



# The Campaign for Southcoast Health

## Frequently Asked Questions

### Campaign Steering Committee

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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** will provide the necessary resources 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.

### How much is Southcoast trying to raise with The Campaign for Southcoast Health?

Southcoast Health is embarking on a \$25 million fundraising campaign — the largest campaign in the health system's history.

### What is the timeline for the campaign?

We aim to meet or exceed the initial campaign goal of \$25 million by Sept. 2019.

### Why is a campaign necessary?

Southcoast Health is a not-for-profit, regional healthcare system that depends on the generosity of the communities we serve. Philanthropic support ensures that Southcoast can continually improve the care it delivers to all the residents throughout the South Coast and East Bay, R.I.

### What specific priorities will the campaign fund?

The campaign will support four main areas:

> **Lash Heart and Vascular Center at Charlton Memorial Hospital.**

The new Center expands Southcoast's nationally recognized cardiovascular program and includes a state-of-the-art hybrid operating room and new electrophysiology lab.

> **Stoico/FIRSTFED Maternity Center at St. Luke's Hospital.**

The Center includes 19 newly renovated private postpartum rooms; 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.

> **Emergency Department Renovation and Expansion at Tobey Hospital.**

The new space is being developed to deliver efficient, personalized, high-quality care; improve patient satisfaction; and accommodate increasing patient volume.

> **Southcoast Health Annual Fund.**

The Annual Fund is the broadest source of unrestricted philanthropic support and each gift to the Annual Fund directly enhances the patient experience. Gifts to the Annual Fund provide Southcoast with the flexibility to respond where the need is the greatest.

## Lash Heart and Vascular Center

## Charlton Memorial Hospital

### Isn't Southcoast already a leader in cardiac care?

Yes, Southcoast has brought unprecedented access to advanced cardiac and vascular services to local residents and has received exemplary reviews and outstanding patient satisfaction scores. Southcoast has been recognized among the Top 10% in the Nation for Overall Cardiac services for twelve consecutive years (2007-2018) by Healthgrades®, the nation's leading, independent source of physician information and hospital quality ratings. Southcoast was also recently recognized as one of America's 100 Best Hospitals for Heart Care by Healthgrades® for seven consecutive years (2012-2018) and earned a Specialty Excellence Award for Overall Cardiac Care and for Cardiac Surgery.

### How will this campaign improve cardiac care?

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

### What specifically will the new hybrid operating room offer?

A hybrid operating room is the operating room of the future. Combining sophisticated imaging devices with the sterility and functionality of a surgical suite, the hybrid OR enables doctors from a variety of disciplines to work together on life-saving interventions previously unavailable in the region, including Transcatheter Aortic Valve Replacement (TAVR). TAVR is a highly-specialized valve replacement surgery that eliminates the need for open heart surgery and gives new hope to high-risk patients suffering from heart valve disease.

### Why does Southcoast need a second electrophysiology lab?

The new electrophysiology lab is dedicated exclusively to performing more advanced procedures, such as atrial fibrillation ablations. 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 has dedicated a new, second electrophysiology lab within the Lash Heart and Vascular Center.

## Stoico/FIRSTFED Maternity Center

## St. Luke's Hospital

### Why is the Maternity Center renovation necessary?

Designed with the assistance and input of Southcoast physicians and staff, the Stoico/FIRSTFED Maternity Center features upgraded amenities to comfortably accommodate patients and visitors so mothers, babies and their partners can spend time together as a family right from the start. The family-centered model of care has been proven to garner better clinical outcomes for both mother and newborn. Rooms are equipped with the latest bedside technology enabling staff to provide care in a minimally intrusive environment.

### What do the expansion plans include?

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 will 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.

### What type of advanced care is available for newborns?

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 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.

## Emergency Department Renovation and Expansion

## Tobey Hospital

### **Why is the renovation and expansion necessary?**

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. 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.

### **How large will the new Emergency Department be?**

The project, as it is presently being planned, includes renovating and expanding Tobey Hospital's outdated and undersized Emergency Department by constructing a new 25,000 sf. ED. There will be 17,500 sf of new construction in the form of an addition and 7,500 sf of existing ED that will be renovated area. The project includes plans for a patient drop off ramp at the new ED entrance with additional patient and visitor parking, a separate ambulance ramp and discharge area opposite the building entry, as well as shell space above the new ED to support future private patient rooms.

### **How do you determine how many beds are needed?**

Industry benchmarking has determined that hospitals should have one bed for every 1,500 emergency room visits. With 32,000 visits annually, Tobey's ED should have more than 20 dedicated beds to accommodate its current patient volume. With only 10 beds and 5 hallway beds, the existing ED falls below industry standards and cannot keep pace with increasing patient volume.

### **What will the renovated and expanded Emergency Department include?**

In order to maintain the highest standards of care, Southcoast has committed to renovating and expanding Tobey's ED. The new space will be developed to deliver efficient, personalized, high-quality care; improve patient satisfaction; and accommodate increasing patient volume and highly-acute patients. Plans include larger, private rooms with access to the latest treatment technologies at the bedside; enhanced areas for greater patient comfort, safety, privacy, and infection control; and improved workspaces for staff and sight lines from a centralized nursing station.

## Southcoast Health Annual Fund

### **What is the Southcoast Health Annual Fund?**

The Annual Fund is the broadest source of unrestricted philanthropic support, and each gift to the Annual Fund directly enhances the patient experience. Gifts to the Annual Fund provide Southcoast with the flexibility to respond where the need is the greatest.

### **What does the Annual Fund support?**

The Annual Fund supports a vision of healthcare that promotes wellness for every individual, family, and population in the region, focusing not only on acute medical care, but preventive care and health education.

### **How will the Annual Fund benefit through this campaign?**

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, R.I.



# The Campaign for Southcoast Health

## Giving to the Campaign

### How can I give?

Most donors who pledge support to Southcoast Health 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.

### What about planned gifts?

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

### 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.

### How might my gift be recognized?

A variety of appropriate 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 placed in prominent high-traffic areas in each of the three hospitals. These plaques will reflect the name, or requested listing equivalent, of all donors. The plaques 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.

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

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