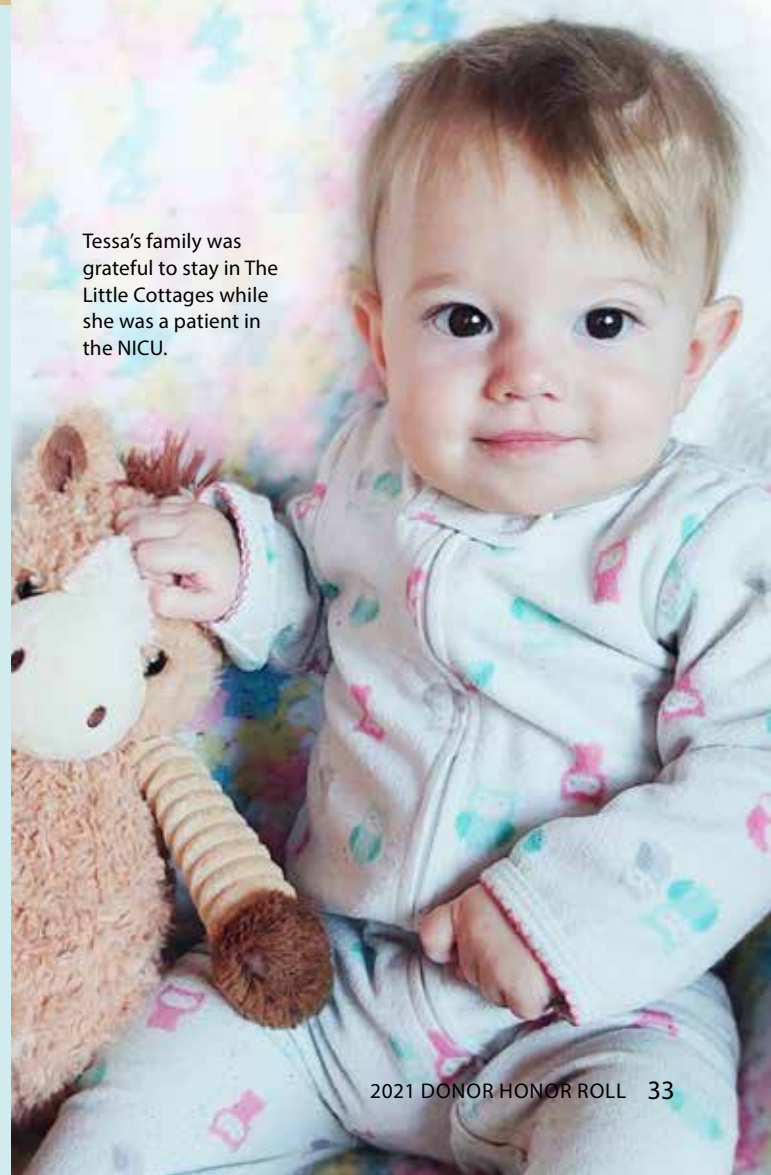
### New Technology at Goleta, Santa Barbara and Santa Ynez Valley Cottage Hospitals

All three Cottage Health hospital campuses now feature advanced 3D mammography, which is clinically proven to significantly increase the detection of breast cancers and decrease the need for additional testing. Mammograms are the best defense in detecting breast cancer early.

The 3D mammography exam creates a three-dimensional image of the breast structure that allows the radiologist to review the breast tissue one layer at a time. This provides a clearer image that enables seeing through overlapping tissue to detect more invasive breast cancers, often at an earlier stage. This technology was made possible with support from generous donors.



Appointments can be scheduled online through  
MyChart at [Cottagehealth.org/mammo](https://cottagehealth.org/mammo)



Tessa's family was grateful to stay in The Little Cottages while she was a patient in the NICU.

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Although the annual gala was cancelled again in early 2022 due to pandemic concerns, generous donors continued to support the Tiara Fund which provides vital resources for Cottage emergency and critical care services. More than \$100,000 was contributed and will provide care for those facing serious injury and illness, and also support the expansion of Santa Barbara Cottage Hospital's Emergency Department and Level I Trauma Center.

Special thanks to Tiara Ball Co-Chairs Heather Hambleton and Lisa Iscovich and the Tiara Ball Committee for their dedication through the unpredictable and for their enthusiasm and commitment to planning the 2023 event.



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 The fabulous staff of the Orthopedics unit  
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2021 Report to the community

## Going the Extra Mile for Mom

### Miles for Moms 5K Walk/Run for GVCH Foundation

More than 500 participants – including CH employees, families, former patients and community members – celebrated Mother’s Day weekend at the annual Miles for Moms 5K and helped raise more than \$60,000 for Goleta Valley Cottage Hospital to further care for the community.



# Santa Ynez Valley Cottage Hospital Foundation

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## Santa Ynez Valley Cottage Hospital Raising Funds for New CT Scanner

In the Santa Ynez Valley Cottage Hospital ER, the CT (computerized tomography) scanner is essential diagnostic equipment to support lifesaving treatment and provides thousands of CT scans each year. The new CT scanner will advance the ability to quickly diagnose disease and injury using lower levels of radiation.

Santa Ynez Valley Cottage Hospital is recognized for outstanding care with honors including:

**Stroke-Ready Certification by the The Joint Commission and Santa Barbara County Emergency Medical Services.** The ER includes a Telestroke Program with neurologist on call 24/7 and a telemedicine robot to support rapid care.

**Top 20 Critical Access Hospitals** in the nation for Best Practice in Patient Satisfaction by the National Rural Health Association in 2021.

**Guardian of Excellence Award** for Patient Experience from Press Ganey.



If you would like to contribute, donate online at [cottagehealth.org/syvchfoundation](http://cottagehealth.org/syvchfoundation).

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The wonderfully talented,  
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medical & support staff of SYVCH

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 Lailan McGrath  
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 Don French  
 Kate Doordan Klavan & Jim Doordan  
 Dr. Harris Meisel

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## EMPOWERMENT EVENT

# I AM MY POWER



Grace  
Fisher

Last fall, the Cottage Rehabilitation Hospital (CRH) Foundation presented the film, *I Am My Power*, at the West Wind Drive-In Theater in Goleta. The film featured four inspiring individuals facing adversity, finding their unique power, and helping others find and unleash their own powers. Santa Barbara native, Grace Fisher, was among those highlighted in the film.

Grace was 17 years old and had been accepted to Berklee College of Music in Boston when she was diagnosed with a rare polio-like disease that paralyzed her from the neck down. She spent months in a rehabilitation hospital, where she learned music therapy and adaptive art. When contacted by Make-A-Wish, instead of asking for something for herself, Grace decided to create a foundation to help

other young people with disabilities feel empowered by making music and art. In addition to leading the Grace Fisher Foundation, Grace is now studying music composition at UCSB.

*“I Am My Power showed the vital role of how rehabilitative care empowers and inspires people facing great challenges,”* said Dani Kent, Sr. Philanthropy Officer, CRH Foundation.

The 13th annual Empowerment event highlighted the incredible work that goes on every day at CRH, and the event benefits CRH Foundation’s patient assistance program and CRH community outreach.



# Employee Giving

Giving back is part of Cottage Health’s workplace culture, and Cottage employees are engaged in supporting their communities and their hospitals. The following list recognizes current and retired Cottage employees who gave back to Cottage Health in 2021.



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Julie Morgan  
Roya Nassirpour  
Kevin Nelson  
David Nichols  
Roberta Nielsen  
Katie O'Brien Mowery

Dina Ontiveras  
Lanette Perry  
Ann Peyrat  
Jacqueline Pierce  
John Puryear  
Kristin Quezada  
Sheri Ribeiro  
Vincent Roberti  
Karen Rose  
Arturo Sanchez  
Sonya Shin  
Elizabeth Smith  
Melinda Staveley  
Magda Stayton  
Maureen Taikowski  
Esther Takacs  
Brett Tande  
Tamara Teitelbaum  
Daniel Thomas  
W.T. Thomson  
Pamela Tinker  
David Tufenkian  
Kristin Tufvesson  
Thomas Turner  
Paul Valentich-Scott  
Lourdes VanGent  
Philip Vaughn  
Constance Verkaik  
Justin Villa  
Ron Werft  
Barbara Willett  
Cara Williams  
Byron Wrigley  
Edmund Wroblewski

## A Gift that Gives Back

We believe the people of Santa Barbara should have the best healthcare – right here at home – in our community. To participate in achieving and sustaining this vision, consider donating to a charitable gift annuity and receive payments for life at fixed rates.

Following your lifetime, the balance of your annuity will come to one of Cottage Health’s hospitals as philanthropic support to continue Cottage Health’s legacy of excellence, integrity and compassion.

### Guaranteed Charitable Gift Annuity Rates

Based on a one life beneficiary with a gift of \$10,000 or more

Sample Age	Percentage Rate
65	4.8
70	5.3
75	6.0
80	7.0
85	8.1
90	9.1



For a complimentary, personalized illustration of how your gift annuity might work, call or email Cottage’s Office of Planned Giving at 805-879-8987, or email Carla Long at [clong@sbch.org](mailto:clong@sbch.org)



## Mission

To provide superior health care for and improve the health of our communities through a commitment to our core values of excellence, integrity and compassion.

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## Vision

Cottage Health, through partnership with physicians and our communities, is recognized as a California leader in quality care, safety, patient experience, transparency, cost effectiveness and community health.

# 2021 Cottage Health by the Numbers

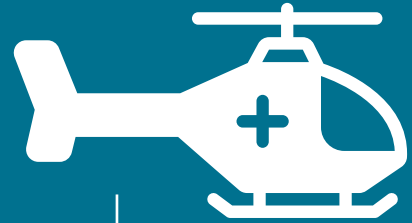
67,258

Urgent care visits



18,333

Hospital admissions

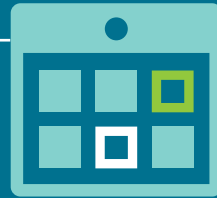


71,331

Emergency department visits

582

Licensed beds



94,800

Days of inpatient care



12,862

Surgeries

413

Volunteers

2,169

Babies delivered



201,751

Outpatient visits  
(Including ED Visits)



3,544

Employees (full-time equivalents)

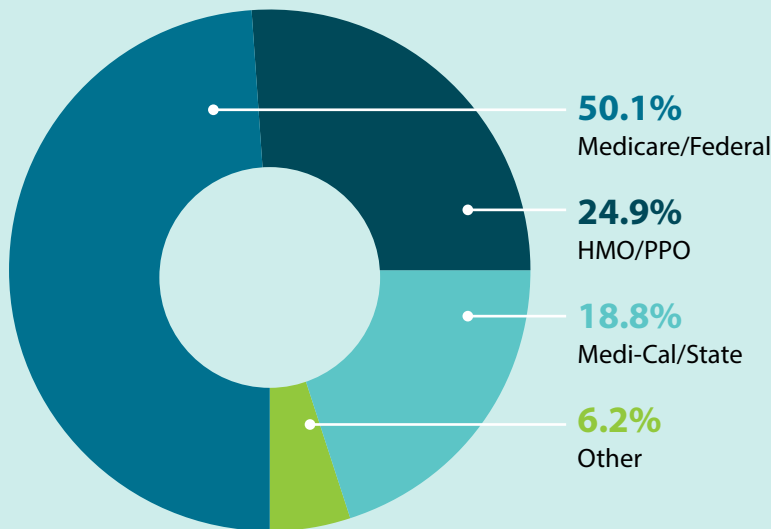


700+

Medical staff physicians

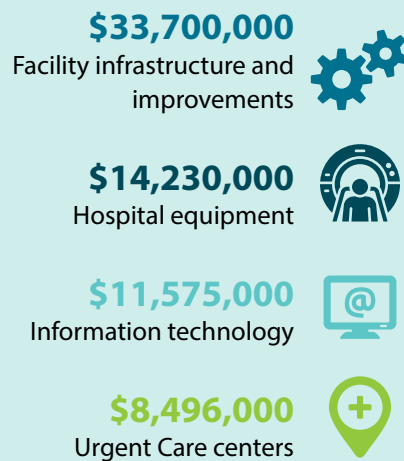
70

Physicians in residency programs



**18,333**  
Hospital Admissions

2021  
Cottage  
Investment  
**\$68M**



## 2021 Financial Responsibility

Revenue	\$ 1,009,000,000
Expenses	\$ 989,000,000
Operating Margin	\$ 20,000,000
Net Investment Income	\$ 105,000,000



OAK PARK  
**MARKET**  
 +  
**EATERY**

## The New Oak Park Market + Eatery is Open

Featuring gourmet coffee, breakfast, lunch and a convenience market for pantry items.

**Oak Park Market + Eatery**  
 Now open with new weekday menu specials  
 403 W. Pueblo Street  
 (across the street from Santa Barbara Cottage Hospital's main entrance)



## UPCOMING events

**SATURDAY, OCTOBER 1, 2022**

**Santa Ynez Health Fair –  
 Vaccine Drive Thru**

Community Event  
 Veterans Memorial Hall, Solvang

**SUNDAY, OCTOBER 16, 2022**

**NICU Reunion**

Community/Patient Event  
 Santa Barbara Zoo

**FRIDAY, DECEMBER 9, 2022**

**Saving the Brain Symposium**

Education Event  
 Hilton Santa Barbara Beachfront Resort

# WATER SAFETY



**Drowning is silent and fast.**

**Active supervision is a child's best protection.**

**WATCH:** Never leave children alone in water. Young or weak swimmers should be within arm's length to an adult.

**TEACH:** Teach the dangers of water, age appropriate swimming skills and to always swim with a buddy.

**PREVENT:** Install fences around home pools. Swim in designated areas in view of lifeguards in open water.