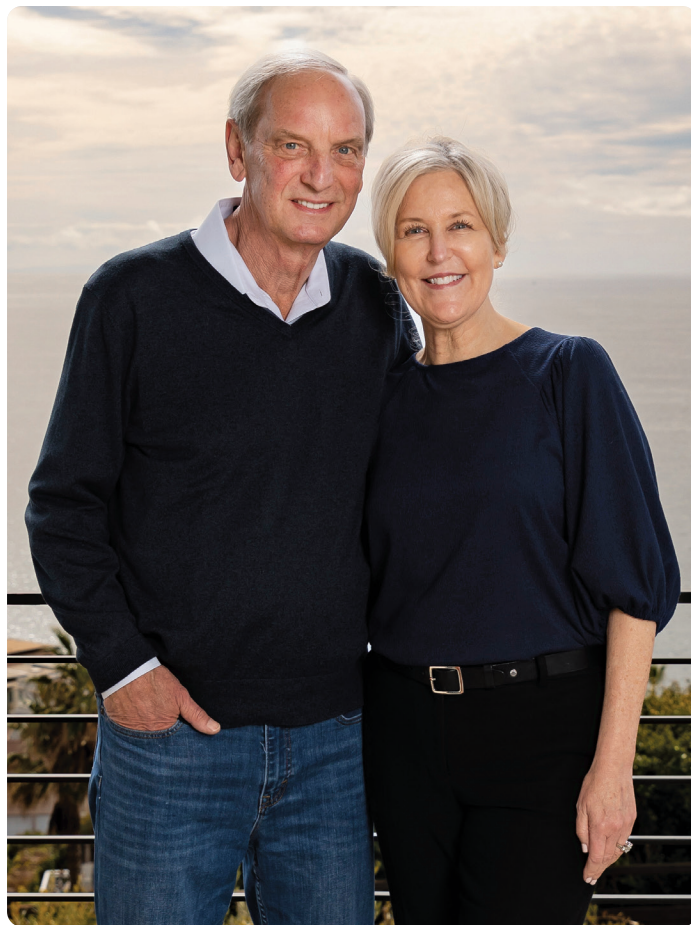


IN THIS ISSUE: This Is Our Hospital • Taxes on Your Mind? • IRA Rollover to Gift Annuity

“This is Our Hospital”

Hoag Senior Vice President and Chief Operations Officer Marcy Brown and her husband Soren Storgaard reflect on their journeys with Hoag as innovators, supporters, and grateful patients.

For about a decade before Marcy Brown joined Hoag in 2001, her husband, Soren Storgaard, was impressed by the small Newport Beach community hospital doing big things. It was rich in vision and high-aiming leaders. The pair lived in Seattle, where Marcy led medical imaging at Providence Seattle and Soren was a senior executive at Siemens Medical. He worked with several academic and research organizations across the country, implementing new



medical technology. Yet he was always struck by Hoag’s vision as a community hospital, enthusiasm for innovation, and ability to adopt and implement new technology quickly to deliver the best care possible to patients.

Fast forward a few years, and the two moved to Southern California to follow Soren’s new job in Los Angeles. As a medical technology executive, he worked with Cedars-Sinai, UCLA, USC, Stanford, and others. But his affinity for Hoag only grew. “On one occasion, I brought forward an idea that was very progressive at the time and took it to Hoag’s executive leadership. They thought it was intriguing, would differentiate Hoag, improve patient care, and they approved it,” Soren said. It was a refreshingly straightforward process for Soren and for Marcy, who had seen from the sidelines how other organizations took years to execute a project with her husband, if they did it at all. “I thought this was a great hospital that is at the forefront and doing great things for the community,” he said.

His next idea would be for Marcy: look at Hoag.

New Beginnings

“I’d never heard of Hoag,” Marcy said. “Soren said, ‘Trust me, you need to meet Dr. Michael Brant-Zawadzki and Robert Braithwaite and listen to their vision.’” So, she did. She interviewed with the now Ron & Sandi Simon Executive Medical Director Endowed Chair and the president and CEO, respectively, and was soon leading Hoag into a new era: one that evolved into the operation of an Irvine campus.

“It was early on that I realized the community, Irvine and South County, wanted Hoag Hospital Irvine to be their Hoag,” Marcy said. “The community just wrapped their arms around everything we were doing.” In partnership with the Hoag Hospital Foundation, they created the Hoag Irvine/Orthopedic Campaign Advisory Committee.

Continued on the last page

Taxes on Your Mind?



High Taxes are Not Inevitable

Often, the threat of taxes makes big news, but the ways of lowering them do not. We have tools to help you not only lower your tax burden but also create benefits you may never have considered.

Charitable Gift Annuity

Fund a gift annuity with Hoag and receive an income tax deduction this year and fixed payments for life.



Charitable Remainder Unitrust

Fund a unitrust and receive payments on a schedule and at a rate (within limits) of your choosing. Receive an income tax deduction and provide for you and your spouse.



Gift of Stock

If you have appreciated assets, such as stock, you can reduce capital gains taxes by funding one of the vehicles above or by simply transferring it to Hoag. You must never sell the stock or asset but transfer it directly to us.



IRA Charitable Rollover

If the thought of paying income taxes on a required minimum distribution (RMD) is a bad idea to you, consider transferring money from your IRA (up to \$100,000) and satisfy your RMD without paying income tax on the transfer.



Reduce Your High Taxes

If higher taxes are on the horizon, don't worry. We have what you need to reduce taxes and keep your life and your plans on track.

We Can Give You Details on These and Other Ideas

All are designed to lower your income and capital gains taxes. In some cases, you will create new tax-advantaged payments! Call (949) 764-7206 or email Julie.Heggeness@hoag.org to learn how we can help you and your financial advisor meet your goals and minimize taxes.

Do you own an IRA?

Would you like to give more to Hoag but need the retirement income?

Have you considered a charitable gift annuity in the past but weren't ready?

If you answered “yes” to these questions, now is an excellent time to consider a charitable gift annuity with Hoag—and the Secure 2.0 Act provides a once-in-a-lifetime way to do so with a tax-free distribution from your IRA.



IRA Rollover to Gift Annuity

Helping You Increase Your Income and Giving

What is a Charitable Gift Annuity?

A charitable gift annuity (CGA) is a contract between you and Hoag—in exchange for your charitable gift, we agree to pay you a fixed income for your lifetime. Upon your passing, the annuity ceases, and the remaining principal is used to further our mission.

Benefits of a Charitable Gift Annuity

- Lifetime income and financial security
- Attractive payment rates
- Opportunity to support our work

How Does the Charitable Gift Annuity Work?

A CGA is a simple written agreement signed by you and Hoag. Once you contribute cash from your IRA, the CGA begins to make monthly or quarterly payments to you for your lifetime. The payment rate is based on your age to your nearest birthday.

What the Secure 2.0 Act Provides

- Once-in-a-lifetime tax-free distribution from your IRA for a gift annuity
- Maximum allowable distribution amount of \$50,000 in 2023
- Lifetime income payments of 5% or greater
- Lowers your taxable estate

Other Considerations

- Charitable gift annuities may be set up to pay income to you or your spouse
- Under the act's provisions, you must be 70 ½ or older to take advantage of this opportunity
- A charitable gift annuity is a general obligation of our organization and is backed by all our assets

Is This Strategy Right for You?

If you would like to increase your retirement income and leave an impactful gift to Hoag, then the charitable gift annuity is a worthwhile option to consider.



Scan the code to learn more.

Cover story continued

She calls it a gift to have been part of that team, which she remembers was full of enthusiasm. “No one missed a meeting, and everyone would come engaged and ready to go all-in for the next idea or new program.” Shortly after Hoag Hospital Irvine opened in 2010, Marcy was leading it. She fondly remembers when the hospital’s inpatient count was less than 10, and she would hope to one day get to 20. That goal would soon be met and eventually greatly surpassed.

In a gesture to further support the campus she helped bring to life, Marcy and Soren made a \$250,000 bequest to Hoag Irvine. It was a place that signified a major professional accomplishment and one that would also become a personal saving grace.

“When I helped to build out the Hoag Health Center – Sand Canyon campus, I never imagined that I would be a patient there,” Marcy said.

Soren echoed, “Neither one of us did.”

Grateful Patients

“We both got diagnosed with cancer,” Marcy said. Soren had lung cancer and had a partial lung removal. Marcy underwent radiation for breast cancer. With her employees turned caregivers surrounding her, Marcy couldn’t help but reflect on the seemingly ironic circumstances. “As I was lying there, receiving my radiation treatments, I was saying to them, ‘Can you even believe this?’” she said. They’d all doggedly strived together to retain the best technology and physicians to serve the communities around the hospital. And it came to pass that Marcy and Soren were the very community they’d worked so hard for.

“We both benefited from Hoag having recruited the best physicians and invested in state-of-the-art technology for our community,” she said.

A Legacy of Innovation

Marcy and Soren think back on their personal health care journeys and remark on how comforting it was to know that Hoag had what they needed, when they needed it most.

Prompted by their desire to keep innovation a hallmark of Hoag and their mutual penchant for building new things, the pair instinctively took an interest in Hoag Innovators

and made an additional \$250,000 bequest to support its endowment.

“This is active philanthropy,” is how Marcy described it. Hoag Innovators is a group of philanthropists, entrepreneurs, and community leaders who pool their contributions. They are then presented with projects led by Hoag physicians and clinicians, and they collectively choose which ones to fund. The projects can be related to technology, recruitment, and more, all with the goal of bringing advanced techniques and treatments to Hoag patients. Marcy and Soren appreciate how this method of giving combines their skills and interests. “You get a sneak peek at all of the latest technology coming down the pipeline. Whether it’s software or a new physician that needs to be recruited, and then you get behind it,” she said.

“Our Hospital”

Through multiple diagnoses and surgeries, Marcy and Soren have relied on Hoag. They travel the scenic canyon road from their home in Laguna Beach to the bustling Irvine campus that rises more every day. Their friends and neighbors in Laguna Beach are also Hoag patients. With the Boldly Hoag campaign underway, philanthropic support is essential for the campus. Just like the creation of Hoag Hospital Newport Beach counted on the fundraising efforts of the community, so does Hoag Hospital Irvine, which has now taken on its new life as the Sun Family Campus.

“This is our hospital,” Marcy said. “Our very first impression of Hoag was that the physicians, nurses, employees, and community support were so different from anything we’d ever been exposed to before.” They hope their support goes a long way to creating new things but keeping one thing the same.

“We want to make sure that Hoag stays Hoag.”

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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