From a small seed a mighty trunk may grow.

— Aeschylus
Aloha,

Here in Hawai‘i, we have a proud tradition of taking care of our own. We know that a good neighbor doesn’t just live in a community; a good neighbor strives to make it better. Given the current economic condition, such support has never been more important.

It is in this spirit that the HMSA Foundation was established as a way to improve the health and well-being of Hawai‘i. The HMSA Foundation, HMSA’s primary charitable arm, broadens HMSA’s ability to support health-related initiatives, research and innovation within our communities. Although the Foundation has grown over the years, our mission has remained the same – to improve the health and welfare of Hawai‘i’s people.

Last year, the 12th year of our grantmaking program, the Foundation provided financial assistance to 11 agencies through initiatives that educate, empower and uplift. This report describes the agencies we supported last year and how they are working to address Hawai‘i’s most pressing health care needs.

Aeschylus once said, “From a small seed a mighty trunk may grow.” By supporting organizations and agencies that share our commitment, we’re planting the seeds for many of our brothers and sisters to have a chance at a new beginning and brighter tomorrow.

Take, for example, our partners at the University of Hawai‘i, John A. Burns School of Medicine (JABSOM), Department of Geriatric Medicine, and Palolo Chinese Home, who are dedicated to the health needs of the homebound elderly. The JABSOM Department of Pediatrics is leading a program to battle child obesity in Hawai‘i. There’s also the Partners in Development Foundation, which is working to educate young homeless children on O‘ahu.

The HMSA Foundation remains engaged in the community, always looking for ways to be a good neighbor and make a difference by building healthy lives and strong families. The Foundation exists because we care – yesterday, today and tomorrow.

Sincerely,

Robert P. Hiam
President
HMSA Foundation
The HMSA Foundation

Mission
The mission of the HMSA Foundation is to extend HMSA’s commitment to providing access to cost-effective health care services; health promotion, education and research; and the promotion of social welfare.

History
The HMSA Foundation was established in 1986 by the Hawaii Medical Service Association to stimulate research of issues that confront Hawai’i’s health care industry. The Foundation is dedicated to improving health in Hawai’i through grantmaking, strategic initiatives, publications and communitywide programs.

In response to tough economic times and the ever-growing need for education, research, information and financial support to help people understand and adapt to the rapidly changing health care market, the HMSA Foundation became a private foundation and established a grantmaking program in 1998. The HMSA Foundation provides a vehicle by which HMSA can invest resources in a cost-effective manner to enhance the overall health and quality of life for the communities we serve.

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Program Specialist

Jason Paloma
Program Specialist
Our Commitment

The HMSA Foundation is committed to supporting programs that will advance the health of people in Hawai‘i both on a statewide level and in the communities where they reside.

In 2009, the HMSA Foundation awarded $780,611 to support 11 programs throughout the state based on four health-related program areas. These program areas are:

**Access to Health Care**
To improve access to high-quality, affordable health care by supporting:
- Service planning and care coordination.
- Programs for the uninsured.
- Outreach initiatives.

**General Social Welfare and Healthy Communities**
To support local community programs and activities that promote overall social welfare and healthy communities through:
- Information and referral.
- Emergency assistance.
- Community development.

**Health Care Delivery System**
To maintain and improve the quality of health care services available to Hawai‘i residents through:
- Health care delivery models.
- Measurement and quality improvement.
- Provider delivery systems network.
- Performance measurement.
- Financing and reimbursement.
- Data collection and analysis.
- Disease management.

**Health Promotion and Disease Prevention**
To promote healthy lifestyles and prevent injury and disease through:
- Injury prevention and safety.
- Disease-specific education.
- Substance abuse prevention.
- Clinical preventive services.
- Physical activity promotion.
- Improving the quality of prevention programs.
- Nutrition education.
2009 Grant Recipients

**Continuing Care for Obesity**

*$50,472 (2nd year)*

The grant supports University of Hawai‘i Department of Psychology’s Continuing Care for Obesity in the Communities of Hawai‘i, a group intervention for obese individuals. It includes self-help, continuing care and treatment tailored to the culture of the community in which it is implemented. Upon completion, its efficacy will be compared to standard obesity care.

As of November 2009, 98 individuals from eight community organizations were enrolled in the Lifestyle Balance Program. Treatment strategies include behavioral and cognitive approaches to promote healthy eating and physical activity. Patients have been successfully losing weight and are expressing enthusiasm and gratitude.

The program also includes post-treatment assessments and questionnaires, and undergraduate research assistants are helping maintain a detailed database, thereby receiving valuable education and training.

**Emergency Assistance for Dialysis Patients on Moloka‘i**

*$2,500*

The HMSA Foundation partnered with The Queen’s Medical Center to support the Dialysis Patient Program, which provided Moloka‘i patients transportation to O‘ahu and Maui for critical medical services during the Moloka‘i water crisis in July 2009. The grant also supported Moloka‘i’s community-wide flu clinic and education efforts.

Residents and patients express their appreciation for HMSA’s quick response to Moloka‘i’s water crisis.

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Dear Mr. Cliff Cisco,

It is with deep appreciation that I thank you and HMSA for coming to the immediate aid of our dialysis patients on Moloka‘i, many of whom temporarily evacuated the Island on July 17th following the County’s report of critically low water levels resulting from a broken water pump at Ho‘olehua. The monies reimbursed for emergent travel helped to expedite a return to normalcy for our families in the community. This generosity and act of care toward the community will be long remembered.

Mahalo,

Melissa-Ann Souza, Director of Operations – Maui County

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Sept. 24, 2009, edition of the Molokai Dispatch:

**Delivery from Dialysis Danger**

“Pack your suitcase and fly to Honolulu immediately; be prepared to stay for a week or longer.” This wasn’t a vacation invitation. It was an urgent matter of life and death for more than 20 of our island’s dialysis patients to continue to receive their treatment as Moloka‘i faced the possibility of running out of water two months ago … We would especially like to thank The Queen’s Hospital and the HMSA Foundation for their caring attention to detail, for reimbursing each patient for their airfare, and for making this reimbursement process quick and easy.

Sincerely,

John & Joyce Mondoy
**Hawaii Immunization Registry**

$148,000 (3rd year)

The grant supports the Hawai‘i Department of Health’s Hawaii Immunization Registry (HIR) system, which will allow centralized tracking of immunization data from birth to death for Hawai‘i’s children and adults. This cutting-edge system will help more of Hawai‘i’s population receive needed vaccines. The creation of a statewide immunization registry will be an important tool in our disease-prevention strategy for generations to come.

Initial implementation of the HIR began in September 2008. As of November 2009, 5,370 patients with more than 35,000 immunizations had been entered into the HIR. The Department of Health will start populating the HIR with data from newborn hepatitis vaccine administration forms, Stop Flu at School consent forms, and H1N1 vaccine distribution and monitoring. The Department of Health has begun HIR marketing and recruitment efforts, which include distribution of provider recruitment materials to pediatricians statewide and demonstrations of the HIR to physician organizations, providers and partners.

**Hawaii Initiative for Childhood Obesity Research and Education**

$150,000 (2nd year)

The grant supports the Hawaii Initiative for Childhood Obesity Research and Education (HICORE), a program of the Department of Pediatrics at the University of Hawai‘i’s John A. Burns School of Medicine. Funds will support HICORE’s leadership in research on childhood and adolescent obesity in Hawai‘i. In its first year of work, HICORE established infrastructure and strategic plans, developed collaborations, and submitted several grant applications to national foundations for research relevant to the HICORE mission.

The project created a website (www.hicore.org) to serve as a repository to gather and disseminate information on past and current research projects related to child obesity in Hawai‘i. It also highlights educational opportunities for pediatric health care providers on issues related to obesity, physical activity, nutrition and health disparities.

HICORE also provides a continuing medical education series. The series targets child health care providers across Hawai‘i and focuses on child obesity, prevention of chronic disease, nutrition and physical activity, and health disparities.
Hawai‘i Island Family Health Center

$152,944 (2nd year)

The grant supports the University of Hawai‘i, John A. Burns School of Medicine, Department of Family Medicine and Community Health’s development of residency training programs. The hope is that young physicians will choose to begin their careers providing care to patients in rural communities.

In 2008 and 2009, physicians joined the project. The Hawai‘i Island Family Health Center (HIFHC) had its grand opening celebration on Oct. 24, 2009. HIFHC is a multi-disciplinary training site for family physicians, nurse practitioners, nurses and pharmacists to grow medical professionals on the Big Island. The center expects to see about 20,000 patients annually, and the first class of residents will begin training in July 2010.
**Hawai‘i Neighborhood Outreach to the Aged**  
$66,295 (5th year)

The grant supports the Hawai‘i Neighborhood Outreach to the Aged (HiNOA) project. Faculty geriatricians and medical residents make house calls to frail, elderly residents living in the Kaimuki/Palolo area. The HiNOA program is a partnership between the John A. Burns School of Medicine and Palolo Chinese Home, and is part of a national trend to address the health care needs of the growing population of homebound elderly. Thirty-seven patients were actively enrolled in the program from November 2008 to November 2009. During that time, HiNOA made 216 home visits.

Here’s what several patients participating in HiNOA and their families had to say about the program.

“Living alone with no family and having trouble walking makes getting around a problem. This program has made it possible for me to get excellent health care in my home, which is much appreciated. If I were not in this program, my care by an experienced doctor would be much less frequent. This is a great program.”

“The home visits have been a tremendous help and relief to the family. Anyone caring for an elderly parent understands the mental, physical and emotional challenges our family experiences. No one can empathize how valuable this service is until one is faced with these issues. Words cannot express how grateful we are for the HiNOA program.”

“The HiNOA home visit program has truly been a life-saver for my mother and me. My mother adamantly refused to go to any doctor’s appointments. I was at my wits end after failing to convince her to go. Shortly after this, I was informed about the HiNOA program. Since then, my mom has been having regular doctor’s visits at home. The one-on-one chats with the doctor have been so helpful and reassuring. We are so lucky.”

“It was very difficult taking Mom out of her home due to her frailty as well as the construction of the home. The ability of a doctor to visit Mom at home gave me peace of mind. I so wish that these services had been available to my father when he was alive. I am sure they would have enriched his life and perhaps prolonged it.”
The HMSA Foundation is committed to improving quality and recognition of the key role that nurses play in delivery of care. Past efforts include helping the nursing shortage through support for the Hawai‘i State Center for Nursing’s Partners in Nursing project, focused on long-term care nursing careers, the purchase of a SimBaby patient simulator for the training laboratory, and many others.

“These historic gifts signify that quality health care requires strong partnership between education and industry. UH-Manoa nursing is delighted to collaborate with the leading Hawai‘i health care organizations to create this first-of-its-kind center to assure patient safety and quality care delivery through technology-driven education.”

– Mary Boland, Dean, University of Hawai‘i School of Nursing & Dental Hygiene

The HMSA Foundation joined other Hawai‘i health care providers to support the development of the Hawai‘i Nursing Simulation Center as a statewide resource to address the ongoing need for nursing clinical and workforce education. The health care providers (HMSA Foundation, Hawai‘i Pacific Health, Kaiser Permanente Hawaii, and The Queen’s Medical Center) contributed $1.05 million to this project.

The Center’s hub, a 10,000-square-foot, state-of-the-art facility, will be located on the University of Hawai‘i (UH) at Mānoa campus with statewide network capabilities to serve as a focal site for clinical nursing education. The UH School of Nursing and Dental Hygiene will increase professional nurses’ ability to ensure patient safety, assess competency, build advanced technical skills, and develop decision-making abilities of nurses and other health care providers. The Center will serve all Islands and link the existing simulation labs of the UH Statewide Nursing Consortium and hospitals throughout the state.
**Hilo Medical Center**  
*$50,000 (2nd year)*  
The grant supports the enhancement of newborn services at Hilo Medical Center through neonatal staff training and the development of a level II nursery. Training features include using telemedicine to perform EKGs on newborns, reducing neonatal transports, and improving stabilization of ailing newborns. The grant also covers the purchase of two incubators, several monitors and other equipment.  

As of December 2009, 55 registered nurses and respiratory therapists were trained and certified in resuscitation and infant-care programs, and 22 more were starting the neonatal training process. Four training lectures were conducted in August 2009 in conjunction with Kapi'olani Medical Center for Women and Children.

**Ka Paʻalana: Making Healthy Choices**  
*$5,000*  
The grant supports the University of Hawai‘i Department of Psychology’s Ka Paʻalana: Making Healthy Choices, a project of the Partners in Development Foundation to submit funding proposals to the federal and state government and private foundations or agencies that fund early education curricula for infants to 5-year-olds and their caregivers. The Ka Paʻalana program includes counseling parents and teaching very small children healthy habits, and targets the homeless in Leeward Oʻahu.

**Rural Urgent Care Facility**  
*$50,000*  
The grant supports the Puna Community Medical Center’s Urgent Care Facility project to equip and open an urgent care facility in the rural, medically underserved Puna district of the Big Island with extended hours (including weekends) to supplement inadequate existing services.
Notable HMSA Foundation Grants

HMSA has a proud tradition of community service and corporate giving through the HMSA Foundation. Extending support to hundreds of local nonprofit and community service organizations is just one way we demonstrate our commitment to the health of our community. The following grants, closed in 2009, performed exceptionally by exceeding their project objectives.

Hawai‘i Island Adult Care, Inc.
$12,000

The Caregiver Connection program provided training, counseling support, and hands-on care for community caregivers.

Results:
• The program offered 27 workshops over 18 months (the goal was 12 workshops).
• 306 caregivers attended (the goal was 240 participants).

Hawai‘i Primary Care Association
$180,000 (over 3 years)

The Hawai‘i Covering Kids program championed health care coverage for all children in the state through outreach, simplification and coordination activities.

Results:
• There was a net increase of 11,397 children enrolled in Med-QUEST programs over the three-year period (the goal was 10,000).
• The annual number of uninsured newborns decreased from 2.8 percent to 2.4 percent.
• The statewide percentage of uninsured children decreased from 7 percent to 4.9 percent.

Imua Family Services
$25,000

The Early Childhood Development Program provided therapeutic services to children age 3 to 5 who did not meet age-appropriate developmental milestones and needed continued support to prepare for and thrive in kindergarten and beyond.

Results:
• 138 children received services. Thirty-one teachers and daycare providers received training (the goal was 100 children and 15 teachers).
• 600 brochures were distributed.
• 100 percent of surveyed parents said that their child has shown improvement toward age-appropriate development and increased their knowledge of usable development strategies, and feel that their child is better prepared for preschool and kindergarten.
• Due to the success of the program, it surpassed all goals three months ahead of schedule and continues to receive funding from other private foundations, Maui County, and Maui United Way.
University of Hawai‘i, John A. Burns School of Medicine, Department of Family Medicine and Community Health

$25,031

The project, Teaching Hawaii’s Physicians the Skills to Make Prescriptions Affordable for the People of Hawaii, created, taught and evaluated a comprehensive curriculum on cost-effective prescribing for resident physicians.

Results:
• A self-sustaining curriculum on cost-effective prescribing was developed. The main focuses were diabetes, hypertension and hypercholesterolemia.
• Two manuscripts were written, nine articles were published, and 16 lectures were presented.
• A spin-off project called “Prescribing Guide” was created and is used by more than 200 physicians in Hawai‘i.

University of Hawai‘i School of Social Work

$5,000


Results:
• Brought together diverse people committed to indigenous practice and research.
• 350 people attended the conference.
• 600 conference booklets were printed and distributed.

YMCA of Honolulu

$100,000

Through the development of an area focused on the elderly, the Leeward YMCA now has the most comprehensive YMCA fitness facility in the state, offering many health and fitness programs to the Leeward community.

Results:
• A fitness room, which is widely used by seniors and other non-traditional fitness members.

Photo courtesy of Jenny Nelson, YMCA.
## Significant Partnerships in the Community

Since it began grantmaking in 1998, the HMSA Foundation has made significant partnerships in the community. Here's a look at the top 25 local organizations that received grant funding over the years.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Total Funding</th>
</tr>
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<tbody>
<tr>
<td>University of Hawai‘i Foundation</td>
<td>$4,459,146</td>
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<tr>
<td>Hawaii Health Information Corporation</td>
<td>$998,085</td>
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<tr>
<td>Hawai‘i State Department of Health</td>
<td>$760,355</td>
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<tr>
<td>Hawai‘i Primary Care Association</td>
<td>$606,827</td>
</tr>
<tr>
<td>The Queen’s Medical Center</td>
<td>$582,943</td>
</tr>
<tr>
<td>Office for Social Ministry</td>
<td>$399,000</td>
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<tr>
<td>Aloha Medical Mission</td>
<td>$360,000</td>
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<tr>
<td>Kapi‘olani Health Foundation</td>
<td>$291,313</td>
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<tr>
<td>Hawai‘i Community Foundation</td>
<td>$268,500</td>
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<tr>
<td>Hawaii Poison Center</td>
<td>$251,329</td>
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<tr>
<td>Waikiki Health Center</td>
<td>$241,280</td>
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<tr>
<td>Hawaiian Islands Hospice Organization</td>
<td>$205,000</td>
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<tr>
<td>West Hawaii Community Health Center</td>
<td>$204,200</td>
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<tr>
<td>Helping Hands Hawai‘i</td>
<td>$197,900</td>
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<tr>
<td>Parents and Children Together</td>
<td>$168,000</td>
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<tr>
<td>Hawai‘i State Center for Nursing</td>
<td>$157,000</td>
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<tr>
<td>Good Beginnings Alliance</td>
<td>$140,000</td>
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<tr>
<td>Kokua Kalihi Valley Health Center</td>
<td>$135,000</td>
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<tr>
<td>Hawaii Institute for Public Affairs</td>
<td>$130,000</td>
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<tr>
<td>Straub Foundation</td>
<td>$125,000</td>
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<tr>
<td>American Red Cross, Hawaii State Chapter</td>
<td>$121,880</td>
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<tr>
<td>Malama I Ke Ola Health Center</td>
<td>$121,129</td>
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<tr>
<td>YMCA of Honolulu</td>
<td>$120,000</td>
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<tr>
<td>Waianae Coast Comprehensive Health Center</td>
<td>$120,000</td>
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<tr>
<td>Hawaii Consortium for Integrative Healthcare</td>
<td>$119,000</td>
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</table>
Grant Application Guidelines

Grantmaking Process

The process for obtaining a grant from the HMSA Foundation is competitive. Each quarter, many more requests are received than can be funded and, thus, the Foundation board must often decline good proposals. Board members select those projects they believe are the most meritorious and most closely fit the Foundation’s purpose.

It is to your advantage to contact the Foundation office before you submit a proposal. The Foundation staff will gladly assist you and answer any questions prior to application. After your grant proposal is submitted, you will receive an acknowledgement letter. The Foundation staff may then schedule a site visit or ask for additional information. The grant proposal will be placed on the quarterly docket for decision making at the next board meeting. Board meetings are regularly scheduled in March, June, September and December. Experts from HMSA and the community are often enlisted to give advisory comments.

Eligibility & Limitations

In general, the Foundation only makes grants to organizations that are tax-exempt because they are a unit of government or because they are a 501(c)(3) type of organization that is not a private foundation. The Foundation does not make grants to individuals.

The Foundation does not generally support requests for endowments, development campaigns, scholarship funds, lobbying or voter registration funds.

A flat rate of 5 percent for total indirect costs will be allowed.

Grants usually run for one year. Funding amounts and grant periods should be commensurate with the size and scope of the activity. Contact the Foundation staff to discuss the project before finalizing your request.

What We Look For

Most likely to be funded: Research projects, demonstration projects, organizational or community capacity building efforts, start-up programs.

Less likely to be funded: Start-up organizations, event support.

Unlikely to be funded: General program support, general organizational support, capital improvement projects, “emergency” support.

Particular consideration will be given to projects that:
- Have clear, logical, realistic plans.
- Are led by strong, proven organizations and individuals.
- Already have support of key stakeholders (clients, community, intended partners, etc.).
- Leverage HMSA Foundation funds to acquire or match grants from outside of Hawai‘i.
- Employ an innovative approach to the defined problem.
- Suggest opportunities for replication.
- Have realistic plans for long-term sustainability.
- Build an organization’s own capacity to carry out its mission in the future.
- Advance the quality of health care for the residents of Hawai‘i.
How to Apply

Anyone interested in applying for a grant should contact the HMSA Foundation staff at least two weeks before the due date. The staff may be able to assist you in refining your project and proposal.

The basis for any proposal is to answer the following questions:
1) Why is your project important?
2) What exactly do you plan to do?
3) What difference will you make?
4) How will we know you have made that difference?
5) Why is your organization able to achieve this plan?
6) How much will it cost?

The grant proposal should be organized as follows:

1. Cover sheet (obtain from the HMSA Foundation or website: www.hmsafoundation.org).
2. Proposal on organization’s letterhead (no more than eight pages):
   • Statement of Need. What is the desired long-term effect of your project and why is it so important that it have this effect? Stronger proposals cite evidence such as statistical data, published reports, recent studies, or reliable anecdotal evidence.
   • Activities and Outputs. What would be the key actions or events during the grant period? What would be the products of those actions or events? Outputs, sometimes called “deliverables,” might be numbers (1,000 students, 10 classes, 4,000 brochures) and/or tangible items (published report, strategic plan, training manual). You may want to include a proposed timeline of work.
   • Outcomes. What key changes in skills, knowledge, values, attitudes, behaviors, conditions, etc., will result from your activities? These differences might be made in individuals (students will learn life-saving skills), communities (reduction in the incidence of a disease), or organizations (clinic will be more responsive to patients). List only those outcomes that you intend to achieve within the grant period.
   • Indicators. Sometimes called “evaluations,” indicators are observable and measurable data that you can collect to track your success in achieving your outcomes. Strong indicators such as statistical data are not always available. Well-designed and objective surveys, interviews and analyses may also produce sufficient indicators.
   • Description of your organization and its qualifications. Stronger proposals also indicate that the organization has the necessary support of other organizations and people that will be involved in the project.
   • Budget. Indicate the amount you are requesting, the proposed use of funds, and other sources of funding currently being sought.

3. Copy of your current IRS determination letter indicating tax-exempt status.
4. List of the organization’s officers and directors and their affiliations.
5. Recent annual financial statements of the organization.
6. Relevant letters of support.

Other relevant appendices (qualifications of key staff, sample program materials, etc.).

Two copies of the proposal (the original and one copy) should be submitted to:

Executive Administrator
HMSA Foundation
P.O. Box 860
Honolulu, HI 96808-0860
**Responsibilities**

Grantees will be required to sign a grant agreement that will specify the terms of the grant and to provide a formal acknowledgement of receipt of the contribution. Grantees will be expected to meet Foundation requirements for submission of periodic reports, including a written final report to be submitted within three months after completion of the grant. Failure to meet the requirements of the grant agreement may preclude future grants from the Foundation.

**Deadlines and Meeting Dates**

You may submit your proposal at any time. However, requests will be reviewed according to this schedule:

<table>
<thead>
<tr>
<th>Received or postmarked by:</th>
<th>Reviewed in:</th>
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</thead>
<tbody>
<tr>
<td>Jan. 1</td>
<td>March</td>
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<tr>
<td>April 1</td>
<td>June</td>
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<td>July 1</td>
<td>September</td>
</tr>
<tr>
<td>Oct. 1</td>
<td>December</td>
</tr>
</tbody>
</table>

If the date falls on a weekend or holiday, the deadline will be the next working day. Generally, only one request per organization will be considered in a calendar year.

**Coming Soon**

We are in the process of implementing an online grant application. We hope this process will make it easier to apply, while promoting sustainable practices and reducing costs. Look for more information on the paperless process on our website (www.hmsafoundation.org) in late 2010.