



The Campaign for Southcoast Health

Advancing cardiac, maternity and
emergency services.

 Southcoast® Health

More than medicine.

A not-for-profit, charitable organization.

“Having excellent healthcare close to home means so much to me – Southcoast was my partner in caring for my parents when they needed medical care. I want to give back now and ensure that we are the best 21st century quality care organization we can be. I’m excited about how good we are already and our goals for the future.”

Jean F. MacCormack, Campaign Co-Chair

“I am a passionate supporter of The Campaign for Southcoast Health because it is a major investment in the future of how our community receives healthcare. Our community deserves the very best care and, with all of us participating, we will be the best.”

Louis A. Cabral

“We are very fortunate to have a dynamic, cutting-edge healthcare provider on the South Coast. **We as a community need to do our part to ensure the continued success of Southcoast Health.**”

Jason M. Rua

“The level of care at Southcoast has always been of the highest available. It is most important that we maintain this level of excellence. **The financial support of the communities we serve is necessary to maintain the level of quality care Southcoast has always delivered** and will continue to deliver well into the future.”

Gilbert L. Shapiro, MD

“A gift to The Campaign for Southcoast Health will be transformational and have high-impact for the Southcoast region; **bottom line, it will continue to improve overall quality of life for all of our citizens.**”

Nicholas M. Christ, Campaign Co-Chair

“Southcoast Health, as an organization, has a passion for continually raising the bar for quality healthcare in our community. This campaign not only provides the best in innovative facilities and resources for the world-class physicians and staff in which to practice, but it **continues Southcoast’s transformative work in healthcare benefitting all members of our community.**”

Maureen Sylvia Armstrong

“When a loved one is ill, getting them the best possible care is top priority. It affects not only the patient, but also their entire family. **Southcoast Health offers the newest technologies and procedures, as well as caring hospital staff, helping patients return home quickly to their families and to making a difference in our community.**”

Stacey L. Charlton

“Southcoast was there when I needed them.

A medical emergency brought me to Southcoast for five days last summer. The doctors, nurses, surgical team — all were professional, articulate, attentive, and competent, from the moment I arrived at the ED to check-out. Southcoast is a top-flight organization, and I am committed to this campaign which will build profoundly upon its excellence.”

George B. Mock III

Southcoast Health Today

One of the largest and fastest growing health systems in the Commonwealth of Massachusetts, Southcoast Health serves more than 33 area communities with more than 7,000 employees and a total medical staff exceeding 1,000. Experienced and compassionate physicians, nurses, and staff deliver integrated care for every stage of life through a growing network of clinics, health centers, and three outstanding hospitals: Charlton Memorial in Fall River, St. Luke's in New Bedford, and Tobey in Wareham. Southcoast also offers the region's largest number of physician and surgery practices, as well as Southcoast VNA.

Southcoast's mission is to promote the optimal health and well-being of the individuals and families in the communities it serves by doing more than simply reacting to medical needs. Southcoast integrates preventive care, health education and clinical excellence in ways that address the whole person, in his or her individual circumstances, not just the symptoms of disease. With an emphasis on

wellness, rather than illness, Southcoast makes partners of its patients and their families, helping them limit health crises with proper disease management.

Southcoast stands for excellence, service, respect, integrity, responsibility, and innovation — and works hard to live these values every day. The success of its commitment is evident in the growing number of recognitions it receives every year, including being named by Healthgrades,[®] a leading evaluator of hospitals, among the top 5% of hospitals in the nation for patient safety in 2014 and 2015.

Southcoast's three hospitals have a proud heritage of service to the people of Southeastern Massachusetts and East Bay, Rhode Island — providing advanced standards of care in comfortable community settings. Southcoast has the latest in cardiovascular care, comprehensive cancer care, orthopedic and neurosurgery, and the only maternity services in the region.



“Nothing is more important to us than providing high-quality, patient-centered care. It’s about more than simply addressing healthcare needs; it’s about working together to build stronger, healthier communities. In order to accomplish our goals, we need to have the best possible physicians, staff, facilities, equipment and, most importantly, the support of the community.”

Keith A. Hovan, President & CEO

Southcoast Health System & Southcoast Hospitals Group

A Message from our Campaign Co-Chairs



Nicholas M. Christ
Co-Chair



Jean F. MacCormack
Co-Chair



Since its inception, Southcoast Health has benefitted from a remarkable level of community support. Donations ranging in size from one dollar to \$7 million have spurred the unprecedented growth of our health system, enabling the recruitment and retention of the very best physicians and benefitting every department and center of excellence.

As a not-for-profit community health system, Southcoast relies on the very individuals and families it serves to help guide and support its mission. It is only because of your generosity that we can ensure that our region has the care we all deserve — from wellness programs to the most sophisticated non-invasive cardiac surgery available anywhere in the country.

We launch **The Campaign for Southcoast Health** — the largest capital campaign in Southcoast's history — at a moment when healthcare is being challenged to reinvent itself. We embrace this opportunity for a campaign that does much more than merely raise the bar for quality, innovation, and patient-focused care. The Campaign for Southcoast Health, which we are proud to co-chair, represents a milestone in the future of our community and we cannot think of any philanthropic endeavor more worthy of our support.

When looking for a vibrant community to call home, we choose to live here largely because of the unparalleled quality of life — including access to outstanding healthcare, a nationally recognized public university and the region's extraordinary beauty and natural resources. Over the last 20 years, Southcoast has worked to ensure that the most advanced and innovative medical care is available close to home. Because of its personalized patient care and commitment to delivering high-quality healthcare, Southcoast is the health system we trust to care for our families and one to which larger hospitals can only aspire.

The work of providing comprehensive patient-centric care of the highest standard is never really complete, however, and it is our privilege to share with you this case for support. The ultimate success of this fundraising effort will be based on the endorsement, participation, and support of those who believe in our mission and vision. Please consider joining us in making a gift to The Campaign for Southcoast Health. It is only through a successful partnership with friends like you that Southcoast can continue to promise you, your family, friends, and neighbors the most exceptional, compassionate care, right here — close to home.

Campaign Overview

Campaign Steering Committee

Nicholas M. Christ,
Co-Chair

Jean F. MacCormack,
Co-Chair

Maureen Sylvia Armstrong

Louis A. Cabral

Stacey L. Charlton

James G. Fingleton, MD

Keith A. Hovan

David E. McGinnis, MD

George B. Mock III

Jason M. Rua

Gilbert L. Shapiro, MD

As the leading provider of healthcare services in the region, Southcoast Health is deeply committed to enhancing the health and well-being of the communities we serve.

The Campaign for Southcoast Health aims to raise the bar for quality, innovation, and patient-focused care.

With this campaign, Southcoast will be well positioned to respond to the needs of the community by attracting top medical talent, expanding clinical programs, investing in the latest medical and information technologies, and renovating and expanding facilities.

We remain steadfast in our efforts to achieve and maintain the highest standards in healthcare delivery and service.

Campaign Overview

Charlton Memorial Hospital

Create the Lash Heart and Vascular Center at Charlton Memorial Hospital, including a state-of-the-art hybrid operating room and new electrophysiology lab.

Harold and Virginia Lash Heart and Vascular Center

The Lash Heart and Vascular Center, including a state-of-the-art hybrid operating room and new electrophysiology lab, provides the facilities and technology to establish a preeminent minimally-invasive cardiac and vascular surgery program at Charlton Memorial Hospital.

Combining sophisticated imaging devices with the sterility and functionality of a surgical suite, the hybrid operating room enables physicians from a variety of disciplines to work together on life-saving interventions previously unavailable in the region.

The Center also houses a second electrophysiology lab to help lessen the wait times for more advanced procedures, such as atrial fibrillation ablations, while reserving the current lab for more routine treatments, such as elective pacemaker and defibrillator implants. Before Southcoast started performing ablations two years ago, patients had to travel to Massachusetts General Hospital, Brigham and Women's Hospital or the Lahey Clinic for treatment.

St. Luke's Hospital

Develop the Stoico/FIRSTFED Maternity Center at St. Luke's Hospital.

Stoico/FIRSTFED Maternity Center

Southcoast Health promotes a family-centered model of excellence, encouraging the presence and participation of the entire family in treatment and care. The Stoico/FIRSTFED Maternity Center at St. Luke's Hospital offers the latest in care and comfort for the entire family.

Improvements include extensive renovations to the existing postpartum, labor and delivery, and nursery areas. There are 19 newly renovated private postpartum rooms, where mothers and families welcome their infants in privacy and comfort; a Level II nursery to provide specialty care for newborns; five dedicated labor and delivery rooms (two with labor tubs); three dedicated triage rooms; and two C-section operating rooms. The Center also houses a recovery area, three additional private postpartum rooms and additional medical/surgical beds.

Tobey Hospital

Renovate and expand the Emergency Department at Tobey Hospital.

Emergency Department Renovation and Expansion

Tobey Hospital has a long history of serving area residents and visitors in their time of need treating nearly 32,000 patients each year. Although Tobey Hospital's expert physicians and medical staff work tirelessly to ensure the best possible outcomes for every patient, its facilities have become outdated and insufficient.

Once complete, the new Emergency Department will provide welcoming spaces, patient-centered designs with state-of-the-art technology, and improved privacy and comfort that will enhance the experience for all our patients.

Southcoast Health

Increase philanthropic support to the Southcoast Health Annual Fund.

Southcoast Health Annual Fund

An unrestricted donation to the Southcoast Health Annual Fund is one of the most impactful gifts you can make as it allows us to immediately put your dollars to work to support the areas of greatest need to further the health system's mission.

This can include initiatives that help improve the patient experience, wellness and preventative care programs, education, improvements to our facilities and equipment, patient therapies, and more.

Harold and Virginia Lash Heart and Vascular Center

at **Charlton Memorial Hospital**

Did you know?

Southcoast was recognized in 2015 as one of America's 100 Best Hospitals for Cardiac Care and Surgery by Healthgrades.®

Charlton Memorial Hospital is the region's only hospital to offer open heart surgery and elective coronary angioplasty.

The Lash Heart and Vascular Center provides the facilities to establish a preeminent, integrated, minimally-invasive cardiac and vascular program, allowing increased access to life-saving treatments previously unavailable in the region.

Southcoast Health is a nationally recognized leader in advanced cardiac and vascular services. The Southcoast Cardiovascular Service program provides a broad spectrum of cardiac and vascular services, including open heart surgery, cardiac catheterizations, coronary angioplasty, and implantable devices.

Southcoast's cardiac surgery program has brought unprecedented access to advanced services to local residents and has received exemplary reviews and outstanding patient satisfaction scores. Southcoast Health has been recognized among the Top 10% in the Nation for Overall Cardiac services for nine consecutive years (2007-2015) by Healthgrades,® the nation's leading, independent source of physician information and hospital quality ratings.

Southcoast's cardiac program continues to grow with the addition of the Harold and Virginia Lash Heart and Vascular Center. Opened in November 2015, the Lash Center houses Southcoast's expanding Cardiovascular Services, including a state-of-the-art hybrid operating room and new electrophysiology lab.

The hybrid operating room is specifically designed for a range of procedures, including Transcatheter Aortic Valve Replacement (TAVR). TAVR is a highly-specialized valve replacement surgery that gives new hope to high-risk patients with heart valve disease. In addition to improving overall quality of care and keeping care local and cost effective, cardiovascular interventions that are currently performed as individual surgeries will now be combined all in one space.

The new electrophysiology lab, slated to open later this year, will be dedicated exclusively to performing more advanced procedures, such as atrial fibrillation ablations. An estimated 3.3 million Americans have atrial fibrillation and as many as 850,000 new cases are diagnosed each year. In 2015, Southcoast discharged 730 atrial fibrillation cases, the second highest number of all the state's hospital systems. The demand for these procedures is so great that our existing electrophysiology lab cannot keep pace. Patients currently face a four-to-six-week wait for atrial fibrillation ablations and three weeks for elective pacemaker and defibrillator implants. To respond to the growing need, Southcoast is dedicating a new, second electrophysiology lab within the Lash Heart and Vascular Center.

Southcoast performs more cardiac catheterizations than any other community hospital in Massachusetts.

Southcoast has been performing open heart surgery since 2002 and performed more than 300 surgeries last year alone.

Charlton Memorial Hospital is one of only 18 hospitals in New England, and just 300 nationwide, to perform Transcatheter Aortic Valve Replacement surgery (TAVR), which provides a treatment option for patients who cannot undergo open heart surgery.



The Lash Heart and Vascular Center brings to Southeastern Massachusetts the latest high-quality, state-of-the-art technology in cardiovascular services and enables Southcoast to continue to attract and retain world-class cardiac and vascular surgeons and structural heart interventionists.

Adam J. Saltzman, MD, Medical Director, Structural Heart Disease Program, is a specialist in catheter-based coronary interventions and valve procedures, as well transcatheter therapies for congenital heart disease. Prior to coming to Southcoast, he completed fellowships in interventional cardiology and structural heart disease at Massachusetts General Hospital.

"With this hybrid operating room, we'll be able to offer minimally-invasive therapies rather than open heart surgical procedures, and our ability to offer unique therapies to treat individual patient problems will be expanded."

David Gillespie, MD, Chief of Vascular and Endovascular Surgery, oversees the region's leading vascular surgery program, using advanced technologies and procedures to provide treatments for arteriosclerosis, abdominal and thoracic aortic aneurysms, carotid artery disease, varicose veins and other vascular diseases. In 2003, he was awarded a Bronze Star for his care of wounded soldiers in Afghanistan and Iraq.

"I want to help bring the most advanced medicine I can to the people who need it the most. That's a principle of Southcoast and of mine. I believe everyone should have access to world-class care."

Stoico/ FIRSTFED Maternity Center

at St. Luke's Hospital

Did you know?

Southcoast provides the only maternity services in the region.

3,500 babies are delivered each year in Southcoast hospitals, 1,400 at St. Luke's alone.

Southcoast delivers the highest standards of clinical excellence with a family-centered approach, recognizing that an infant is born to a whole family, not just to a mother and father.

The Stoico/FIRSTFED Maternity Center at St. Luke's Hospital offers the latest in care and comfort for the entire family. Improvements and expansions to the maternity unit includes:

- > 19 private postpartum rooms with private bathrooms with showers.
- > 5 dedicated labor and delivery rooms, two of which have labor tubs.
- > 2 C-section Class A operating rooms that may also be used for general surgery.
- > State-of-the-art Level II nursery — also known as a neonatal intensive care unit for advanced care.
- > Comfortable in-room accommodations for overnight visitors.
- > 5-zone infant security system.

Designed with the assistance and input of Southcoast physicians and staff, the new Center features upgraded amenities to comfortably accommodate overnight visitors so babies, mothers and their support person can spend time together as a family right from the start. Rooms are equipped with the latest bedside technology, enabling staff to provide the best care in a minimally intrusive environment.

The Center adds to the breadth of high-quality care already available at Southcoast. The family-centered model of care has been proven to garner improved clinical outcomes for both mother and newborn. The new Center incorporates the latest concepts in patient-centered care to help improve our ability to provide the highest quality healthcare for patients and their newborns and to truly welcome the entire family during this special time.

The Level II Nursery continuously cares for an average of 8 infants with special healthcare needs.

Southcoast Health has an affiliation with Boston Children's Hospital to help provide coverage to the Level II nurseries on a 24-hour basis.

Southcoast's family-centered approach provides the right combination of compassionate care and the latest technology.



St. Luke's and Charlton Memorial Hospitals are among a handful of community hospitals in the state — and the only hospitals in the region — that offer Level II nurseries, a neonatal intensive care unit specializing in the care of premature infants and those born with complications. The St. Luke's Level II nursery was designed to be in close proximity to mothers within the postpartum area. This specially-designed nursery offers more family space around the infant and incorporates equipment at the bedside.

The Level II nurseries are staffed 24-hours a day by neonatologists along with our specially trained nurses. Occupational therapists, physical therapists and social workers also provide care to newborns and their families. Southcoast also benefits from an affiliation with Boston Children's Hospital to help staff each of these nurseries. St. Luke's also offers full-service operating rooms, surgeons, and a highly-skilled perioperative and critical care staff that can make the difference between a life-altering complication and a positive experience.

Southcoast Health achieved the Healthgrades® 2014 Maternity Care Excellence Award — the only health system in Massachusetts to do so. This unique distinction places Southcoast Health within the Top 10% of all hospitals evaluated for exceptional care provided to mothers — during and after childbirth — and to their newborn children.

Emergency Department Renovation and Expansion

at Tobey Hospital

Did you know?

Built to accommodate 20,000 patients annually, the ED treated 31,395 patients in 2015.

In the current fiscal year, the ED has spent 28% of its days above average treating more than 89 patients in a single day.

The Tobey Hospital Emergency Department (ED) is dedicated to providing the most advanced and personalized emergency medical care possible to every patient who comes through its doors.

The emergency care team includes board certified emergency medicine physicians, physician assistants, nurse practitioners, and specialty trained ED nurses and technicians. Clinicians utilize the latest technology and equipment to provide comprehensive treatment for a variety of conditions, ranging from life-threatening illness and injuries to minor medical problems.

In addition to emergency care, the ED also provides Express Care for patients with urgent and non-urgent illnesses and injuries. Open 10 hours a day, the goal of Express Care is to treat and discharge patients within one hour of arrival.

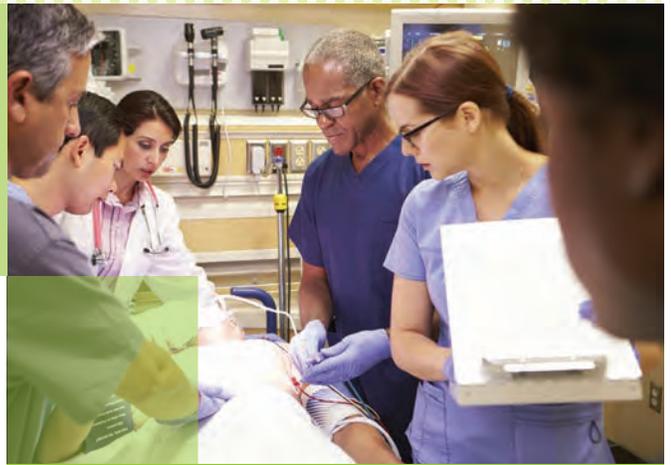
Despite delivering expert care in a timely fashion, the existing ED has become outdated and inadequate. Built to accommodate 20,000 patients annually, the ED treated nearly 32,000 patients last year alone. At these levels, overcrowding and congestion occur and our clinicians are forced to treat patients in shared spaces, including hallways and other public areas.

Industry benchmarking has determined that hospitals should have one bed for every 1,500 emergency room visits. With approximately 32,000 visits annually, Tobey's ED should have 23 dedicated beds to accommodate its current patient volume. With only 10 beds and 5 hall-way beds, the existing ED falls below industry standards and cannot keep pace with increasing patient volume.

For our patients, the effects of overcrowding can negatively impact wait times, privacy and the delivery of patient-centered care. In order to maintain the highest standards of care, Southcoast has committed to renovating and expanding Tobey's ED. The new space will be designed to deliver efficient, personalized, high-quality care; improve patient satisfaction; and accommodate increasing patient volume and highly-acute patients.

Tobey Hospital was one of 17 hospitals recently recognized for exceptional stroke care by the Paul Coverdell National Acute Stroke Program at the Massachusetts Department of Public Health (DPH).

The existing ED has 10 patient rooms, 3 express beds, and 5 hallway beds.



Plans to renovate and expand the ED include:

- > Increased capacity to accommodate the growing needs of the community.
- > Larger, private rooms with access to the latest treatment technologies at the bedside.
- > Enhanced areas for greater patient comfort, safety, privacy and infection control.
- > Improved workspaces for staff and sight lines from a centralized nursing station.
- > Improved triage and hospital throughput, resulting in less waiting time for everyone needing care.

David McGinnis, MD, Tobey Emergency Department, has practiced Emergency Medicine for more than a decade, and at Tobey for nine years. He has worked and been recognized for his teaching in Emergency Medicine at big-city academic hospitals and has chosen to practice medicine in his local community.

"I take great pride in the high-quality care that we deliver at Tobey. Tobey's ED has served the community for years and as the need for healthcare has increased we have responded by continuing to meet that demand. Expanding the ED will only enhance and improve our ability to care for individuals and the community as a whole."

The communities served by Tobey Hospital need an Emergency Department that meets the high standards upheld by the hospital and Southcoast Health.

Full-time and seasonal residents already receive outstanding care and service from Tobey, but they need to know that in an emergency the hospital's highly-qualified emergency doctors and medical staff will treat them in the finest facilities, with the latest technology.

Southcoast Health Annual Fund

A gift to the Southcoast Health Annual Fund — no matter how large or small — is an investment in the health of our community. Annual Fund gifts provide for the most current and urgent needs of our hospital and support an array of initiatives and priorities designed to provide the best health care experience for our patients and their families. Annual Fund gifts, which are unrestricted, have the flexibility to be put to use immediately and are used where they are needed the most.

Donations to the Annual Fund have been used to:

- > Provide high-quality patient care.
- > Acquire leading-edge technology and support technological enhancements.
- > Recruit the very best clinicians and offer specialized training for our clinical staff.
- > Fund capital improvements and upgrades to the hospital environment.
- > Support critical preventative and wellness care programs for cardiac care, breast health and diabetes management.
- > Promote new healthcare initiatives.
- > Subsidize operating costs and non-reimbursable medical services.

Did you know?

The Southcoast Health Annual Fund is the broadest source of unrestricted support and each gift to the Annual Fund directly enhances the patient experience.

The Southcoast Health Annual Fund promotes wellness for every individual, family, and population in the region, focusing not only on acute medical care, but preventive care and health education.

We are indebted to those who understand the value of unrestricted donations which directly support our mission and provide Southcoast Health with the ability to direct those resources where they are most needed.

A robust Annual Fund is the cornerstone to meeting the current needs of our patients, their families, and the community at large. As part of the Campaign, Southcoast has set a goal to raise over \$2 million in unrestricted support. To achieve this, Southcoast depends on the community's generous support. Your gift, no matter the size, makes a big difference in maintaining a healthier community for every person living on the South Coast and East Bay, RI.

Giving to the Campaign

How can I give?

Most donors who pledge support to this campaign fulfill their commitments with payments of cash or marketable securities. Donors may wish to pledge their commitments over a period of three to five years. Gifts of real estate may also be accepted with the services of a qualified real estate appraiser to determine the value of the contribution. Southcoast may also consider life insurance policies and other gifts as options for charitable giving.

Are gifts to Southcoast deductible?

Yes. Southcoast is a 501(c)(3) charitable entity. Gifts of cash or stock entitle donors to a charitable income tax deduction equal to the fair market value of the contribution paid within the tax year provided they itemize deductions on their tax returns.

Should I make an Annual Fund and campaign gift?

Southcoast supporters will be asked to contribute to both the Annual Fund and project-specific goals of the campaign. All donors will be asked to consider an unrestricted gift to provide Southcoast with the flexible support it needs to deliver excellent care to the entire region. In addition, supporters are encouraged to have a more focused impact by designating a restricted gift to the campaign priority they find most exciting.

What about planned gifts?

Planned gifts may be a consideration for those who wish to make a significant contribution to Southcoast Health. Planned gifts to the campaign are subject to campaign counting rules.

How might my gift be recognized?

A variety of recognition opportunities have been developed for campaign gifts of \$25,000 and greater to provide visible recognition for donors. Additionally, all donors who make gifts of \$10,000 or greater will be acknowledged for their gifts on identical donor walls that will be installed in prominent high-traffic areas in each of the three hospitals. These donor walls will reflect the name, or requested listing equivalent, of all donors and will be installed after the campaign is completed. Donors may also elect to contribute anonymously or make a gift in memory or honor of someone else.

Support The Campaign for Southcoast Health

The Campaign for Southcoast Health — a \$25 million fundraising initiative — will advance cardiac, maternity, and emergency care services across the South Coast and East Bay, RI.

As the leading provider of healthcare services in the region, Southcoast Health is deeply committed to enhancing the health and well-being of the communities we serve. With this campaign, Southcoast will be well positioned to respond to the needs of the community by attracting top medical talent, expanding clinical programs, investing in the latest medical and information technologies, and renovating and expanding facilities.

As a non-profit community healthcare system, Southcoast relies on the very individuals and families it serves to help guide and support its mission. It is only because of your generosity that we can ensure that our region has the care we all deserve — close to home.

For more information about The Campaign for Southcoast Health, please contact:

Jack Dresser

Senior Vice President & Chief Philanthropy Officer
508-973-5354
dresserj@southcoast.org

Bridget A. Flynn

Director of Major Giving & Capital Campaigns
508-973-5706
flynnb@southcoast.org

Sarah Gonet

Major Gifts Officer
508-973-5950
gonets@southcoast.org

Amy Winn-Blier

Annual Giving Officer
508-973-5358
winna@southcoast.org

www.southcoast.org/give



More than medicine.

101 Page Street, New Bedford, MA 02740
800-925-9450 | 508-973-5353
Fax: 508-991-8722
philanthropy@southcoast.org