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Connecting Passion with Purpose

Retired radiologist makes generous gift to Hoag to continue its dedication to exceptional patient care.

Dr. Frederick Birnberg's career as a diagnostic radiologist has been one of perpetual curiosity. Rare diseases fascinate him, the circumstances of a person's symptoms intrigue him, and he keeps this quest for discovery as fuel. "Making the diagnosis was something I was very good at, and I felt I could help people more by doing that," Dr. Birnberg said.

He's been retired from his role at Hoag and Newport Harbor Radiology Associates since 2016, but retirement hasn't gotten in the way of a healthy workload, which keeps him happily busy. He teaches residents virtually, by shared screen from his medical alma mater, UC Davis, and reads about 3,000 of their radiology cases per month. "I was miserable at retirement," he joked. "I've retired twice, but I love what I do." He takes pride in seeing the residents he teaches learn and detect a crucial clue that leads to an accurate diagnosis. Recently, one of them identified a subtle sign of a person's aortic dissection shortly after Dr. Birnberg taught a session on the same subject. That finding led to a diagnosis that saved the person's life.

When he thinks back on his colleagues at Hoag, radiologists, and others, he thinks about how they

went above and beyond when it came to patient care. "Hoag is obsessive when it comes to quality of care. Hoag does an extraordinary job," Dr. Birnberg said. That became more apparent during two recent experiences as a patient. During one of them, he had rigors and diagnosed himself with sepsis. He initially went to a hospital closer to his home near San Diego, but as he learned more about his condition, with a white count of approximately 19,000, he decided to change course. "I realized if I wanted to live, I would go to Hoag."

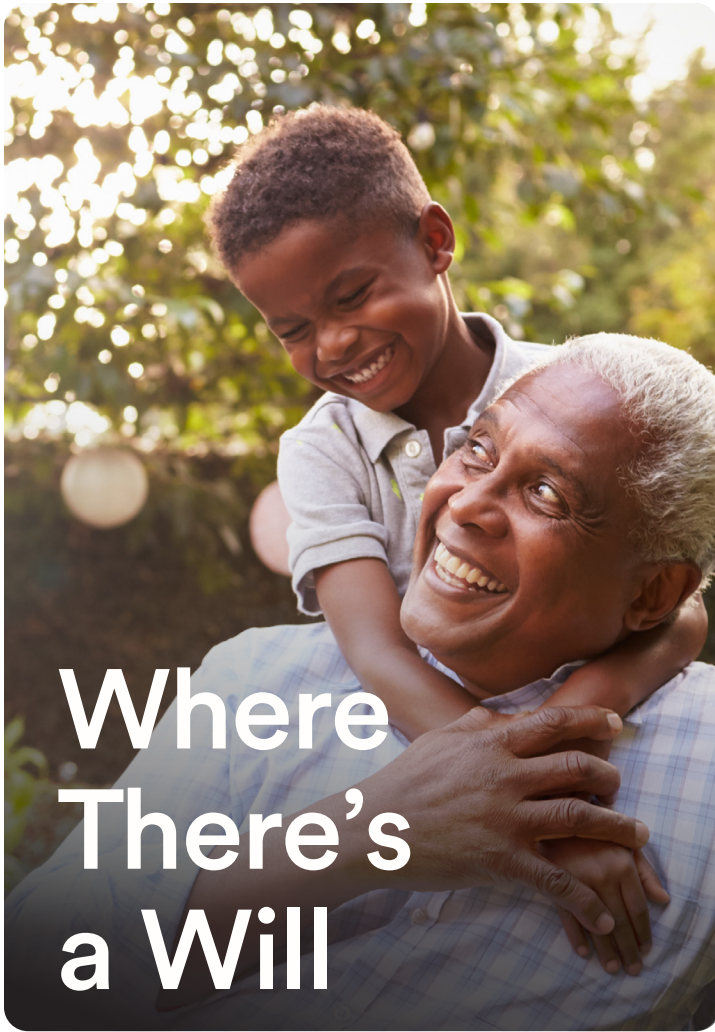
He lauds Hoag leaders, especially President & CEO Robert Braithwaite, for their dedication to cultivating a culture of excellence. "Robert is a wonderful man for whom I have the greatest respect. He put us on the right path, and I want to help Hoag achieve further greatness," Dr. Birnberg said. While at Hoag, he saw the value that philanthropy can have on staff resources. He has made a generous estate gift to Hoag in support of radiology and employee education. His life partner, Kait Matthews, shares his enthusiasm and vision for this gift. "Kait and I have decided that this will be an important part of our legacy."

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“The personnel at Hoag give so much each and every day to help all of us; they fully deserve our collective support in return.”

- Dr. Frederick Birnberg



Where There's a Will

Do you have a plan for the future?

We look forward to helping you create a plan that addresses your unique needs and goals at every life stage. Take advantage of a great resource to help you in your planning. Our website includes a number of valuable tools, including informative videos, the online Wills Planner, and a downloadable guide to planning your will or trust. To download your free wills guide, please visit our website at HoagHospitalFoundation.org/GiftPlanning.

If you would like to get started creating or updating your charitable plan, please give us a call at (949) 764-7206 or email Julie.Heggeness@hoag.org.

Do you have a will?

Is it up to date? If you were to die today, would your property go to the people and charities for whom you want to provide and in the manner you would like to provide? Do you have peace of mind that your plans are in order? Despite the importance of having a will (or trust), many Americans never get around to drafting one. For those who do have a will, it was drawn up many years ago and hasn't been looked at since. October is National Estate Planning Awareness Month. So, it's a timely reminder that it's the right time to review or create your will.

Benefits of a Will & Well-Constructed Estate Plan

A will and well-thought-out estate plan will . . .

- Afford you the opportunity to create a final legacy and testimony to share your core values and beliefs with your family and friends
- Provide an appropriate inheritance that meets the needs of family, individuals, and charities important to you
- Ensure the transfer of your estate with the fewest delays
- Avoid unnecessary costs, estate taxes, taxes on retirement plans, and other expenses
- Minimize interpersonal conflicts and maximize a positive impact on family and others
- Direct the selection of a guardian for your heirs who are minors
- Give you peace of mind



Have More Power Save Taxes & Grow Your Income

We all want to make a difference, but sometimes, we may feel we lack the ability or resources to have the impact we want. However, you may be surprised how easy it is. We have tools and ideas to help you save taxes and even create new income streams while helping Hoag. No matter what you choose to do, or how you do it, we can help you.

The Basics

- **Appreciated Stock** – Easily make charitable gifts by transferring appreciated stock to Hoag. We receive the present value of the stock, while you pay no capital gains tax and receive an income tax deduction. Most investors do not know they can do this.
- **Your Estate** – Write or update your estate plan. Aside from the many benefits that come from planning, you can also create a gift for your favorite organizations like Hoag. Your will takes care of your family and favorite causes.

Income for Life

- **Charitable Gift Annuity** – In addition to income and possible capital gains benefits, you, or you and one other person, receive fixed payments for life.
- **Charitable Remainder Unitrust** – You choose who and what the trust pays and how long it will last. It can also benefit more than two people.

Special Opportunities

- **Real Estate** – You can donate property outright for tax savings or create a life estate which gives you a tax deduction today while you retain the right to live in it for life.
- **Life Insurance** – Purchase or transfer a life insurance policy and give it to Hoag or name it as a beneficiary. A few dollars can result in major benefits to establish your legacy.

It's Free to Get Started

Ask for our free resources on ways to give. Benefits of making a gift to support our cause include income tax, capital gains tax, and estate tax deductions or reductions. In addition, we offer other tools that require no money or contributions now.

We even offer ways, such as the charitable gift annuity, which give you tax benefits and cash back for life while also supporting Hoag. Contact us, and we can help you get started to make the difference you want.

Cover story continued

“Everything goes through radiology,” Dr. Birnberg said. “We can and often do suggest the real diagnoses.” He dedicates his gift to honor the memory of Dr. Gerald Scidmore, a prominent radiologist and Hoag former chief of staff, whom he regards as a true hero in medicine. Dr. Birnberg hopes the gift will contribute more educational opportunities for staff. “The personnel at Hoag give so much each and every day to help all of us; they fully deserve our collective support in return.”

Estate Gift Supports Nurturing Outdoor Space on Sun Family Campus in Irvine

Hoag recently celebrated the groundbreaking of the Sun Family Campus in Irvine, marking a major milestone in its expansion. With city leaders, donors, staff, and more, Hoag broke ground on what is going to be a hub of innovation. Through generous philanthropic support through the Boldly Hoag campaign, we are providing the most advanced technology and specialized service centers dedicated to women’s health, cancer, and digestive health to elevate the patient experience.

During this groundbreaking ceremony, we could see some of the spaces that have already come to life. Thanks to a generous \$4 million gift from the estate of Judy and Jan Kolar, event guests walked through a beautiful outdoor garden space. The Wellness Park is a soothing space for patients and staff to enjoy, and it is an example of how the Sun Family Campus will emphasize natural spaces, which were important to the park’s namesake. A natural space that nurtures healing is a fitting tribute to the Kolars’ love of the outdoors, which provides a place of respite for patients and their families.



BOLDLYHOAG
EXPANSION IS JUST THE BEGINNING.

To learn more about the Boldly Hoag campaign to support Hoag’s expansion in Irvine, go to boldlyhoag.org.



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