



MAKING A DIFFERENCE

Advancing Community Health:
Lawrence Family Medicine Residency

Dear Friends, Supporters, and Colleagues,

The Greater Lawrence Family Health Center's annual *Making A Difference* gala is quickly approaching. Once a year, GLFHC asks you to give generously by being a sponsor of this very special event.

The theme of this year's gala is *Advancing Community Health* with a focus on our *Lawrence Family Medicine Residency*. At a time when health care costs are skyrocketing and physician shortage is a reality, GLFHC continues to train top medical students and prepare them to be exceptional family doctors. Research shows that the hallmarks of primary care medicine – preventive care, care coordination for the chronically ill, and continuity of care – achieve improved health outcomes and greater cost savings.

Since 1993, when GLFHC became the first community health center in the country to sponsor an accredited three-year residency, our *Lawrence Family Medicine Residency* has led the way in delivering superb medical education while providing high quality and efficient care to our patients. The Residency attracts culturally competent physicians from across the United States and around the world and adds valuable and affordable medical resources to residents of Lawrence and the Merrimack Valley.

Despite all its successes, the *Lawrence Family Medicine Residency* has experienced a reduction in federal Graduate Medical Education (GME) funding and the elimination of all state funding. These cuts, representing 25 percent of the Residency's total budget, could not have come at a worse time. There is already a shortage in the number of primary care physicians practicing in the U.S.

More medical students are choosing to pursue a residency in a specialty care where their future earnings will be substantially higher, allowing them to minimize student debt. Consequently there is an over-reliance on more costly specialty care services at the same time that there is more patient demand for primary care. Although Massachusetts' teaching hospitals produce large numbers of specialist physicians, the number of primary care slots in current residency training programs is severely limited. In 2010, **only 36 of nearly 1,200 Massachusetts residency training positions were used to train family physicians.**

Community-based primary care residency programs are underfunded and undersized for the current and future health care needs of the Commonwealth. One way to resolve this issue is to change payment policies for family medicine residency programs. While the Health Center continues to advocate with state administrators and legislators to explore funding options including restoration of the state GME payment, the *Lawrence Family Medicine Residency* struggles with the long-term cuts in funding levels.

To help offset these reductions, all proceeds from this year's *Making A Difference* gala will directly support our Residency. Please review the following pages and consider your level of commitment.

By being an event sponsor, you will help continue the training of outstanding doctors and play a direct role in reducing the shortage of primary care physicians. The long-term benefit is quite simple – more accessibility to quality primary care will result in less money spent on medical care.

I look forward to seeing you at our *Making A Difference* gala on November 3rd. It will be a festive evening as we honor Dr. JudyAnn Bigby, Secretary of Executive Office of Health & Human Services, for *making a difference* in both state and local health care initiatives.

You can make a difference as well by being an event sponsor or a major contributor. All of us at GLFHC value your commitment to our mission and your financial support of the *Lawrence Family Medicine Residency*.

With gratitude,



Robert J. Ingala
Chief Executive Officer

SPONSORSHIP LEVELS

Be a sponsor of this year's *Making A Difference* gala and support GLFHC's *Lawrence Family Medicine Residency (LFMR)*. Your generosity will allow GLFHC to continue graduating well-trained, top-notch primary care clinicians. Because of their extensive training, family medicine physicians are the only clinicians qualified to treat most ailments and provide comprehensive health care for people of all ages – from newborns to seniors. By being an event sponsor, you will help resolve a major health care challenge facing the nation – the looming shortage of primary care clinicians.

GLFHC offers a wide range of sponsorship opportunities for both individual contributors and corporate donors wanting to partner with us. In addition to providing vital support for our nationally-recognized Residency program, your event sponsorship offers other important benefits:

- Heightens corporate image
- Obtains wide visibility in multicultural communities
- Enhances brand image
- Entertains clients and rewards valued employees with event tickets.

This year's giving opportunities are named for famous physicians who impacted the course of health care since the earliest practice of medicine.

Premier Event Sponsorship

HIPPOCRATES (460 BC-375 BC) \$50,000

This Greek physician lived during the Classical period and is traditionally regarded as the father of medicine. The ground-breaking teachings of Hippocrates were followed closely by the doctors of his time, and have influenced doctors to the present day.

For a contribution of \$50,000, GLFHC will credit your corporation as the Premier Event Sponsor on all press, print, and media materials. Your corporate name and logo will be prominently displayed at the gala. In addition you will receive five 30-second produced commercials per day for 6 months on the GLFHC TV Channel and a premier listing on the event website. Your sponsorship also includes a center-page spread in the *Making A Difference* Program Book. Your company will receive 30 tickets to the event and reserved table seating.

Additional Sponsorship Levels

ELIZABETH BLACKWELL (1821-1910) \$25,000

This pioneer in women's education was the first woman to achieve a medical degree in the U.S. (1849). Later Dr. Blackwell established Women's Medical Colleges in New York and in London before accepting a chair in gynecology at the London School of Medicine for Women.

For \$25,000, your corporate name/logo will be prominently displayed at the event and all print and media materials will acknowledge your support. This sponsorship level also includes five 15-second produced commercials per day for 3 months on

GLFHC TV. In addition to a listing on the event website, you will have a full page ad in the Program Book. Your company will receive 25 tickets to the event and reserved seating.

JOSEPH LISTER (1827-1912) \$10,000

A British surgeon and pioneer of antiseptic surgery, Dr. Lister successfully introduced carbolic acid to sterilize surgical instruments and to clean wounds. This led to a reduction in post-operative infections and made surgery safer for patients.

For a \$10,000 contribution, your company will receive special recognition at the event, including a prominent display bearing your name and company logo, a corporate mention in all print and media materials as well as a listing on the event website. Also, your business will receive 6-months worth of static banner advertising on GLFHC TV. This sponsorship offers a full page ad in our Program Book and 20 tickets to the event.

JONAS SALK (1914-1995) \$5,000

An American medical researcher and virologist, Dr. Salk discovered and developed the first effective polio vaccine. Until the Salk vaccine was introduced in 1955, annual epidemics of polio were the most frightening public health problem in post-World War II U.S.

A \$5,000 sponsorship includes event recognition, a listing on the gala website, 3 months of static banner advertising on GLFHC TV, a full page ad in the Program Book, and 15 tickets to the event.

CHRISTIAAN BARNARD (1922-2001) \$2,500

A South African cardiac surgeon, Dr. Barnard performed the world's first successful human heart transplant operation in 1967. This marked a milestone in a new field of life-extending surgery, and made Dr. Barnard an international superstar celebrated for his daring accomplishment.

A \$2,500 sponsorship includes event recognition, a listing on the event website, a 1/2 page ad in the Program Book, and 10 gala tickets.

C. EVERETT KOOP (1916-) \$1,500

Widely known among Americans for his service as the 13th U.S. Surgeon General, Dr. Koop spent 35 years as a practicing physician. Dr. Koop was the surgeon-in-chief at Children's Hospital of Philadelphia, where he established the nation's first neonatal surgical intensive care unit and a pediatric surgery residency.

For a \$1,500 contribution, you will receive event recognition as a Table Sponsor, a listing on the event website, a 1/4 ad in the Program Book, and 10 tickets to the event.

Please send black and white ads only in PDF format
to paulwilson9@mac.com.

The deadline for placing an ad is October 14, 2011

Please make checks payable to:
Greater Lawrence Family Health Center.

For more information, call Lorraine Patton at 978-722-2870
or email Lorraine at lpatton@glfhc.org.



www.glfhc.org
www.glfhcmakingadifference.com

7th Annual Making A Difference Gala Sponsorship Reservation

Please indicate your organization's name on the following line exactly as you would like it to appear on all promotional materials: _____

Your Name and Title: _____

Contact Person (if different from above): _____

Organization: _____

Address: _____

Telephone: _____

Fax: _____

Email: _____

Please make your check payable to: Greater Lawrence Family Health Center.
A return envelope is included. This form and your contribution should be mailed to:

Lorraine Patton
Greater Lawrence Family Health Center
34 Haverhill Street
Lawrence, MA 01841
Phone: 978-722-2870 • Fax: 978-975-7779
Email: lpatton@glfhc.org



7th Annual Making A Difference Gala Sponsorship Reservation

We are pleased to support Greater Lawrence Health Center as a sponsor for
Making A Difference at the following level:

- | | |
|---|----------|
| <input type="radio"/> HIPPOCRATES (460 BC-375 BC) | \$50,000 |
| <input type="radio"/> ELIZABETH BLACKWELL (1821-1910) | \$25,000 |
| <input type="radio"/> JOSEPH LISTER (1827-1912) | \$10,000 |
| <input type="radio"/> JONAS SALK (1914-1995) | \$5,000 |
| <input type="radio"/> CHRISTIAAN BARNARD (1922-2001) | \$2,500 |
| <input type="radio"/> C. EVERETT KOOP (1916-) | \$1,500 |

Although we are unable to participate as a sponsor,
we are pleased to donate to *Making A Difference*.

- | | |
|---------------------------------|---------|
| <input type="radio"/> Donation: | \$_____ |
|---------------------------------|---------|

~ Please send black and white ads to paulwilson9@mac.com in .pdf format. Deadline for placing an ad is October 14th.

~ For charitable donations for this event, you may use taxpayer identification number 042708824.