

Marin Healthcare District Newsletter

March 3, 2010

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KQED, Founder Saatchi
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Dear Marin Healthcare District Residents,

We continue to make great progress towards a successful transition. This month, I am glad to report developments on architectural progress on the MGH building upgrade, new partnerships and a new logo for MGH.

I would also like to introduce you to Jon Friedenberg, our new Chief Fund & Business Development Officer. His addition to the team is another important step towards building an Executive Management Team to assist with the transition. Jon comes with sterling qualifications and experience and you can read more about him below.

As always, please do not hesitate to contact MHD at info@marinhealthcare.org.

Sincerely,
Lee Domanico
Chief Executive Officer

New MGH Logo

Logo Designed by Local Designer

On June 30, after the transfer, the hospital will begin using the new MGH logo seen here. The new MGH logo was designed by local designer, Kiki La Porta of Descom Studios. The new logo was designed with input from the MHD Board, community members and the MHD Executive Team.

The logo features a silhouette of Mt. Tamalpais, an image that is near and dear to all Marin County residents. The beige rectangle represents the hospital.



Jon Friedenberg Joins MHD

Co., author

Ann K. Kao, M.D., Cardiologist, Fellow of American College of Cardiology

David S. Joyner, S.V.P of Blue Shield of California, Master of Business Administration, The Wharton School, University of Pennsylvania, former Manager Bain and Company

Derek Parker, former Principal and Chairman of Anshen & Allen Architects

Robert Peirce, President of Warm Springs Holdings, LLC, former Chairman and CEO of Ocadian Hospitals and Care Centers

Mara Perez, Founder of Mara Perez PhD Development and Planning Services, PhD in Sociology, University of Chicago

Steve Schroeder, M.D., Director of Smoking Cessation Leadership Center at UCSF, Distinguished Professor of Health & Health Care, University of California, San Francisco, Graduate of Stanford University and Harvard Medical School

Timothy Sowerby, M.D., Gastroenterologist, American Board of Internal Medicine and Gastroenterology, Charing Cross and Westminster Medical School, University of London

For More Information

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Friedenberg Hired as Chief Fund and Business Development Officer

Jon Friedenberg joined the MHD Executive Management Team as its new Chief Fund and Business Development Officer. Friedenberg will direct all activities related to business development, fundraising, marketing, planning, government relations, media relations and external communications for the District. He will also manage strategies to increase philanthropy and oversee the MGH Foundation.

Friedenberg has a strong background in the management of non-profit organizations, hospital foundations and fundraising. Most recently, he was Vice President of El Camino Hospital where he founded the Genomic Medicine Institute, South Asian Heart Center, the Fogarty Institute for Innovation and the Center for Technology Integration. At El Camino, Friedenberg quadrupled fundraising and secured a \$148 million bond measure for the hospital.

Initial MGH Design

LBL Architects Continue Design Process for New MGH

MHD is continuing to work with LBL Architects on the design for the new, seismically-retrofitted MGH. In the coming months, LBL will work with environmental impact consultants, structural engineers, land surveyors, traffic engineers, LEED consultants and landscape artists among others to continue work towards a final building plan.

New Partnerships for MGH

Union Bank and Moss Adams LLP to Partner with MGH

Union Bank will provide primary banking services for MGH. This will include provisions for cash management systems, general depository relationships, payroll and accounting. Union Bank was selected based on their strong support for hospitals, excellent reputation and willingness to provide credit facilities.

As part of the relationship, Union Bank will provide preferred banking services to MGH employees including free checking, debit and online banking services, a special value VISA card, discounted safe deposit, consumer loans and home mortgages.

The accounting firm Moss Adams LLP has been selected to serve as the independent auditor for Marin General Hospital and Marin General Hospital Foundation. Moss Adams LLP is the largest regional accounting firm on the West Coast and has extensive experience within the healthcare field. It is expected MGH will utilize selected consulting services in addition to audit services.