This holiday season, give the Gift of Good Health

A Backus Gift of Good Health is the perfect gift for the “person who has everything”, the “hard to buy for” person, as well as for those who care about their health and their community.

This year celebrate the true spirit of the holidays with a creative, thoughtful and meaningful gift. Gifts of Good Health assist Backus in continuing to provide the best medical care for our community. Your gift can be directed as you choose: Backus Cancer Center, Emergency Medical, Cardiac Care and Rehabilitation, Stroke support, Diabetes Management, Mental Health or Community Education and Health Screenings.

Your gift recipient will be honored with a special greeting: “A holiday gift of good health has been made in your honor: __________________ are wishing you well.”

Make your gift online at www.backushospital.org/give-to-backus and choose Give Now “Gift of Good Health.” Or contact the Office of Philanthropy and Development at 860.823.6331.

Wishing you and yours a happy holiday season — and a joyous and healthy New Year!

Why I give

“Everyone at Backus treated us with such kindness and support throughout Elaine’s treatment, we wanted to find some way to give a little back and say thank you.” — Charlie Wilcox

Community Education and Health Screenings.

Backus Legacy Society

Members of the Backus Legacy Society are individuals who have made a provision in their will, trust, or other planned giving instrument to leave a gift to Backus Hospital. Proper estate planning can protect your assets for your retirement years and provide for your loved ones. Please consider including Backus Hospital in your estate plans and become a member of the Backus Legacy Society.

Want to learn more about how you can help?

> Click on our Web page at backushospital.org/support or e-mail genevieve.schies@hhchealth.org

Backus Giving Advisory Council

- Susan Dowling, CFP
- Dorothy J Gravel
- Michael Lahan, Esq.
- Thomas N. McAvoy, Jr. CFTA
- Michael J. Murphy

Angelo D. Olivieri, CFP, CHFC
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Bringing your care to you

With your support, Backus continues to bring healthcare outside the walls of the hospital and into the community — providing focused healthcare resources where they are most needed, before issues become emergencies. In addition to supporting the Backus CareVan outreach program and increased community health screenings, annual appeal dollars raised in last year’s appeal also supported a dedicated community health Registered Dietitian and several community education programs including: ■ HEAT (Healthy Eating Advocates Training) program — creating sustainability in nutrition education by training family advocates, home visitors, and community outreach workers. ■ Rx for Health — Norwich and Voluntown Farmer’s Markets — Registered Dietitians and HEAT trained volunteers provided nutrition education, healthy living tips, recipes and food samples to encourage families to follow a healthier lifestyle and lose weight together. The program also provides vouchers redeemable for fresh produce and whole grain goods for families identified as at risk for obesity/overweight. ■ Food pantry projects in Griswold and Sprague — promoting whole grains and healthier choices at the pantry; United Way Food Pantry — training workers on food label reading, nutrition, along with primary care and health screenings. ■ Expansion of the “Just Ask” program — partnering with local restaurants and ShopRite supermarkets to help consumers make healthy choices when dining out and grocery shopping for healthier eating at home. Please consider a donation at this time by returning the enclosed envelope. All annual fund donors of $250 or more will be recognized with gratitude at the 2017 Backus Beneﬁts event in March. Thank you for your support! All gifts to Backus stay local and help to improve our community’s health.

For more information please contact Gen- evie Schies, Program Manager, Backus Office of Philanthropy and Development at 860-823-6331, or by email: genevieve.schies@hhchealth.org.

October events raise money to fight cancer

Volunteers at the 2016 Laura Beth Seder Memorial Golf Tournament at the Mohegan Sun Golf Club, wave their pink boa and Yowies as the golfers headed out onto the course at the start of the tournament.

A crowd of costumed charac- ters were on hand for the 2016 “Dress Up To Scare Cancer” Spook-A-Thon at Dodd Sta- dium in Norwich. Now in its sixth year, the event, presented by Panera Bread, Backus Hos- pital and several other com- munity businesses and groups, helps to raise awareness and funds to support local families battling cancer and served by the Hartford HealthCare Cancer Institute at Backus Hospital.

Sporting pink socks in sup- port of Breast Cancer Aware- ness Month, the Norwich Free Academy’s cheerleaders perform one of their routines during a home game. The NFA Pink Rally and football game included an informational table staffed by Backus staff and volunteers who handed out literature and sold items in support of the Backus Breast Health Initiative.

During its annual meeting, the Backus Auxiliary presented a check for $23,000 to help the Backus Cancer Center purchase a Breathhold System for radiation oncology. At the presentation, are, from left, Auxiliary President Jami- e Block, East Region President Bimal Patel, Director of Physics and Radiation Oncology Gene Cardarelli and Hartford Health- Care Cancer Institute East Region Director Fred Bailey. To date, the Backus Auxiliary has contributed nearly $2 million to the hospital including a two-year $150,000 pledge to the Boutique at Backus.

Members of the City of Norwich Fire Department have been wear- ing pink T-shirts throughout the month of October in recognition of Breast Cancer Awareness Month and also raising money for the Backus Breast Health Initiative.

Year: ‘Backus has a head start’

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adjacent to the Backus Plainfield Emergency Care Center, will house primary care, oncology, an infusion center, cardiology, a pharmacy and other services and is set to open in Spring 2017. ■ Expanding access for patients on the shoreline including adding Hartford HealthCare Medical Group Primary Care/Women’s Health providers in Old Lyme, a Hartford HealthCare Medical Group Oncology practice in Waterford and applying to the state Office of Health Care Access to acquire the Constitution Surgery Center in Waterford. ■ Becoming the only hospital in Eastern Connecticut and the first in Hartford HealthCare to offer deep inferior epigastric perforators (DIEP) flap surgery for breast reconstruction patients. During this cutting edge breast reconstruction surgery, blood vessels and the skin and fat connected to them are removed from the lower abdomen and transferred to the chest to reconstruct a breast after mastectomy without the sacrifice of any of the abdominal muscles. ■ Began offering endoscopic ultrasonography which uses ultrasound technology allowing physicians to see organs and structures not typically visible during gastrointestinal endoscopy. Patients with precancerous and cancerous growths benefit greatly from having the test done locally in coordination with their oncologist and primary care providers. ■ For the sixth straight year, being recognized as one of the most technologically advanced hospitals in the nation with a “Most Wired” award by Hospitals and Health Networks, a healthcare publication of the American Hospital Association. The award signifies a hospital’s commitment to technology and improving the efficiency of care delivery. ■ Continuing community outreach and education activities including free screenings for prostate, head and neck and skin cancer, high blood pressure, cholesterol and bone density, Rx for Health — a collaboration with local pediatricians designed to make fresh fruits and vegetables available for children who are overweight or at risk of being overweight; and building on the hospital’s healthy eating “Just Ask” program by partnering with ShopRite supermarkets to offer free grocery store tours for community members.

Backus President Bimal Patel said that despite rapid changes in healthcare and continued uncertainty about funding on the state and federal levels, the hospital remains strong. “Now more than ever before, there is competition to provide the best possible care for our neighbors — more competition to have the latest technology for our patients and to build the best medical staffs offering primary care and specialty service in areas where people live and work. ‘The good news for Backus patients is that, thanks in part to Hartford HealthCare and the support of our community, Backus has a head start,’” Patel said.

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