

celebrating a 50th

MARSHALL HOSPITAL

Turns

50

By LYNN MACHON

A 50th Anniversary Celebration

On July 1, 2009, Marshall will commemorate 50 years to the day when it first opened its doors. Local dignitaries, longtime Marshall supporters, volunteers, board members and employees will celebrate together. Plans include opening a time capsule first dedicated in 1982 when the new patient care wing was completed.



ON TOP OF THE WORLD, 4670 Gresham Drive

Expansive ceilings, elegant floor and window treatments, special lighting and out of this world views are featured throughout this beautiful four or five bedroom residence with a beautifully landscaped, very private, rear yard. The resident chef will love the crowd pleasing kitchen with walk-in pantry and butler's pantry, furniture quality cabinetry, a spacious center island, granite counters with full granite back splash, designer appliances including two dishwashers, two ovens, a professional range, a built-in refrigerator, and a warming oven. A beautiful outdoor kitchen with built-in barbecue, and sink offers relaxed entertaining. **\$1,325,000**



TIMELESS, TRADITIONAL ELEGANCE

4390 Cordero Dr

Beautiful and charming, this former "Street of Dreams" four bedroom home is elegantly appointed & designed for entertaining. Plush carpet and elegantly draped windows define the formal living room with French doors leading to a private patio. Family and guests will delight in the gracious family room with a grand fireplace, a boxed beam ceiling, and handsome wood paneling surrounding an entertainment center. The opulent master suite with a romantic fireplace and sitting area is situated privately on the first level and accesses the lushly landscaped rear yard and patio area. Upstairs, spacious secondary bedrooms are located near the large bonus/media room with a wet bar. **\$899,999**



COUNTRY CLUB LIFESTYLE

5111 Titleist Way

This beautiful four bedroom Serrano Villa presents sophisticated country club living with beautiful limestone and carpeted floors, custom cabinetry, and gorgeous lighting. The resident chef will love the gourmet kitchen featuring Thermador appliances, a large center island, granite counters and a delightful breakfast nook. The elegant dining room with fireplace and convenient bar overlooks the rear yard. Situated for privacy, a downstairs master suite with an opulent bath provides access to the fabulous rear yard with covered loggia, a built-in barbecue, a cast stone fireplace, and a sparkling pool with relaxing spa. Generously sized secondary bedrooms include an upstairs guest room or bonus room with a private balcony offering golf course views. **\$849,000**

Premier Properties



Photo courtesy of Marshall Medical Center



Caring for you since 1959

From the Community, For the Community, Of the Community



JUST AS ITS NAMESAKE, JAMES Marshall, pioneered the California Gold Rush, Placerville's Marshall Hospital has been pioneering quality health care since first opening its doors in 1959 with 49 beds and 12 physicians.

With generous support from the community, local merchants, volunteers and its own employees, Marshall has been able to thrive as a rarity – an independent, non-profit, community-based hospital.

Today, the Marshall system includes a 105-bed hospital and outpatient facilities throughout El Dorado County, with more than 190 affiliated physicians and 1,400 employees. In 2008 alone, Marshall Medical Center cared for 809 newborns, 291,062 outpatients and 21,374 emergency room patients within its system.

Despite substantial growth, Marshall has maintained high standards for patient care. For the past three consecutive years, Marshall has been recognized in the top five percent of hospitals in the nation for clinical excellence, according to a national healthcare ratings company. It also ranked among the top 10 percent for pulmonary care and critical care.

As the hospital prepares to celebrate a milestone 50th birthday on July 1, we look back at the hospital that was built by the community, and that is still very much a part of the community it serves.

The Birth of a Landmark

Back in booming mining times, the Placerville Sanatorium, built in 1904 off Coloma Street, served as the main hospital. The two-story building didn't have an elevator, so surgery patients were carried up and down the stairs on stretchers. There was also the county-run hospital, but patients on the Western Slope still needed to travel to Sacramento for many services and treatments.

"Marshall has been recognized in the top five percent of hospitals in the nation for clinical excellence, according to a national healthcare ratings company. It also ranked among the top 10 percent for pulmonary care and critical care."

As El Dorado County's population grew, the existing health care facilities became woefully inadequate. In 1957, a visionary group of local businessmen and farmers came together to petition the state for a new regional hospital.

Seen here is an aerial view of the original Marshall Hospital site, located in Placerville.





Michigan-Cal Lumber Company donated six and a half acres of a hilltop pear orchard for the hospital site and the planning commenced. Original construction cost estimates for the 52-bed acute care facility were \$1,085,000.

A Fundraising Campaign Like No Other

To qualify for state and federal matching grants which would cover two-thirds of the cost, the local community had to come up with the remaining one-third, or \$411,692, by Dec. 8, 1957.

Area residents and businesses rallied with a grassroots venture that exceeded all expectations. A whopping 1,765 donors, an estimated 50 percent of local families at the time, contributed \$463,206, surpassing the original goal by more than \$51,500.

As reported on Dec. 5 in *The Mountain Democrat*, "Donations to the Marshall Hospital fund campaign ranged from \$1, solicited from a tipsy customer at one of our local 'pubs,' to \$100,000, given by the Michigan-California Lumber Company."

An impressive "11th hour" push by the women in town is credited with driving fundraising efforts past the finish line.

Clara Schreiber, who turned 97 years young in April, was one of those persuasive ladies.

"When the men started their fundraising drive, well, we knew we wanted to do our part too," she remembers. "So Merle Beach organized a luncheon for 52 of us, and then we went out and told everybody just why we needed this hospital."

That endeavor launched the Marshall Hospital Auxiliary, the organization's volunteer backbone that today boasts 125 active members who help out in 13 different areas of the hospital and outpatient facilities.

Successful completion of the new hospital was a momentous tribute to the community's dedication that has prevailed over five decades.

Changes and Challenges

James Whipple first joined Marshall Hospital as its chief financial officer in January 1982. When long-time administrator, Frank Nachtman, retired after 26 years, Whipple replaced him as chief executive officer in October 2003.



Photos courtesy of Carrie Poggio, Marshall Medical Center

TOP: Seen here is Placerville's historic Sanatorium or "San," as it was known. The facility closed upon the opening of Marshall Hospital and is now a boarding house. Back in "the day," surgeries took place on the second floor of the San, and recovery and patient rooms were located on the first floor.

BOTTOM: The Georgetown Rotary donated \$25,000 to the Marshall Hospital campaign, specifically for the surgery department. Seen back to front, left to right: Kenny St. John, Fred Becker, Mel Crail, Mill Hardy and Mark Smith. Photo circa: 1957.

Whipple says he's especially proud of the challenges the hospital has overcome. "When I first got here, Marshall was struggling financially in the late 70s," he says. "With two hospitals in the area, there were not enough patients for both."

"Then, with the explosive growth of '80s, we were constantly trying to keep up with the community's needs," he says. "When I first started, we saw 1,000 outpatients a year. Today, we serve 2,000 each day in our hospital and outpatient facilities."

To accommodate population growth and increased demand for services, Marshall has methodically embarked on a series of expansions and renovations. Only a portion of the original building stands where the existing OB/maternity wing sits today.



TOP: Following a last minute push in the final week of the campaign, the Marshall Hospital Building fund surpassed its \$411,692 goal by \$36,971. The total included \$267,739 in advance gifts collected by a committee headed by Elmer Elledge and \$180,924 brought in by general campaign workers under Mrs. Seth Beach. Seen left to right: Elmer Elledge, George Maul, Mrs. Seth Beach, Chalmers Price (Photo appeared in *The Mountain Democrat* newspaper on Dec. 4, 1957.)



BOTTOM RIGHT: Congratulations were extended by California Governor Goodwin Knight and Al Hildman of the Michigan-California Lumber Company on the firm's \$100,000 contribution to Placerville's Marshall Hospital campaign. Looking on are Mrs. Seth Beach, chairwoman of the women's division of the drive and general chairman, Chalmers Price. They are looking over a scale model of the proposed project. Seen left to right: Chalmers Price, Mrs. Seth Beach, California Governor Goodwin Knight and Al Hildman. The final campaign report listed a total of 1,765 pledges, representing more than 50 percent of the families in the hospital service area.

Remembering Marshall 50 Years Ago...

Harry Dunlop, original board of directors member and chair of the Building Committee: "I had the rare privilege of working with the original architect and the building committee to try and forecast what growth might occur in the area and how to provide for it in the original building. We had no idea the hospital would expand to the extent that it is today, and into what it is now."

Wilbur Howe, member of original Marshall Foundation: "Before the Foundation, the people in the service clubs really banded together for the hospital. As a 20/30 club

member, every year, we had our taco booth fundraiser at the fair. We needed to raise \$750 to get our name on a room of the new hospital, and we wound up raising enough for two rooms."

Clara Schreiber, member of original Marshall Hospital Auxiliary, a "Pink Lady" volunteer for 48 years: "All of us women who had children in the '30s knew how much we needed a new hospital. At the old sanatorium, all the beds were upstairs, but the food was downstairs. I had all my three babies there and it was sure work."

Marshall Medical Center Timeline

July 1, 1959:	Marshall Hospital opens its doors with 49 beds, 10 staff members and 12 physicians
September 1972:	First expansion completed, enlarging laboratory and records room and adding lobby, chapel, patient lounge and medical library
August 1974:	Fully staffed 24-hour emergency room opens
December 1974:	Marshall Hospital Foundation is formed
October 1975:	New Diagnostic Care Center opens
November 1979:	New eight-bed Intensive Care Unit (ICU) is created
1981:	New 84-bed wing and extensive remodel of original hospital is completed
1989:	\$11 million Surgery Center added; Cedar Ravine Integrated Medical Campus opens; Marshall Hospital Professional Center, Cameron Park opens
1992:	The 14-bed Transitional Care Center opens
1993:	MRI, radiation and oncology services added to Cameron Park facility; Emergency Department is expanded
1995:	The Divide Wellness Center in Georgetown opens
1997:	Marshall Center for Primary Care, Placerville opens
2005:	Marshall Family Medicine office in El Dorado Hills opens
2006:	Marshall opens Cancer Services in Cameron Park
2008:	Hematology and Oncology office and Rheumatology office opens in Cameron Park
2009:	Marshall Hospital adds cardiology specialty care office in Placerville

In 2003, the organizational name was changed to "Marshall Medical Center" to more accurately reflect the addition of off-site practices in Placerville, Cameron Park and El Dorado Hills. The original logo with the miner faded into the sunset, making way for a more contemporary look.

Most recent expansion plans call for a new four-story wing on the east side of campus to house an expanded Emergency Department. Groundbreaking on the \$3 million project is anticipated later this year.

The Latest Technology and Top-Notch Physicians

Despite its charm as a medium-sized community hospital, Marshall's sophisticated diagnostic equipment and cutting-edge services rival any multi-hospital corporation.

Leaders say Marshall was one of the first hospitals in the Sacramento area to have an all digital radiology department and is one of the few to have a PET/CT system for diagnosing cancer and other diseases.

According to Whipple, Marshall is one of only 10 percent of health systems in the nation accredited for cancer care, with a complete oncology and radiology program in Cameron Park. As is typical with Marshall, there is a personal, community connection behind this achievement.

"Our former CEO, Frank, lost his wife Janet to breast cancer the day before his last day," says Whipple. "For Marshall, having complete cancer care became a goal. We recognize cancer treatment can be debilitating, without having to drive 50 to 60 miles for treatment. Having something local was very important to us."

Another priority has been maintaining a team of highly-skilled doctors, nurses and specialists, many from all over the world. "One thing that's nice is we can really recruit top-notch physicians to the area because it's such a beautiful place to live."

A Part of the Community

Through decades of change, Marshall's one constant has been community support.

"Back in the 1970s when the hospital was struggling to make payroll, they would take a paper bag downtown to the merchants and collect donations up and down the street to pay employees,"





Whipple says. "That just showed how strong the commitment of the community has been, and still is."

Whipple says staying community-focused has been an important mission for Marshall. "As we've grown, we haven't lost that commitment to the community, and to each other, and to healthcare as a service versus just a business," he says. "Healthcare is about taking care of each other."

As part of its community service, Marshall Medical provides education classes, health grants, nursing scholarships, bereavement support, free blood pressure checks, services for low-income patients and resources through the Community Health Library.

Many of these programs are made possible through the Marshall Foundation, the fundraising arm of the hospital system since 1974. Wilbur Howe, owner of C&H Motor Parts for the past 64 years, was one of the original Foundation members. "In the beginning, we raised money to buy equipment, furniture, whatever the hospital needed," he says. "In the last few years, it's involved the community health organization of the whole county." As one example, he says, in 2002, the Foundation's "Straight to the Heart" campaign helped supply 32 life-saving automatic defibrillators to emergency responders throughout the greater Placerville area.

Over the years, the Foundation has worked tirelessly to financially support one of the nation's few remaining non-profit hospitals. "People don't realize the back-room costs of keeping a place like Marshall running," says Howe. "The CT scan machine alone is \$2 million. And the amount spent on indigent care in the community that they never collect a dime on, is staggering."

Behind the Scenes Support

As Marshall's management is quick to note, the hospital couldn't survive without its hard-working employees and volunteers.

"We're not part of multi-hospital system, with decisions made at some corporate level," says Don Davis, Marshall's public information officer. "Here, we're one hospital, one organization, run within the community by a volunteer Board of Directors who are all vested in the community. Everybody runs into each other at the grocery store

or has kids on the soccer team together. It creates a very tightly knit employee base and relationship with the community."

Whipple adds, "In a recent fundraising drive, half of our employees donated, and the average donation was \$1,800 each. No other place in the nation has that type of commitment."

Many local residents have been involved with the hospital since its humble beginnings. Longtime Placerville leader Harry Dunlop was one of Marshall's original board members. "When the opportunity came for being a part of the effort toward Marshall, I was delighted to be able to participate," says Dunlop. "It was a measure of work, but at the same time, very rewarding and satisfying to be able to participate with others in the community in providing for the medical needs that we had."

Providing for the community is exactly what Marshall Medical Center has done for 50 years, with plans to continue for at least 50 more. ■

Magic Smiles
Dentistry for Children & Young Adults

The First and Most Experienced Pediatric Specialist in El Dorado Hills!

Victoria Sullivan, DDS
Certified Pediatric Dentist

13 Years Experience

"Because every child is precious, trust your child to your friend, neighbor and trained specialist."

New State-of-the-Art Office
Wide Range of Services
Caring & Gentle Staff

CALL TODAY!
916-941-2341
OR
530-677-6222
magicsmilesdds.com

5009 Windplay Dr., Ste. 1 El Dorado Hills
Most Insurance Plans Accepted

糞

MARTINI HOUR
AT FAT'S ASIA
BISTRO!

Available in our Lounge:

- Monday through Friday 3pm to 6pm
- 1/2 off Appetizers
- Reduced priced Martinis, Beer, Wine & Cocktails

2585 IRON POINT RD. FOLSOM 983.1133
1500 EUREKA RD. ROSEVILLE 787.3287