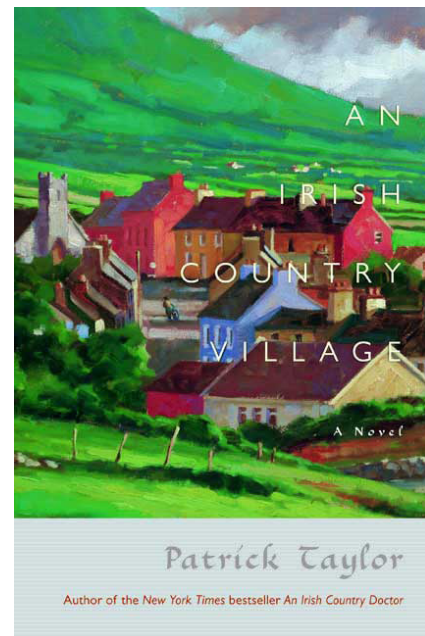




The Book CORNER

A few months ago we recommended "An Irish Country Doctor" as an excellent piece of fiction. The author, Patrick Taylor, is an M.D., an accomplished writer and successful novelist. His most recent book, "An Irish Country Village," is a warm and enchanting tale set in Northern Ireland, but you don't have to be Irish to enjoy and appreciate this wonderful book. Taylor builds his story around the same lead character, young doctor Barry Laverty, whose adventures continue in the delightful village of Ballybucklebo. The story deals with eccentric, funny humans, with dogs, cats and cattle. It's written with compassion and hilarity about a community whose inhabitants are as wonderful and loony as any on earth. With his own medical background and training Taylor writes with knowledge of the profession, a passion for people and an ear for what will keep you turning pages until the story has been told.

We highly recommend "An Irish Country Village." Available at Amazon and probably your local book store.



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Amid the incessant clutter and clatter of blogs, spam, talk shows, rush hour traffic, cell phone interruptions and the anxiety of airline security

delays, plus the pressures of demanding careers, there comes a time when the solace of a stolen hour with a good book can be special medicine for the soul. And just to make it interesting, wherever possible we try to search out books where the theme or the plot may involve a protagonist or lead character who might be a doctor, nurse, hospital worker or other caregiver. Book Corner's suggestions are merely that – only suggestions but ones we hope you will discover bring you the remedy of occasional escape. ■

Without the support of donors, many hospitals struggle under unremitting financial pressure. The good news is you can open the door to new and greater donor relationships and connect much more effectively with your current donors! The *Jay Reardon Healthcare Direct Mail Program*, teamed with the premier services of United Printing & Mailing, Inc., provides an effective, efficient and affordable method to promote fund development using direct mail as the medium. Plus our services are turnkey and all under one roof: Strategy and planning, list development, creative, printing, mailing and post-campaign evaluation that is customized and professional.

If you would like to learn more about how we can bring new donors to your development efforts, call, email, fax or write us today!

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DONOR

Development for Hospitals

America's health care system is about to be dramatically changed forever!

Smart development planning will help you meet the challenge



By Jay Reardon

A revolution in health care is about to take place, rumbling right around the corner like a pending earthquake, and it promises to shake up the way every hospital in America does business. It will demand more capital spending, increased facilities, additional services

and a broader and more aggressive approach to fund raising so as to meet the increased costs of doing business.

Next year, 2010, the first of our "baby boomers" will start turning age 65. Seventy-eight million of them were born between 1946 and 1964. And now every day 11,000 of them turn 50. As this dynamic army ages and lives longer, it will require more health care services than any other generation in American history.

70 MILLION OVER 65

According to the U.S. Census, when the last of the Boomers reach retirement age, almost 20 percent of the nation's population will be 65 or older. By the year 2030, it is estimated that more than 70 million American will be over age 65.

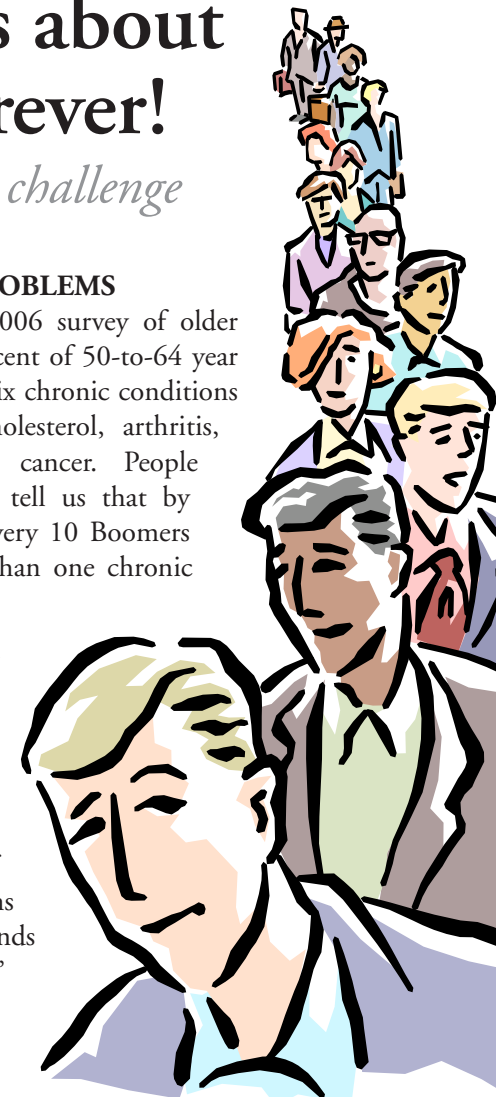
Back when Boomer parents were born, life expectancy in the U.S. was 47 years of age. In 2002, it was 77. In fact, one-half of all the people who have ever lived to age 65 are alive today. So, it won't be just the Boomers bringing new demands to the health care table. Thanks to our community hospitals, dedicated doctors and nurses and medical science breakthroughs, people are living longer. Fewer people smoke today than ever before. The five-year cancer survival rate has increased significantly. The diagnosis and treatment of heart conditions have improved substantially.

BOOMER HEALTH PROBLEMS

On the other hand, a 2006 survey of older adults reveals that 62 percent of 50-to-64 year olds have at least one of six chronic conditions – hypertension, high cholesterol, arthritis, diabetes, heart disease, cancer. People who study such matters tell us that by 2030 more than six of every 10 Boomers will be managing more than one chronic condition.

The American Hospital Association reports, "Since the biggest factors influencing medical spending are chronic illness and a patient's level of disability, the growing incident of multiple chronic conditions will put increasing demands on our health care system."

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- 8,000 pieces of mail per second!
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Theme selection top priority in any successful development campaign

Expect cancer to be headline news in 2009

As we point out to all our hospital clients, selection of an appropriate theme is fundamental to any successful capital development program, some focus which plays to a strength of your institution or a current need that's critical to the community. This could be your emergency/trauma capabilities, hospice, cardiac, critical care, cancer, expanded facilities, added technology, the list goes on.

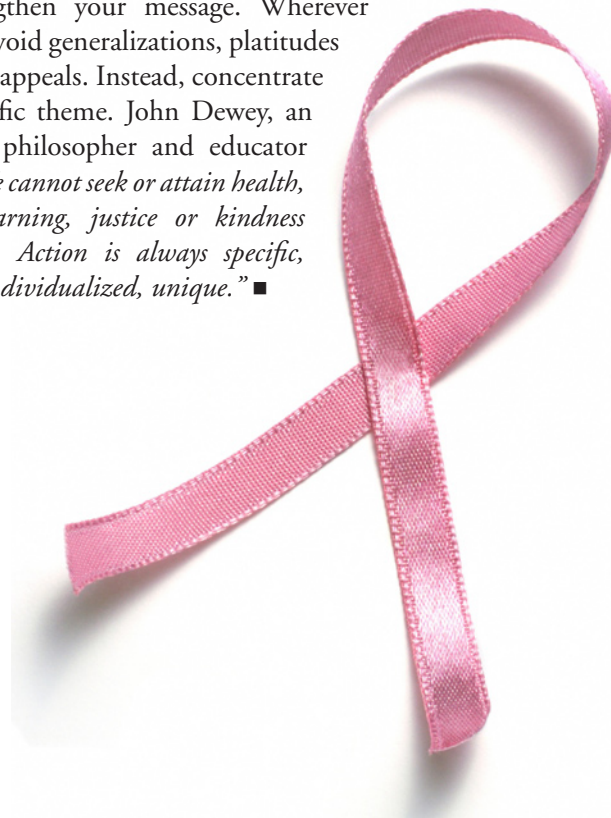
The difference between an effective and an ineffective speech, advertisement, letter, sales presentation or solicitation is often nothing more than focus. Without focus or theme, a speech becomes dull, a commercial loses audience, a letter is tossed aside and a sale is lost. Simply, in the case of capital development, you cannot bore people into sending you money.

Start out by selecting a theme where you have a strong story to tell or where your service to the community can be improved through financial contributions from the public. Armed with this storyline, our creative people can dramatize your theme so your letters capture the attention of potential donors.

Over the years, a number of our clients have selected cancer treatment capabilities as their central theme. We fully expect cancer to be the subject of considerable press over the months ahead because it is expected to surpass heart disease as the number one cause of death worldwide in 2010 according to American Cancer Society Chief Executive Officer John Seffrin. If appropriate to your situation, you may wish to consider it as the theme for 2009 development efforts.

According to the United Nations World Health Organization's International Agency for Research on Cancer, an estimated 12.4 million people were diagnosed with cancer in 2008 and 7.6 million died.

Whether you select cancer as your theme or not, sharp focus will strengthen your message. Wherever possible, avoid generalizations, platitudes and broad appeals. Instead, concentrate on a specific theme. John Dewey, an American philosopher and educator said it: *"We cannot seek or attain health, wealth, learning, justice or kindness in general. Action is always specific, concrete, individualized, unique."* ■



8,000 pieces of mail per second!

The United States Postal Service delivers more than 212 billion pieces of mail every year! That's 700 million per day...8,000 every second, around the clock, 12 months of the year.

- About 14 percent of the nation's population moves every year, generating more than 46 million address changes.
- More than 2 billion pieces of mail are forwarded a year at no cost to the customer.
- U.S. mail is delivered to more than 300 million people at 148 million homes, businesses and PO boxes in every state, city and town, and in Puerto Rico, Guam, the American Virgin Islands and American Samoa.
- The USPS is the second-largest employer in the U.S. with nearly 685,000 career employees.
- The USPS handles 46 percent of the world's card and letter mail volume – delivering more mail to more addresses in a larger geographical area than any other post in the world.
- USPS operates the largest civilian vehicle fleet in the world with more than 219,000 vehicles driving more than 1.2 billion miles each year.
- For the third straight year, the Postal Service has been rated by the American public as the most trusted government agency.
- In 2007, 42.7 billion stamps were printed.
- The lowest number ZIP code is 00401 belonging to the Reader's Digest Association.
- The highest number ZIP code is 99950 in Ketchikan, AK.

■ Oldest post office is in Castine, ME. This office has occupied the same buildings since 1814, and has been serving the Castine community since the 1790's.

■ Most extraordinary post office is the Peach Springs Post Office in Arizona. It is equipped with walk-in freezers to accommodate the food that is delivered to the bottom of the Grand Canyon by mule train for the Havasupai Indians.

■ When postal inspectors wanted to ensure the security of gold bars shipped from New York to Fort Knox in 1934, they had them sent by registered mail.

■ United Printing & Mailing started as a family owned and operated business, and we continue to be just that, serving clients since 1965. Over the decades we have consistently and effectively expanded our capabilities in such a manner that today we are at the very cutting edge of printing and mailing technology. While direct mail is our product, service is our business. In fact, the United States Postal Service maintains an office within our facility and verifies your mail on-site. By working in such close partnership with USPS we save you money and ensure your mail is processed and delivered faster and more dependably. ■



America's Health Care System – Continued from Page 1

RETIREMENT CHANGES

Demographically and geographically, the boom in aging Boomers will change things, too. A Metlife study shows they own about 75 percent of the nation's assets and have an estimated \$1 trillion in annual disposable income. Yet, many are concerned about having enough to pay for health care. The Census Bureau indicates that shifts in retirement living will see Florida replacing New York as the third most populous state by 2020. Georgia will move up into fifth place and Nevada will leap from 19th to 16th. As our population shifts, so will the demand for health care services. Boomers will stay active longer than their parents so you can expect a growing demand for services that increase mobility and independence.

A NEW HI-TECH WORLD

Having grown up in an age of computers, phones that take photographs, wearable health monitoring devices and miniaturized surgical instruments, Boomers will expect health providers to be fully armed with new techniques and state-of-the-art equipment. In turn, this will mean heavy fiscal demands on hospital budgets. A National Center for Health Statistics projection reveals that by 2030 Boomers will account for more than twice as many hospital admissions than they do today. AMA recommendations for the management of diabetes shows Boomers needing 55 million laboratory tests per year – 44 million more than today!

LABOR PROBLEM LOOMING

The American Hospital Association states that in 2005 there was a U.S. shortage of about 220,000 registered nurses but by 2020 that gap will be more than one million! The number

of orthopedic surgeons is expected to increase only 2 percent between 2000 and 2020. Yet, the demand for procedures such as knee and hip replacements is skyrocketing. According to the American Academy of Orthopedic Surgeons, by 2030, eight times as many knee replacements will be performed than today.

COMMUNITY HELP VITAL

Statistics are usually pretty boring stuff. Yet, the mountain of statistical evidence that's accumulating about Baby Boomers is something no hospital dare ignore. The delivery of tomorrow's health care is going to be dramatically different than today's – in volume, technique and challenges. Clearly, hospitals will not be able to face the task alone. Community help will be needed as never before. In planning for your future, be sure to include the medium of direct mail as you go about communicating

with your community. It is the most efficient, effective and economical way to focus your appeal. With this time-proven medium you can target your audience, control your budget and measure the results. But it is not a job to be trusted to amateurs or startup companies. ■

JAY REARDON is a Certified Fund Raising Executive (CFRE) with more than 30 years experience in successfully assisting non-profit health care institutions and organizations develop and improve their direct mail campaigns. He played a pivotal role in building the March of Dimes' direct mail campaign into one of the largest of its kind in the U.S., mailing millions of pieces per year to produce 40 percent of the organization's total fund raising revenue. He is a recognized authority in the field.