

HONORHEALTH®

Foundation

SUMMER 2025

# *Reflections* OF HONOR

**Craig Johnson  
Honors His  
Mother's Legacy**

with Second  
Tina's Treasures  
Boutique

**The Seoane's  
Croquet For a Cure**

Funding Multi-Disciplinary  
Center for Dementia



Building the  
Future Together

*HonorHealth and ASU Partner to Train Future Physicians*



# Reflecting on Honor



Dear Friends,

As we navigate the ever-evolving landscape of healthcare, we're witnessing a remarkable shift in the way philanthropy plays a role in shaping the future of medicine. Healthcare fundraising is no longer about supporting a single cause; it's about creating bold, transformative solutions that have the power to change lives on a national and even global scale.

We are entering an era where innovation, accessibility and technology-assisted patient-centered care are at the forefront of everything we do. With your support, we have made tremendous ground on evolving our care and outcomes. Together, we can continue to accelerate advancements in areas like precision medicine, groundbreaking research and personalized comprehensive care that addresses the full spectrum of patient needs. The need for transformative action is greater than ever, and the opportunity to make a lasting impact is right before us.

We are fortunate to be at the intersection of progress and possibility, and it is donors like YOU who are driving this change. Your vision, generosity and leadership empower us to tackle some of the most pressing healthcare challenges of our time. Our partnership is fueling progress that reaches beyond today's healthcare system and lays the foundation for a healthier future.

This is your invitation to be part of something big, something bold. We are on the verge of a breakthrough—one that could redefine healthcare for generations to come. Your involvement is not just a donation; it's a commitment to advancing healthcare in ways that will truly make a difference.

Thank you for being a critical part of this journey. With your continued partnership, the possibilities are limitless. We are grateful for you.

In appreciation,

*Carter Emerson*

**Carter Emerson**  
Chair, Board of Trustees

*Jared A. Langkilde*

**Jared A. Langkilde, MBA, CFRE**  
President & CEO

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## Foundation Trustee Gifts CPR Mannequins for Training

The HonorHealth Professional Nursing Education Department just received a significant gift from HonorHealth Foundation Trustee Emeritus, Steve Crystal. The Crystal CPR Fund has already made a significant impact on their ability to enhance the training and certification programs for HonorHealth clinical staff.

With the funds provided, the Nursing Education Department\* has acquired CPR mannequins for in-person life support classes. These mannequins are essential for nurses and providers network-wide to obtain their Advanced Cardiac Life Support (ACLS) and Basic Life

Support (BLS) certifications, both initial and renewal. The hands-on training facilitated by these mannequins ensures that staff are well-prepared to provide the highest level of care to all HonorHealth patients.

"Steve's contribution has been instrumental in improving the quality and accessibility of our life support training programs," states director of clinical education and training, Melissa Walker, MSN, RN, MEDSURG-BC.

HonorHealth Foundation is grateful for the leadership of our trustees and donors to enhance patient outcomes in unique ways.

*\*The HonorHealth Professional Nursing Education Department is an American Heart Association (AHA) Community Training Center with both BLS and ACLS, aligned with AHA guidelines.*

# HonorHealth and Arizona State University Reimagine Medical Education, *Together*





**I**n a significant move with far-reaching implications for Arizona, HonorHealth and Arizona State University forged a groundbreaking alliance that marks a new era in medical education and healthcare innovation. HonorHealth is the new **primary clinical affiliate** for the recently formed ASU School of Medicine and Advanced Medical Engineering—marking the beginning of a transformative relationship: a new medical school grounded in cutting-edge artificial intelligence (AI), real-world clinical immersion and a bold commitment to community health in practice and physician retention.

Amid physician shortages in Arizona, burnout and a post-pandemic reckoning of healthcare gaps, both the hospital system and the university realized an opportunity to leverage their similar missions of innovation and accessible community health.

Planned to open its doors in fall 2026, **The ASU School of Medicine and Advanced Medical Engineering** is unique in its design. Medical students will not only focus on medicine but also on healthcare technology today and the future. Students will graduate with both a doctoral degree in medicine and a master's degree in medical engineering. The design is one of transformative education that supports the demands of future healthcare needs and redefines a new vision for what it means to be a physician, while ensuring the humanism and empathy that is needed for the practice of medicine.

"Through this collaboration, we aim to cultivate the next generation of physicians who are committed to improving the health of our community and who provide compassionate care that will transform lives of Arizonans for generations," said Todd LaPorte, HonorHealth CEO, in his announcement of the landmark agreement.

Priya Radhakrishnan, MD, FACP, vice president and chief academic officer for HonorHealth, will also serve as the vice dean of clinical affairs and graduate medical education for the new school of medicine.

"Students won't just study medicine—they'll help shape it," she explains. "Our physician engineers, through their training, will tackle real clinical problems using engineering-based solutions. It's about creativity, curiosity, compassion and working together for the best outcomes."



*"Students won't just study medicine—they'll help shape it"*

**—PRIYA RADHAKRISHNAN, MD, FACP**  
VP, Chief Academic Officer, HonorHealth  
Vice Dean, Clinical Affairs & GME, ASU School of  
Medicine and Advanced Medical Engineering

#### **INNOVATION AT THE CORE**

The curriculum is being built from the ground up to prepare doctors for a fast-changing world. It includes:

- **Longitudinal clinical clerkships** where students partner with clinicians from their first year, observing real patient care tied directly to what they're learning in class.
- **Engineering-focused training** that will explore applications such as wearable devices for chronic disease management, robotics in surgery, AI-assisted diagnostics and sensor technologies.
- **Patient avatars and extended reality (XR)** used in both student learning and patient education.

"The physician shortage isn't coming—it's here," Dr. Radhakrishnan states. "We want to train a dynamic workforce that will dig roots here and continue to elevate the caliber of healthcare while also creating a physician workforce prepared for the future of healthcare."



*“Our alignment with ASU will further enhance HonorHealth’s position as the most innovative, highest quality integrated healthcare delivery network in the state of Arizona.”*

**—JOHN NEIL, MD, MMM**  
EVP, Chief Physician Executive  
and Network Strategy Officer  
HonorHealth



By launching medical education programs grounded in technology, innovation and real-world practice, HonorHealth and ASU aim to **retain top talent in Arizona**, train physicians to think like innovators and deliver better health outcomes for all. Training in engineering will allow graduating physicians to adeptly meet the future of medicine—through the synergy of medicine plus innovation and the use of technology for better patient outcomes.

For example, there has been a significant rise in the number of surgeries performed laparoscopically or through robotic assistance. In the field of Urology alone, the adoption rate for robotic assisted surgeries has reached almost 80 percent. General surgery and women’s health are also rapidly incorporating these technologies for minimally invasive surgical techniques that minimize patient down time and accelerate healing times. And the next generation of doctors will need this focus on the medical technology of the future.

#### **A COMMUNITY-BASED VISION**

The pre-clinical classes will begin at ASU, while clinical training will take place across HonorHealth hospitals and outpatient settings, especially in **primary care**. This hands-on, longitudinal approach ensures students understand patients in context and build lasting relationships with their preceptors.

And the benefits won’t stop with physicians. The initiative will also impact **nursing and public health technology fields**, thanks to the broader umbrella of **ASU Health**, which includes partnerships across public health, research and tech innovation.

“We’re already collaborating with ASU’s nursing school,” says Dr. Radhakrishnan. “And we’re identifying ways to connect research, tech and clinical care across disciplines—from medicine to nursing to community care.”



All of this collaboration and focus on the future of medicine for physicians and nurses are what elevates healthcare in our community. And, it means HonorHealth Foundation will be a key partner in the efforts to address funding critical innovation and programming.

### POWERED BY PHILANTHROPY AND PARTNERSHIP

This challenge represents a new opportunity for HonorHealth Foundation and its supporters.

The focus areas include:

- **Faculty support** and time for curriculum design and research
- **Advanced simulation and XR technology**
- **A new education building** and augmented learning spaces
- **Endowed Chairs** in areas like psychiatry, cardiology, oncology, neurosciences and more

"These endowed chairs will align the educational mission with clinical excellence," says Dr. Radhakrishnan. "They'll help unify efforts across departments while advancing research and innovation."

The school will launch with **36 students per class**, growing over time—but it's not about size. It's about doing it right. "We want every student to feel supported and inspired to lead," Dr. Radhakrishnan emphasizes. "HonorHealth has been an educational institution for 50 years—growing physicians and nurses through training. We currently have 19 graduate programs we offer on our own at HonorHealth," explains Dr. Radhakrishnan. "True to form, we are actively involved in the curriculum design with ASU. As the most collaborative healthcare system in the Valley, I'm excited about this new partnership with one of America's most innovative universities."

### WHY THIS, WHY NOW?

The answer, according to Dr. Radhakrishnan, is simple: "Because healthcare is changing fast—and we need to change with it. Our community deserves doctors who not only treat illness but improve the system itself."

From AI diagnostics to precision genomics, the tools of tomorrow are already here. "When I was a kid, I loved Star Trek," she laughs. "Spock had a tricorder that scanned a body and gave a diagnosis. That seemed like science fiction. But now? With artificial intelligence, we're getting close."

Equally important is the school's commitment to **health equity**, ensuring that no matter how advanced care becomes, it remains accessible to all. "We're designing for the future—but with everyone in mind," she says.

## Patrons of Promise Endowed Chair Program

Turn the page to learn how you can participate in this exciting collaboration by leveraging an incentivized match to establish a named Endowed Chair position at HonorHealth.



For more information on other ways you can support this visionary effort, scan the QR code to visit [HonorHealthFoundation.org/AcademicMedicine-roh](https://HonorHealthFoundation.org/AcademicMedicine-roh)

### A COLLECTIVE EFFORT

The excitement for the project is palpable across teams—from clinicians to faculty to fundraising leaders. Collaboration with executive leadership at HonorHealth and HonorHealth Research Institute is helping identify key areas for innovation and research. Meanwhile, CEO Todd LaPorte and HonorHealth's EVP, Chief Physician Executive and Network Strategy Officer, Dr. John Neil—and others—are shaping the strategic foundation to make this dream a reality.

And there's a lot more to come over the next 14 to 18 months.

"Our alignment with ASU will further enhance HonorHealth's position as the most innovative, highest quality integrated healthcare delivery network in the state of Arizona. This will supercharge our efforts to attract and retain world class clinical and research talent to serve our community and will also serve as a tremendous source of qualified and committed talent across all of the other roles that are needed to operate a world class health system," says Dr. Neil. "Working with ASU to develop a medical school from the ground up is an amazing opportunity to set the new standard for medical education and will ultimately be a gift to our community that gives back for generations to come."

With the support of our generous community, HonorHealth, HonorHealth Foundation and ASU are helping to design a healthier future for all Arizonans. ●

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Foundation

# Academic Medicine

PATRONS OF PROMISE  
ENDOWED CHAIR PROGRAM

**If there has ever been a moment to play a pivotal role in HonorHealth's journey in achieving excellence in teaching, research and scholarship, it is NOW.**

In 2024, HonorHealth forged a groundbreaking affiliation with Arizona State University's new School of Medicine and Advanced Medical Engineering (ASU SOMME), marking a new era in medical education and healthcare innovation.

This collaboration is not just transformative for HonorHealth, but for the entire state of Arizona—and beyond. **Together, we are shaping the next generation of physicians** who will not only serve our community but will also lead in providing compassionate, life-changing care for generations of Arizonans.

HonorHealth's commitment to academic medicine, powered by our affiliation with ASU, propels us toward a future defined by excellence in medical education and research.

**At the heart of this transformation are visionary patrons like you.** With your generous investment, we will excel in recruiting and retaining top-tier physicians, while simultaneously growing Arizona's pool of clinical talent.

THE ENDOWED CHAIR

## Matching Challenge

**Philanthropic investments in endowed chairs are critical in elevating the caliber and impact of our medical experts.** These investments strengthen our infrastructure with the promise to attract, retain and recognize exceptional talent.

*In today's competitive healthcare landscape, securing top physicians is more challenging than ever. Endowed chair investments provide the incentives and resources needed to bring the most talented individuals to HonorHealth, allowing them to pursue groundbreaking research, exceptional teaching and professional growth. Philanthropic gifts are key to cementing HonorHealth's position as a leader in medical education, clinical care and innovation.*

The HonorHealth Foundation Board of Trustees has directed \$3.5 million to launch an unparalleled initiative to propel our academic programs to new heights.

**The Patrons of Promise Endowed Chair Matching Challenge is a unique program, designed to ACCELERATE our bold academic ambitions.**

Gifts, combined with these matching funds, will allow us to recruit and retain the highest caliber physician faculty and fuel research in areas of global importance. Through endowed chair investments, we hold the promise to enhance our capacity to attract world-class physicians and elevate the quality of care we provide to our patients.

The new Patrons of Promise Endowed Chairs will spearhead HonorHealth's advancements in clinical care, education and academic research.



# *Your Gift + Match = MAX IMPACT*

Patrons are invited to invest in the future of healthcare through the creation of a named endowed chair.

Unlike many nonprofit organizations, 100% of your gift goes to the fund you designate because we charge NO FEES on the initial gift and NO FEES to manage endowments.

## **DISTINGUISHED ENDOWED CHAIR OPPORTUNITY**

*\$5,000,000 minimum investment*

**Donor Establishes  
Named Endowed  
Chair with \$5,000,000  
Commitment**

**Up to 4 year pledge option  
available with \$1,000,000  
payment made within same  
calendar year\***

**Upon receipt of initial \$1,000,000 pledge payment,  
HonorHealth Foundation will match \$500,000  
into the donor's named fund**

**At pledge fulfillment, total funded value of  
Endowment is \$5,500,000**

**Payout Earnings from Endowment Support  
Beneficiary Chair Holder\*\***

## **ENDOWED CHAIR OPPORTUNITY**

*\$2,000,000 minimum investment*

**Donor Establishes  
Named Endowed  
Chair with \$2,000,000  
Commitment**

**Up to 3 year pledge option  
available with 1,000,000 initial  
pledge payment made  
within same calendar year\***

**Upon receipt of initial \$1,000,000 pledge payment,  
HonorHealth Foundation will match \$250,000  
into the donor's named fund**

**At pledge fulfillment, total funded value of  
Endowment is \$2,250,000**

**Payout Earnings from Endowment Support  
Beneficiary Chair Holder\*\***

**The time is NOW to invest in the FUTURE of healthcare in Arizona.**

*Thank you for your support!*

**480-587-5000 | [HonorHealthFoundation.org/AcademicMedicine](https://HonorHealthFoundation.org/AcademicMedicine)**

\* Additional payment schedule options may be available.

\*\*Endowed Chairs are carefully managed within a principal account, forming part of the HonorHealth Foundation's endowment portfolio. Income generated from these endowments are allocated annually to support the chair holder's research, academic pursuits, and clinical activities, ensuring that they have the necessary resources to excel in their field.

# *Tina's* Treasures

**A LEGACY  
OF SUPPORT**





RIGHT: Robert and  
Tina Johnson with  
their son Craig

OPPOSITE: Tina's Treasures  
at HonorHealth Scottsdale  
Shea Medical Center

In a world where healthcare can often feel impersonal, Tina's Treasures stands as a shining example of how a simple act of compassion can make a profound difference. Located at HonorHealth Scottsdale Shea Medical Center, this wrap-around program of personal care was founded by Tina Johnson, a breast cancer survivor herself, and is dedicated to providing emotional, mental and physical support to women navigating their own cancer journey. What started as Tina's dream to ease the burden on women undergoing treatment has now grown into a movement that's changing lives.

Clementine "Tina" Johnson was the heart and soul of this initiative with the compassionate drive to help other women find the safe and personalized care they needed when facing such an identity challenge.

In her early years, Tina was surrounded by the love and support of her husband and children. Craig, her son and now executor of the Johnson family philanthropic vision, describes how his parents were always active in the community, making sure their community and other families had the resources they needed to live a quality life. Tina's passion for helping others was clear to everyone around her, but it was only later in life that her vision of Tina's Treasures began to take shape.

In 1979, a pivotal moment in Tina's life set her on the path to create something truly special. As she watched women, including herself, navigate the emotional rollercoaster of cancer treatment, she realized that there was a significant gap in the support they received. While physical health was being treated, the emotional and mental strain often went unaddressed. There was a need for a space that offered not just medical support, but also a sense of belonging and comfort.



*Overall, visit volume  
for the cancer centers  
has increased by 8.28%  
year over year.*

"I remember as a child going shopping with my mom after her mastectomy, only I didn't know what had exactly happened," recalls Craig Johnson. "And Mom would always leave the stores in tears because they didn't have the specialty clothing she needed. So that direct experience of not being able to get support or supplies is what kicked off her idea for Tina's Treasures. She didn't want others experiencing this sense of isolation."

Tina's Treasures opened its doors as a place where women could come for more than just medical assistance. It became a sanctuary—a boutique offering wigs, breast prosthetics and the kind of personal care that makes a woman feel like herself again, even when she's facing the fight of her life. But it was never just about the physical items; it was about offering a sense of hope and compassion in a time of uncertainty.

"Mom really made this happen. She had a great sense of purpose and philanthropy," Craig states, with clear admiration. "My dad, having served as board chairman for the hospital and foundation, knew how healthcare worked and supported her dream into a reality." Craig recalls his mother's unwavering strength, showing how she was

# HONORHEALTH

*Thanks to Craig, Tina's Treasures is now expanding to the new HonorHealth medical campus in Peoria, home to an expanded Cancer Care location.*

able to navigate through obstacles with grace and determination. Even when life presented challenges, Tina's heart was always in the right place, and she knew how to make people feel special.

Craig is well aware of the overwhelming anxiety many women feel after cancer treatments.

"Anxiety is so strong, especially after treatment. To walk into a place like Tina's Treasures, where you're not just getting a prosthetic or wig, but also a personal touch—it's incredible," he says. "You're greeted by someone who's happy to see you and ready to help. It's like getting fitted for a wig, but with the added comfort of someone sitting down with you, combing it out and giving you the time and attention you deserve to look a little like yourself again."

The emotional support that Tina's Treasures offers has always been a key part of the mission.

For Craig, it's about honoring his Mom's legacy but also her care for the lives of others.

"That personal touch can help women feel stronger. It helps them get through their battle with cancer," he says. "Those little things help ease the anxiety and make them feel better, and that right there can help them win the fight."

Thanks to Craig, Tina's Treasures is now expanding to the new HonorHealth medical campus in Peoria, home to an expanded Cancer Care location. The excitement surrounding its opening is already making its way across the community. The new boutique will offer the same level of care and personalized attention that has been the cornerstone of the organization's success. The Peoria opening is expected to feature a more extensive healing experience, further elevating the sense of community and support for those who need it most.

"The Peoria Tina's Treasures will also offer personalized fittings for mastectomy bras, breast prosthetics and wigs. However, this location will also feature the dedicated Craig W. Johnson Wellness Suite, that houses a genetic counselor, dietitian and social

*Deirdre Heymann with Craig Johnson and Todd LaPorte at HonorHealth Peoria grand opening.*



worker," states Judy Herrera, Boutique Supervisor. "This aligns with HonorHealth's vision to provide comprehensive care in one convenient location, making it easier for newly diagnosed patients to access the support and services they need without the burden of traveling to multiple appointments."

Additionally, at the HonorHealth Peoria location, cancer patients have access to Infusion, Imaging Center, Physical Therapy, and more, further enhancing convenience and continuity of care.

As for the Peoria opening, Craig is eager to see how everything will come together.

"I'm looking forward to the grand opening," he says. "It's a brilliant idea that came together with the HonorHealth team and I'm excited to see it come to life."

Tina's Treasures may have started as a small act of love, but it has grown into a beacon of hope for women everywhere. By providing not only the physical resources they need but also the emotional and mental support, Tina's Treasures continues to change lives one woman at a time. And as Craig continues to carry on his mother's legacy, it's clear that Tina's Treasures is a powerful testament to the trifecta of compassion, care and family. ●



## *Craig Johnson crushes Tour de Scottsdale after major surgery*

Craig Johnson, a grateful patient and second-generation Foundation supporter, recently competed in the Tour de Scottsdale, sponsored by HonorHealth. A lifetime cyclist, both mountain biking and road cycling, he was struck by a car and suffered a broken hip less than a year ago. His recovery included surgery and a week-long stay at HonorHealth Scottsdale Osborn Medical Center—a Level 1 trauma center.

"I can honestly say at that point, lying in the hospital bed, I thought my days of bike riding were over," stated Craig.

Living in Scottsdale, he was very familiar with the course used for the Tour de Scottsdale. He decided to "get back on the bike" so to speak and participate in this year's Half Century Metric Ride—a 33-mile ride, and his first long ride, since the accident.

"With HonorHealth being the main sponsor of the tour, that motivated me even more to participate and showcase that my performance was, in large part, a result of the great care I received from the HonorHealth clinical team at Osborn."

He was especially inspired by the nursing staff there, who encouraged him not to give up cycling. He invested in an indoor "smart" bike trainer to help with his rehabilitation and strengthening - which ended up being the perfect pre-conditioning for the Tour de Scottsdale. His hard work, dedication and great care became a formula for success. Craig finished 16th out of 648 riders for the 33-mile tour and 4th in his age group out of 104 riders. A testimony to his love of cycling!

"I was really surprised to see my results after the race, as that was the longest bike ride I have completed since my accident," remarked Craig. "I really enjoyed riding in the Tour de Scottsdale and hope to participate in next year's event."





# Celebrating Life

AMID DEMENTIA  
DIAGNOSIS



*Meg and Steve Seoane  
and their family.*





## CROQUET FOR A CURE: A GAME-CHANGING COMMUNITY EVENT

**I**n the heart of the community, Meg and Steve Seoane have turned personal loss into more than just a fundraiser—they’ve created a legacy of hope, education and connection. It’s all centered around the annual Croquet for a Cure event, which has quickly grown into a highly anticipated occasion that combines elegance, philanthropy and fun, all in the name of raising funds for patients with Alzheimer’s and other memory-related diseases.

When Meg and Steve decided to start Croquet for a Cure, they were deeply inspired by their personal experiences with Alzheimer’s and dementia. Meg’s mother, Hermanda O’Connor, battled with the disease and to experience the journey with her was particularly impactful.

“It’s not just one person affected, it’s the entire family,” Steve shares. “The emotional toll is staggering, and the lack of actionable treatments only adds to the heartache.”

## A MOTHER’S LOVE IGNITES A PHILANTHROPIC PASSION

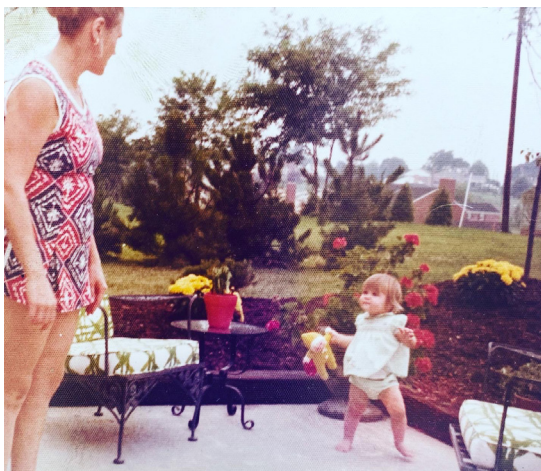
Their journey began with a simple vision—honoring Meg’s mother’s love of throwing parties and their childhood fun playing croquet. The Seoane family likes to joke that Hermanda could make water taste like champagne.

“My mom was the life of the party, always hosting with elegance and warmth. That’s where the idea of croquet came from,” Meg says with a smile. “Croquet is fun, accessible and a little bit competitive—just like the parties she threw.”

In 2021, Meg and Steve partnered with HonorHealth, kicking off their first Croquet for a Cure event. What started as a modest gathering with a few raffle baskets and close friends, has blossomed into a significant annual event. The growth has been astonishing. In their



*CLOCKWISE FROM TOP: Meg Seoane's mother Hermanda on her wedding day; Myles and Hermanda O'Connor celebrate; Meg and her mom have a little fun.*



everything we can to make sure others don't have to go through that same pain," he shares.

One of the most inspiring elements of Croquet for a Cure is its ability to bring people together. The event has become more than just a fundraiser—it's a celebration of community.

"It's about recognizing that this disease affects us all, and together, we can make a difference," Meg says. Her sister recently made a poignant observation: "It's not just Croquet for a Cure, it's Croquet for a Community!"

The Seoanes are quick to credit their donors and sponsors, who have played a pivotal role in the event's growth.

"We've had so much support, and the sponsors have been incredible," Meg says. "This year, our goal is to hit the six-figure mark in donations. We're already seeing exponential growth in the community's support."

As they look to the future, Meg and Steve have even bigger dreams.

### **SMALL STEPS TO A BIG FUTURE**

"We want to keep building this event and grow it into a million-dollar community event," Steve says. "But beyond the fundraising, we're focused on supporting a new approach to Alzheimer's care. There are so many groundbreaking treatments that could lead to a cure, but they need funding. We want to be the vehicle that helps make that happen."

And it's not just about raising funds—it's about inspiring others to join the fight. Croquet for a Cure

second year, they raised nearly \$75,000, with more than \$72,000 directly benefiting the cause.

The secret to their success lies in their collaboration with HonorHealth Foundation, which provided the infrastructure, guidance and expertise to help grow the event.

"They helped us see that this wasn't just a one-time event. It's an ongoing partnership," Meg explains. "They showed us how to take a simple idea and turn it into something with real, lasting impact."

### **ADVANCING ALZHEIMER'S CARE, TOGETHER**

Their commitment to fighting Alzheimer's doesn't end with the event. In collaboration with HonorHealth, the Seoanes have helped create a dedicated fund that supports the advancement of Alzheimer's care and research. And while the Croquet for a Cure event is the centerpiece of this initiative, the fund remains open year-round, allowing individuals and businesses to contribute whenever they wish.

As Steve reflects on the journey, he acknowledges the deep personal connection they both share to the cause.

"Even though we don't know the people who directly benefit from our efforts, it still feels incredibly personal to us. We've experienced the heartbreak of watching a loved one struggle with dementia, and now we're doing



is raising awareness about Alzheimer's, a disease that affects millions of families each year. In collaboration with the medical staff at HonorHealth, Meg and Steve's vision for the future includes a multidisciplinary Alzheimer's clinic at the Bob Bové Neuroscience Institute located on the campus of HonorHealth Scottsdale Osborn Medical Center. A clinic that will bring comprehensive, holistic care, cutting-edge research and patient-centered treatments to the forefront right here in Scottsdale.

"Patients and their families are lost after a diagnosis. They need a safe space where they feel supported holistically—not just for the patient, but for the family navigating this overwhelming journey," states HonorHealth neurologist, Marisa Sosinsky, MD. "That's the greatest service a clinic like this can provide."

As they continue their journey, Meg and Steve's impact on the community is undeniable. They've turned their personal grief into something beautiful, providing a platform for others to come together, raise funds and support those affected by Alzheimer's.

As Meg says, "It's about hope, it's about education and it's about making a difference. And I truly believe we're just getting started."

So, whether you're playing a friendly game of croquet or donating to support the cause, Croquet for a Cure is a reminder that together, we can fight this devastating disease and change lives for the better. With Meg and Steve leading the way, the future looks brighter—and the game to eradicate dementia, it seems, is just beginning. ●



## LOOKING AHEAD AT

# The Cure

Croquet for a Cure took place again on April 5 at the Seoane's home in Arcadia, with hopes to surpass last year's fundraising efforts. **And the good news** is that this year, more than \$150,000 was raised! A new record! As Meg and Steve continue their journey to raise awareness and financial support for dementia, the community is invited to join them in their mission to make dementia a thing of the past.



Community support directly creates treatment pathways that improve and save lives through the establishment of a Multidisciplinary Clinic for Cognitive Care at the Bob Bové Neuroscience Institute. This clinic will focus on serving patients with Alzheimer's and other memory disorders.

Whether through participation, sponsorship or donations, every contribution makes a difference in the fight for answers and will benefit:

### COMPREHENSIVE, HOLISTIC CARE

The clinic will provide personalized memory care through a dedicated team of experts including neurologists, dementia care navigators, neuropsychologists, physical therapists, occupational therapists and speech therapists.

### PATIENT-CENTERED APPROACH

Your generosity makes it possible to address both patients' and caregivers' needs at every stage of their journey. The clinic offers compassionate care that allows patients and families to navigate memory-related conditions with dignity and hope.



If you want to get involved or learn more, scan the QR code or visit [HonorHealthFoundation.org/event/croquet-for-a-cure/](https://HonorHealthFoundation.org/event/croquet-for-a-cure/)

*Meg and her vision are supported by friends and community alike.*



# *From Pain to Purpose*

## *A Journey in the Emergency Room*

**T**erry Gould, a Paradise Valley Judge, has always worked hard to be a problem solver. Whether in law, business or life's personal challenges, he knows how to approach issues with a clear mind and a vision for better outcomes. This is a perspective he carried into his experience at the HonorHealth Scottsdale Osborn Medical Center's emergency department at 2 AM one March morning.

After being in excruciating pain for a couple of hours, Terry finally agreed with his wife, Mary Ellen, to go to the Osborn emergency room, where he had been treated since January. The discomfort had become overwhelming, but little did he know, this would be the beginning of an additional 3-month journey not just to healing, but to transformation for himself and the Osborn community.

Upon arriving, he was quickly greeted and asked to be seated in the waiting room. It was a busy night, with many emergencies. Patients were draped over armchairs trying to find a way to lie down. Others, like Terry, were squeezed into small wheelchairs. After hours of waiting in a chair, which added to his pain, Terry was discouraged. Given the volume of patients, he couldn't get any information, such as an estimate of additional wait time, relief for the pain or even a sip of water to wet his very dry lips.

### **THE SPARKS OF CHANGE**

When Terry finally got a room and was seen by the doctor, everything changed. The care was swift, efficient and thorough. Once he recovered, he saw, for the good of the patients and the hospital, the ER had so much potential for improvement; but only if someone was willing to address the issues at their core. His vision and willingness to speak up sparked a desire to be part of a solution, not just for himself but for every patient who would walk through those ER doors.

"It was two vastly different experiences," he noticed. "The care, once in a treatment room was phenomenal; but the waiting room had to make critical changes.

I understood some of the unique issues an ER waiting room presented, and asked, how can we change not only the tactical components but put a new system in place for a better ER experience?"

### **A PARTNERSHIP OF COLLABORATION**

Determined to help, Terry tapped into his relationship with the HonorHealth Foundation and his gift officer, Vice President of Major Gifts, Margo Burdick. Together they assembled a team, including Osborn Medical Center leadership, to address some of the challenges and concepts for a new way forward, inspired by Terry's experience and his desire to bring this transformation to fruition.

He had worked with the Foundation for years, helping in various ways, but this time he had a new goal: to transform the ER waiting room. After all, the ER was a lifeline and first impression for many, and if he could make it more efficient, comfortable and patient-friendly, he knew it would have a lasting impact.



*RIGHT: Terry Gould with hospital leadership and staff. The new chairs recline offering additional comfort to waiting patients.*

Terry met with a group of hospital leaders, including the former head of the ER, the chief operating officer and key administrative executives. With the same problem-solving mindset that had fueled his legal and business career, Terry laid out a plan. It was simple but effective: to create better communication with patients, improve waiting conditions, provide comfort and make the triage process faster and more effective. The group listened. And more importantly, took action on his ideas and developed a plan.

### **SMALL CHANGES BUT BIG IMPACT**

The first changes were small but important: positioning security personnel to guide patients upon arrival, adding personnel at the window who could actually help patients, improving the seating with custom-designed reclining chairs that were both comfortable and functional for those in pain (they can hold IV bags and be sanitized), and adding a staffed secondary waiting area where actual treatment could start even if a room wasn't available; such as administering IV's and pain meds, if appropriate. Water coolers were added in waiting areas and a more streamlined triage system was implemented.

It wasn't just about comfort and compassion. It was adding to the excellent medical care Osborn's Level One Trauma Center is well known to provide. Terry knew patient care starts long before the doctor walks in. It begins with an atmosphere of respect, where patients feel seen, heard and cared for, even in their discomfort.

The changes didn't happen overnight, but they did happen. Over the course of a year, Terry's vision came to life. Patients were receiving pain management sooner, there was clarity on wait times and most importantly, the space was now designed to make people feel comfortable and heard.

### **A PROTOTYPE FOR THE FUTURE**

When Terry learned his efforts might be turned into a prototype for other hospitals, he couldn't help but feel proud. This was more than a personal victory—it was a victory for every patient who would benefit from these changes, a victory for the medical staff that now have a better working environment and a victory for his community.



Looking back on his emergency, Terry realized that his painful experience had ignited something far bigger than he imagined. He could have walked away, choosing to seek future care elsewhere. But instead, he chose to stay, to problem-solve, to make things better for those who would come after him. And in doing so, he didn't just help fix a system—he helped create a legacy of care that could change the way ERs operate across the entire network.

"I believe sometimes you're put in a situation where you will be the catalyst for change," Terry said, "My experience wasn't everyone's experience, but I'm happy to know any patient can have a better wait experience thanks to this HonorHealth team listening, respecting suggestions and implementing real changes. It may have started with my ideas, but it is the hospital staff that put it together and have made it work. I have been told during the short time these changes have been in effect, the feedback from patients has been very positive."

Terry has always lived by the principle: when you see an opportunity to do good, you seize it. Nothing happens until you make it happen. And in that moment, he did just that—igniting a blueprint for more efficient ER care for everyone. ●





## AT A GLANCE

# 2025 *Fundraising Priorities Meet Community Need*

**I**n the heart of Arizona, where vibrant communities stretch from desert valleys to mountain towns, the need for forward-thinking healthcare has never been more urgent—or more full of promise.

As our population grows and diversifies, so too do the challenges we face: rising rates of chronic illness, ever-changing needs and an evolving landscape of health disparities. These are not just statistics; they are the lived realities of our neighbors, our families, our friends and our future.

At this critical moment, we are called to respond with vision, expediency and compassion. Our fundraising priorities reflect a deep commitment to innovation—advancing care models, technologies, patient outcomes and specialized education that will shape a healthier tomorrow. With your support, we can invest in initiatives that not only treat illness, but also promote wellness, equity and lasting community strength across Arizona. Together, we can build a future where exceptional healthcare is not a privilege, but a promise fulfilled for all.



# Find Your Priority

## Academic Medicine

This academic affiliation between HonorHealth and Arizona State University School of Medicine and Advanced Medical Engineering will accelerate our commitment to medical education and research. Together, with your support, we will cultivate the next generation of physicians.

## Blue Zones

This community-led well-being initiative is designed to make healthy choices easier. HonorHealth is bringing together civic, business and community leaders and organizations in the City of Scottsdale to launch a multi-year project to become the first Blue Zones certified community in Arizona. Blue Zones equals healthy longevity and helps communities transform by making lasting changes to the environment in which people live, work and play.

## Desert Mission

More than 98 years of neighbors helping neighbors—that's the enduring legacy that Desert Mission Endowment protects. Your ongoing support honors Desert Mission's history of meeting the needs of the most vulnerable in our community to combat food insecurity, education gaps and elder services for at-risk families. Importantly, it also ensures Desert Mission's ability to improve lives for generations to come.



## HonorHealth Cancer Care

Give our patients strength for the fight! HonorHealth Cancer Care brings together the best care and clinical collaboration under one roof to improve patient outcomes. To improve the care experience for both patients and the care team, HonorHealth launched the renovation and expansion of the Virginia G. Piper Cancer Center—consolidating women's health services and transforming the journey.

## Greatest Needs Fund

HonorHealth's Greatest Needs Fund changes the lives of patients, their families and our staff. Healthcare experts identify the most important needs and direct those funds where they can do the most good by meeting the needs of patients and staff that otherwise may have gone unfulfilled. This fund allows HonorHealth to be nimble and responsive where it helps the most. From germ-zapping robots to protective wear to new technology—this Fund keeps us covered.

## HonorHealth Heart Care

Heart disease remains the leading cause of adult death in the U.S., and the urgency to act has never been greater. HonorHealth Heart Care Center at Shea is a center of excellence, ensuring improved outcomes and a superior patient experience by offering all resources in one location. It is at the forefront of innovative treatments, including minimally invasive bypass procedures including the first in Arizona to successfully perform the J-Valve procedure—a groundbreaking, non-surgical treatment using a catheter-based approach, with improved outcomes for patients who are not candidates for traditional surgery.



### HonorHealth Center for Interventional Endoscopy

The exceptional team at the HonorHealth Center for Interventional Endoscopy are pioneers in interventional endoscopy, where they leverage the latest technology and minimally invasive techniques to diagnose and treat a wide range of gastrointestinal (GI) conditions. The result - better patient outcomes with less risk of infection and shorter recovery time. Our team's extensive expertise and innovative approach have brought new hope to patients with complex acute and chronic GI disorders—many of whom have spent years searching for effective care.

### Innovation Endowment

Help HonorHealth push the boundaries of medical innovation. Your visionary gift will fuel the adoption of cutting-edge solutions, enhancing the quality of care we provide while driving progress at the forefront of medical advancements. Together, we have the power to shape a future defined by innovation and disruption enabling us to deliver whole-person longevity and well-being.



### Nursing Excellence Endowment

Nurses are the backbone of exceptional patient care. Providing them with access to advanced training and educational opportunities is vital to their success and the well-being of the patients they serve. By investing in their growth and development, we equip our healthcare heroes with the latest knowledge, skills and innovations needed to navigate the ever-evolving healthcare landscape. HonorHealth nurses already prove they are at the top of their profession, achieving and maintaining Magnet status, which only six percent of hospitals in the nation can claim. Your investment in their training ensures we continue to meet the country's highest standards for nursing.

### HonorHealth Research Institute

HonorHealth Research Institute's renowned physician-scientists provide new hope to patients with rare, recurring or difficult to treat conditions. HRI accelerates early breakthrough innovations, develops strategies to prevent the occurrence of secondary diseases, uses genetic testing to support early interventions and expands access to clinical trials for patients locally and around the globe. Most importantly, our experts provide hope for patients who may have exhausted all other treatment options. ●





# Events



*Save the Date*

## CIRCLE OF DISTINCTION NIGHT OF GRATITUDE

*A night of cocktails,  
conversation and camaraderie*

### WHEN

November 6, 2025

### WHERE

The Cholla Lawn  
at Andaz Scottsdale Resort

### THEME

A Night at Dutton Ranch–Yellowstone

### ATTIRE

Denim and diamonds

This annual dinner honors donors in our Circle of Distinction Donor Recognition Society, whose cumulative support reaches or surpasses \$25,000.



**SCAN THE QR CODE**  
for more information about  
the event.

## The Honor Ball 2026

### SAVE THE DATE

**When** | Saturday, February 28

**Where** | The Arizona Biltmore

**Theme** | The Great Gatsby

**Co-chairs** | Andrea Robertson  
and Justine Hurry

**Corporate co-chair** | Bea Rocklin

**Medical co-chair** | Seema Patel, MD

**Honorees** | Murray and Ina Manaster

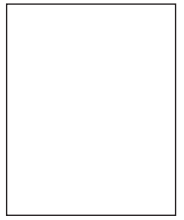
We hope you'll join us for the 2026 Honor Ball! Your generosity made the 2025 Honor Ball a community success. It welcomed 1,000 guests and raised \$3.2M for Women's Health Initiatives.



### SCAN THE QR CODE

to see photos and  
video of the 2025  
Honor Ball.





*“Individually,  
we are one drop.  
Together, we are  
an ocean.”*

—Ryunosuke Satoro  
Japanese Poet