

Medicine + Business + Community

= *A Prescription for Great Health*



2011 ANNUAL REPORT

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Prevention Through Partnerships

While we have long recognized that achieving great health is highly influenced by the choices we each make on a daily basis, what has been less acknowledged is the impact of the environments where we live, work and learn. Without a supportive environment, it is challenging to consistently make the best choices in our diet, activity levels and in health-related habits. This is why it is more critical than ever for Medicine, Business and Community to partner across the state with a

Prescription for a Healthier Texas — and the TMA Foundation is the catalyst for this, as you will read about in this 2011 Annual Report.

The impact of this partnership on the fabric of Texas communities is evident when you look at TMA's Hard Hats for Little Heads. In 2011, it exceeded nearly every goal, reaching Texans in a dozen new cities and counties, engaging schools, civic groups, employers and others and surpassing the 100,000 helmet mark. Similarly, Be Wise — Immunize made significant headway assisting communities that want to create permanent coalitions with the goal of a fully immunized population. These achievements and more in 2011 were fueled by the commitment of medicine, the reach and influence of business and the impact of community organizations and volunteers.

Reaching more Texans and empowering them to make healthier choices will become increasingly important as the safety net of health improvement services becomes more fragile and funding cuts diminish state and local capacity to make ongoing and needed investments in the health of the public. This is why your support of TMA Foundation is so meaningful and so greatly appreciated. Indeed, your continued support will enable TMA's well-developed, physician-led programs to stay strong, reach more Texans and be recognized for the critical role they play in the future health of the state.

TMAF-funded initiatives are a recognized resource for many at the community level and provide an effective conduit to channel physician leadership, business involvement, and community ownership, resulting in changes that support healthier living where Texans live, work, and learn.

Great health is essential for a great state. With your ongoing support, the TMA Foundation will continue to bring the resources of Medicine, Business and Community to bear as it carries out its mission: to fund initiatives with the power to help physicians create a healthier future.

Sincerely,

Russell WH Kridel, MD, FACS
President
TMA Foundation



Scan the QR codes throughout this report with your smart phone to see and hear Medicine, Business and Community in action!

Leaders in Medicine, Business and Community

The foundation recognizes those in Medicine, Business and Community who have been both consistent and generous in their efforts to improve the health of all Texans (see page 7 for more leaders.)

Major Donors: In 2011, 4 individuals were recognized for cumulative gifts of \$10,000 and two other for reaching the \$25,000 level. Nearly 150 major donors are recognized on the Gifts of Health walls on the 10th floor of the TMA building.



(l to r) New Advocate Level major donors, Dr. Russell and Mrs. Cheryl (not pictured) Kridel, Houston, join new Pacesetter Level major donors, The Honorable Susan and Dr. Austin I. King, Abilene.

New Advocates in 2011

Dr. and Mrs. Russell WH Kridel, Houston

New Pacesetters in 2011

Austin King, MD, and the Honorable Susan King, Abilene
Dr. and Mrs. Alan C. Leshnowar, Odessa

Business Leaders: In recognition of the reach and influence that business has to “improve the health of all Texans,” TMAF established its Corporate Leadership Circle (CLC) in 2001 to honor companies and institutions for their continuous years of support. (See the list of all CLC members at www.tmaf.org and click on ‘Giving Societies.’) In 2011, the

following were inducted into the CLC: Prudential and Vaughan Nelson (both Silver Ribbon, 15-19 years); and the Ector, Hidalgo, Nueces and Potter-Randall County Medical Societies (all White Ribbon, 5-10 years).



Nueces County Medical Society 2011 President, Jane Oliver Stafford, MD (center) receives the CLC award at TMAF’s Winter Conference in Austin with TMAF President, Russell WH Kridel, MD, FACS, (right), joined by the society’s executive director, Paulette Shaw (left).



TMAF 2011 President, Dennis J. Factor, MD (center), presents the CLC award, joined by Robert Michelin, Prudential, Account Executive, Association and Affinity Sales (left) and John Ehrle, TMAF board member and Prudential, Vice President of Sales (right).



(l to r) Robin Martinez, MD, and Potter-Randall County Medical Society (PRCMS) President, Paul Proffer, MD receive the CLC award from Lisa Stark Walsh, TMAF Executive Director; PRCMS Alliance President, Margaret Morey, JD and society secretary, Grace Stringfellow, MD join in.

Champion of Health: The TMAF John P. McGovern Champion of Health Award recognizes exceptional projects that address urgent threats to the public’s health and further TMAF’s mission. Established in 1995, the top award consists of a \$5,000 grant and a specially-commissioned bronze statue and a secondary award of \$2,500. The award is made possible through a TMAF permanent endowment generously established by the late John P. McGovern, MD, of Houston.



(l to r) TMAF Advisory Council member Charles W. “Bill” Bailey Jr., MD joins top winner “Julie Rogers Gift of Life” Vice President, Marty Craig; president, Nell Morris; and founder, Regina Rogers. TMAF Advisory Council member, Mark J. Kubala, MD, and his wife Betty Kubala, congratulate the group.



(l to r) TMAF board members T. David Greer, MD, G. Sealy Massingill, MD and TMAF 2011 President, Dennis J. Factor, MD, recognize secondary winner, The University of Texas Medical Branch (UTMB) Community Health Program and St. Vincents Student-Run Free clinics. UTMB Vice Dean for Academic Affairs, Steven A. Lieberman, MD, FACP; UTMB fourth-year medical student and TMAF board member, Ashley Agan; and TMAF board member, Fred F. Ciarochi, MD, join the presentation.

Partnerships In Action — 2011 Grants to TMA Initiatives

Be Wise — Immunize: In a call to action, TMA launched Be Wise — ImmunizeSM (BWI) in October 2004 to improve Texas' ranking as 41st in the nation for childhood immunizations among 19- to 35-month olds. Since then, more than 218,000 shots have been provided thanks to the diverse partnerships created in hundreds of communities that carry out BWI to ensure their population is more fully immunized.



Williamson County and Cities Health District partner with BWI.

In 2011, Texas youth received 27,054 shots at events and clinics led by medicine in partnership with schools, community health fairs, health departments, hospitals and others. These were held in



Metro Health, San Antonio's Public Health Team, Immunization Division partners with Be Wise — Immunize.



Adolescents are protected through the Be Wise—Immunize program too.

25 areas of the state including five counties that had not ever held a BWI event. Primary strategies to increase statewide immunization rates to 90 percent are communication, education, and action.



A volunteer ensures the helmet fits properly to ensure maximum protection from head injury.

Hard Hats for Little Heads: The concept for this life-saving program was recommended to TMA in 1994 by a physician member to keep the children in his community and others safe and healthy. Since then, others physicians, businesses and community groups and individuals at both the state and local levels have ensured the success of this award-winning program, providing more than 125,000 helmets.

In 2011, 22,547 little Texans received a free helmet and instruction on how to wear it properly to prevent life-altering or fatal brain injuries. Hard Hats events are led by medicine in

partnership with banks, restaurants, insurance companies, civic clubs and many others. TMA physicians educate parents and their children about the importance of wearing a helmet when bicycling, inline skating, skateboarding, or riding a scooter.



Lions Club volunteers partner with Hard Hats for Little Heads.

Physician Oncology Education Program:

Cancer is the second leading cause of death for Texans, making it a great concern not only to physicians, but to business as well as community. POEP fills a gap by providing physician education on cancer prevention, screening and early detection and symptom management. TMAF's supports two of POEP's many activities: 1) "Cancer: What Primary Care Physicians Need to Know," which has become one of the most attended continuing medical education program during TMA's annual meeting reaching thousands of physicians, residents, medical students, and physician assistants; and 2) Smoking Tobacco Cessation Program, which aims to reduce the number of people who start smoking and increase the number of people who choose to quit smoking, through increased counseling and education from their physicians.

TMAF thanks these donors for top level program support: Dr. and Mrs. Ernest C. Butler, Austin; Blue Cross and Blue Shield of Texas; H-E-B; TMF-Health Quality Institute and Prudential.



Minority Scholarship Program: This program was established in 1998 to fill a gap created by the Hopwood ruling barring public medical schools from offering minority-specific scholarships. And although the ban has since been lifted, Hispanics, African-Americans and Native Americans still are underrepresented with regard to Texas' population-to-physician ratios. Organized medicine, individual physicians and businesses who want to improve this representation and increase the number of physicians serving medically underserved populations in Texas support this effort so that annually TMA can award a \$5,000 scholarship to an incoming medical student at each of the nine Texas medical schools.



Hear Rogelio Garcia, a TMA 2012 scholarship winner, share what inspires him to create a "Healthy Future."

Ernest and Sarah Butler Awards for Excellence in Science Teaching: TMA is committed to elevating the importance of science in our modern society by recognizing and rewarding outstanding science teachers in elementary and in junior and senior high schools. Since 1990, TMA has helped increase science literacy by providing cash awards to winning teachers and their schools to enhance their science curriculum. The core program is supported by Dr. and Mrs. Ernest C. Butler, Austin, thanks to an endowment they generously established at TMAF.



Mrs. Sarab Butler, Austin, sees how students at Summitt Elementary benefit from new microscopes purchased with their school's award.



See students study microbes in a new, exciting way, thanks to the Science Teacher Awards.



Russell WH Kridel, MD, FACS, TMAF President (far left) and Carolyn A. Evans, MD, 2011 chair of the TMA Board of Trustees (far right), join 2011 Minority Student Scholarship program recipients (l to r) Victor Jackson, Natalie Diaz, Ernest Juarez, Ana Salazar, Sergio Montano, and Antonio Toribio. Not pictured: Sarab Villarreal, Vanessa Parada, and Aziza Kedir.



The 2011 TMA Ernest and Sarah Butler Awards for Excellence in Science Teaching were presented by Carolyn A. Evans, MD, Plano, 2011 chairman of the TMA Board of Trustees (left) and Russell WH. Kridel, MD, FACS, Houston, TMAF President (right). Winners are (l to r) Heather Fleming, Summitt Elementary School, Austin; Timothy Daponte, EdD, John H. Reagan High School, Houston; and Susan Harsh, Little Cypress Junior High School, Orange.

Partnerships In Action — 2011 Medical Community and Medical Student Leadership Grants

Since 1998, preventing disease and injury has been a primary focus of the foundation's community grant programs. These grant programs also encourage TMA's county medical societies and alliance and medical student chapters to invite local businesses and community groups with this shared goal to join in improving the health of their population. TMAF's 2011 community grant programs provided support to the following initiatives.



(l to r) TMAF's grant presentation to Denton County Medical Society includes President, Monica Popov, MD, Immediate Past President John Flores, MD and TMAF Board member, Dennis J. Factor, MD.

Project Access Denton County by Denton County Medical Society:

Project Access Denton County is a network of volunteer physicians, partnering hospitals, local charity medical clinics, public health clinics and other healthcare partners who volunteer to see working poor patients whose income does not exceed 200 percent of the federal poverty level, are without medical insurance, and are not on Medicaid, Medicare or other government-assistance program.

Healthy Kids Initiative by University of Texas At Houston/ TMA Student Chapter: An eight-week program at the DePelchin's Children Center in Houston enables youth to live a healthier lifestyle. Children who are between foster homes or have been removed from an unsafe home benefit from lectures covering nutrition, making healthy choices and eating patterns, calorie balance, and participating in making a healthy meal. Additional lectures cover health topics such as preventable diseases (cardiovascular, hypertension, cancer and osteoporosis), tobacco/alcohol cessation/prevention, and benefits of increasing physical activity.




Tarrant County Back to School Round-Up

Be Wise — Immunize in partnership with Immunization Collaboration of Tarrant County (ICTC) by the Tarrant County Medical Society Alliance

Foundation, Inc.: This partnership brings needed funding, volunteers, and leadership to implement shared goals of 1) increasing the immunization rate by five percent a year for children zero to two years old in three designated zip code

projects; 2) continuing participation in 20 or more days of annual ICTC back-to-school immunization events in August, serving 5,000 children; 3) providing a consistent message on the importance of on-time immunizations by using TMA's Be Wise — Immunize messaging and logo on ICTC materials; and 4) advocating for improvements in ImmTrac so the state registry works well at the state and local levels.

 Hear how Be Wise — Immunize enables families and businesses to create a "Healthy Now."



(l to r) TMAF's grant presentation includes Travis Alliance Vice President of Community Service, Amy Roberts, and TMAF Development Director, Ashley Velasquez.

Back-to-School Immunization Clinic at The University of Texas Children's Wellness Center by the Travis County Medical Alliance:

The Texas County Medical Alliance (TCMA) Be Wise — Immunize Committee ensure children ages 2-17 in the community of Del Valle are immunized at the UT Children's Wellness Center. The TCMA provides all event advertising, volunteers for the shot clinics, water and "goodie bags" for patients, and lunch for the staff.



(l to r) TMAF's grant presentation includes Peni Sanjoto, Whitney Finstad, Huong Nguyen, Megan Harline, Daniel Song, Maegan Lazaga, Xuan Tran, Yasin Huque, Truc Le, and Alicia Vandersluijs.

Health Circus by the Texas A&M Health Science Center-College of Medicine/TMA Student Chapter:

Health Circus is a health fair offered in a seven-county area near College Station that provides health and

glucose screenings, physicals for children and adults, tips on healthy living and education regarding good nutrition and the risks of tobacco use and of drug/alcohol abuse. Students partner with a wide array of community health agencies that offer valuable information to parents about healthy living services.

Ante Tobacco Education Program by Nueces County Medical Society:

Created by "It's Your Life Foundation," this program educates elementary students against the dangers of tobacco through a 12-minute CD, and cartoon coloring books. The cartoon addresses both smokeless tobacco

use and cigarettes in a way that children understand with a story line centered around family, pictures with bright colors and loveable characters to whom they can relate.



Ante Tobacco program creator, Salim Surani, MD, Corpus Christi, teaches youngsters about the risks of tobacco.

Leadership Society

The Leadership Society is a special giving club which recognizes individual donors who contribute \$1,000 or more in a year. TMAF thanks these generous 2011 members.

- Dr. and Mrs. Joseph M.* Abell Jr.
- Dr. Charles and Mrs. Terri Andrews
- C. Enrique Batres, MD
- Dr. Susan Rudd and Mr. W. Doug Bailey
- Alan C. Baum, MD
- Dr. and Mrs. Roberto J. Bayardo
- Drs. Henry and Louise Bethea
- Drs. Dawn and Ed Buckingham
- Dr. and Mrs. Ernest C. Butler
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- Sarah and Alan Losinger
- Dr. Bruce and Libby Malone
- Dr. and Mrs. G. Sealy Massingill
- Dr. Bruce and Mary Meyers
- Mr. Lee Mitchell
- Mr. Richard and Mrs. Ginni Mithoff
- Dr. Clifford and Diane Moy
- Craig Norman, R.Ph.

- Drs. Susan Pike and Harry Papaconstantinou
- Dr. Lee Ann Pearse and Mr. Einar Vagnes
- Drs. Rajam and Somayaji Ramamurthy
- Guru N. Reddy, MD, FACP, FACG, FASGE
- Irvin Robinson, MD
- Ms. Regina Rogers
- Dr. and Mrs. Jim and Charli Rohack
- Dr. Peter and Mrs. Julie Rojas
- Dr. Jaime and Mrs. Dana Ronderos
- Helen M. Schilling, MD
- Catherine L. Scholl, MD
- Theodore J. Spinks, MD
- Drs. Wesley and Jane Stafford
- Lorraine I. Stengl, MD
- Dr. and Mrs. Eugene W. Stokes
- Susan M. Strate, MD
- Dr. Lyle and Pam Thorstenson
- Dr. Joe and Mrs. Susan Todd
- Drs. Carl Trusler and Jayne Middleton
- Gerard Joseph Ventura, MD
- Dr. and Mrs. J. J. Waller Jr.

* Deceased



Picture of Good Health a Picture Perfect Success!

On May 13, 2011, more than 500 physicians, their spouses, Houston community leaders and corporate sponsors enjoyed a picture perfect bash at Texas Medical Association Foundation's 18th annual gala, held in conjunction with TMA's TexMed.

Thanks to the talent and efforts of co-chairs Martin and Dr. Kelli Cohen Fein, and Dr. Russell and Mrs. Cheryl Kridel, all of Houston, the event raised nearly 37 percent more than anticipated — a grand total of \$342,000, making it the second highest grossing TMAF gala. The cost to raise a dollar was .47, exceeding the industry average of .50.

Houston Health Leaders, Joel S. Dunnington, MD, H-E-B and Scott McClelland and Gracie Cavnar were recognized for their meaningful contributions to improve the health of all Texans through their work in medicine, business and community, respectively.

The silent auction, live auction and fund-a-need all were popular with guests, as was the Richard Brown Orchestra, which kept everyone grooving on the dance floor until the doors closed!

The evening's proceeds benefit TMA Foundation and the TMA and TMA Alliance programs it supports, including: Be Wise — Immunize, Hard Hats for Little Heads, Ernest and Sarah Butler Awards for Excellence in Science Teaching, Minority Scholarship Program, POEP, and TMAF medical community grants.

Top Patrons

- H-E-B
- Texas Medical Liability Trust
- Ameripath
- Blue Cross and Blue Shield of Texas
- TMA Insurance Trust

The Financial Picture (as of Dec. 31, 2011)

FUNDS

Endowments

Legacy of Caring.....	\$1,499,716
Ernest and Sarah Butler Endowment for Excellence in Science Teaching.....	\$581,621
General Endowment	\$409,291
John P. McGovern Endowment.....	\$385,516
<i>Sub-Total Endowments.....</i>	<i>\$2,876,144</i>

Other

Unrestricted.....	\$460,519
Temporarily Restricted	\$249,474
Joseph T. Painter, MD Fund for Cancer Education.....	\$143,687
<i>Sub-Total Other.....</i>	<i>\$853,680</i>
<i>Total Net Assets.....</i>	<i>\$3,729,824</i>

REVENUE

Income

Donations Received	\$744,421
Investment Income	\$83,149
Operating Grant	\$100,000
<i>Sub-Total Income.....</i>	<i>\$927,570</i>

Investments

Realized Gain/(Loss) on Sale of Investments	(\$18,229)
Unrealized Gain/(Loss) on Sale of Investments	(\$7,183)
<i>Sub-Total Gain/(Loss) from Investments....</i>	<i>(\$25,412)</i>
<i>Total Revenue.....</i>	<i>\$902,158</i>

EXPENSES

Administrative

Operations.....	\$401,463
Benefit	\$164,402
Strategic Planning	\$19,000
Donor recognition	\$4,872
Fund-related	\$26,307
Publications	\$5,886
<i>Sub-Total Administrative.....</i>	<i>\$621,930</i>

Grants

TMA Programs	\$238,275
Medical Community Grant Programs	\$54,787
Champion of Health Award	\$7,500
<i>Sub-Total Grants.....</i>	<i>\$300,562</i>
<i>Total Expenses.....</i>	<i>\$922,492</i>

Net Increase/(Decrease) in Assets (\$20,334)
(Income and investment gains/(loss) over expenses and grants)

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