



RICHARD C. ILL

**FOR EVERY GENERATION:  
The Campaign for  
Bryn Mawr Hospital**

Campaign Leadership  
Committee

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DEAR FRIENDS OF BRYN MAWR HOSPITAL,

The last new building devoted to inpatient care at Bryn Mawr Hospital opened in 1990—the same year that Hale Irwin won his third U.S. Open championship and became the oldest golfer ever to win the Open at age 45.

Since that time, the health care field has seen extraordinary advances, some of which have been particularly good for those of us who want to keep on playing golf—well beyond age 45—among other worthwhile active endeavors.

Fortunately for all of us, Bryn Mawr Hospital has kept pace with the trajectory of health care progress by continuing to provide a comprehensive range of sophisticated services to meet the needs of this community.

While the Hospital’s physicians, nurses and other care teams continue to be highly-regarded for their skills and compassion, the facilities for inpatients no longer match this same high standard.

To address this need, a campus-wide patient room conversion and modernization has begun and every patient room in use in the Hospital today is a private room. As you will read about in more detail in this newsletter, the new Patient Pavilion will include 74 completely new private patient rooms, each providing the optimal healing environment for patients now, and for generations to come.

Thank you for your interest in our work.

RICHARD C. ILL  
CHAIR  
CAMPAIGN LEADERSHIP COMMITTEE

**\$30 MILLION GOAL**

**\$22.5 MILLION RAISED TO DATE\***



**FOR EVERY GENERATION**

\*AS OF MARCH 15, 2016

## Campaign Conversations Head to Florida



Friends of Bryn Mawr Hospital (BMH) enjoyed a sunny luncheon at Cobalt restaurant in Vero Beach, hosted by BMH President Andi Gilbert and BMH Chief of Surgery Dr. David Rose. In attendance were (L to R): Bill Buck, Andi Gilbert, Ann Veghte, Helen Justi, Mary Ellen Partel, David Rose and Frank Partel.



Campaign Leadership Committee (CLC) Vice Chair Susan Selverian and CLC member Jeff Mack hosted a wonderful reception at Café Boulud in Palm Beach. Guests included (L to R): BMH Foundation Trustee and Devon Horse Show & Country Fair Chairman Wayne W. Grafton and his wife Marjorie; with former Main Line Health Board of Governors Chairman Frank Slattery and his wife Mollie.



Former BMH Foundation Board Chairman Ted Rorer (middle) and his wife Sally (not pictured) hosted Andi Gilbert (right) and friends of the Hospital including Grenville Hudson (left) for a cocktail party at their home in Naples, Florida.

*Do you spend time in Florida? Please update us at [McCrimmonB@mlhs.org](mailto:McCrimmonB@mlhs.org) with your address/contact information so we can be sure to invite you to Bryn Mawr Hospital events in your area.*

## THE MAJOR GIFTS MATCH—HELPING TO MEET YOUR GOALS

*“My mother spent her career at Bryn Mawr Hospital and was beloved by all of her patients. I’m so happy to honor her by publicly recognizing her work on a space in the new building.”*

*“My husband and I have received great care at Bryn Mawr all our lives. We’re thrilled to be able to give back, and to make our endorsement of the Hospital’s good work known.”*

The opportunity to honor a loved one, an admired physician or care provider, or even celebrate one’s own relationship with Bryn Mawr Hospital often inspires people to connect their personal contribution with permanent recognition.

The *For Every Generation Campaign* for Bryn Mawr Hospital includes a limited number of premier recognition opportunities throughout the new patient pavilion. To encourage individuals to consider a leadership or major gift to the campaign, a private family foundation with strong ties to the Hospital has generously

established a matching fund for new commitments of \$50,000, \$100,000 and \$250,000. These new gifts and pledges will be matched dollar-for-dollar, doubling the site-specific recognition value of the donor’s gift.

Phase I of the Major Gifts Match began in October 2015 and focuses on connecting new gifts of \$100,000 and \$250,000 with the dedication of a Caregiver Station or state-of-the-art Operating Room, valued at \$200,000 and \$500,000 respectively.

Phase II of the Major Gifts Match, for new commitments of \$50,000, is now underway. Individuals who make new gifts or pledges of \$50,000 may dedicate a patient room in the new patient pavilion, originally valued at \$100,000.

“It means something to our patients to see the donor recognition plaques throughout the Hospital,” observes Michael Criscuolo, Executive Director of the BMH Foundation. “They recognize a

tribute name, or are reminded that their neighbor has been a long-time supporter, and they feel like they are in good company with their choice of hospital. It helps them feel like they are part of this community and among friends.”

**FOR EVERY GENERATION:  
The Campaign for Bryn Mawr Hospital**

**Bryn Mawr Hospital Foundation**  
130 South Bryn Mawr Avenue  
Bryn Mawr, PA 19010  
Tel 484.337.8177  
[mainlinehealth.org/everygeneration](http://mainlinehealth.org/everygeneration)



**Please call Michael Criscuolo at 484.337.8177 for details about the Major Gifts Match. The match funds will be allocated in the order in which new commitments are received and until the recognition opportunities have been depleted.**



# FOR EVERY GENERATION

Patient Pavilion  
WORKING CONCEPT



*"We are thrilled to introduce state-of-the-art facilities to the community that will match the talent and skills of our caregiver teams."*

—ANDI GILBERT, BRYN MAWR HOSPITAL PRESIDENT

**Welcome to the new  
Bryn Mawr Hospital  
inpatient experience!**

**W**hen the new Patient Pavilion opens in 2018, it will feature 54 standard medical/surgical inpatient rooms, two concierge suites and 18 critical care rooms that all provide outstanding patient and family accommodations.

Ten years in the making, the Bryn Mawr Hospital modernization project, once complete, will have addressed and raised the bar for patient rooms across the entire campus. Double occupancy rooms have all been converted to private rooms. Rooms with inadequate space for caregivers and family members will be repurposed. In addition, many inpatient areas of the existing hospital will also have been renovated and modernized. The new Pavilion rooms will be show-stoppers...



**Bryn Mawr Hospital  
Foundation**  
Main Line Health®

## PROJECT SPOTLIGHT

# Patient Room Design

From the colors and materials used in the space to the layout and large windows, Bryn Mawr Hospital's new patient rooms have been meticulously designed to create a more private, comfortable and safe patient experience.

## GENERAL FEATURES

- Every patient room is single-occupancy.
- Every room has its own private bathroom with vanity, toilet and shower.
- Room size averages 310 square feet.
- Room layout was designed specifically to maximize caregiver visibility of patient and patient visibility of natural light.
- Rooms are organized into three distinct zones—caregiver, patient and family—for infection control practices and privacy.
- Every room is telemetry-equipped for continuous heart monitoring if needed.
- Medical/surgical rooms on floors 1 and 2 are “acuity adaptable;” they can be converted to critical care rooms should the need arise.
- Two isolation rooms on each floor accommodate patients who must be kept separate from the general patient population due to a particular illness or vulnerability.
- Complimentary therapies include a harpist, aromatherapy, pet therapy and reiki.



### Improvements to Bryn Mawr Hospital



All private patient rooms



A 200,000 sq. ft. Patient Pavilion



Two new medical/surgical telemetry units and a new critical care unit



All new operating rooms in a state-of-the-art surgical suite



Renovated maternity facilities

### Project Timeline

1

✓ Main Line Health Board Approval  
WINTER 2014

2

✓ Architectural Planning Commences  
SPRING 2015

3

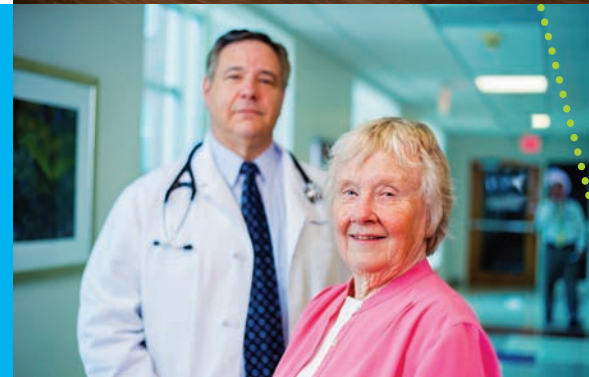
✓ Township Project Approval  
SUMMER 2015

4

Groundbreaking  
SPRING 2016

5

Building and Renovation Completion  
FALL 2018



### Concierge Suites

For those patients whose personal preferences and circumstances are suited for additional space and privacy, Concierge Suites on each of the Bryn Mawr Hospital Patient Pavilion's new medical/surgical inpatient units (floors 1 and 2) will be available for an additional charge.

These Suites will afford participating patients a distinctive accommodations option, coupling access to concierge services and luxury amenities with the same outstanding and specialized staff assigned to these inpatient units.



*“The new rooms will give patients and family members more control of their environment—from the amount and type of light to room temperature. Sometimes it’s the little things that can make a big difference in recovery.”*

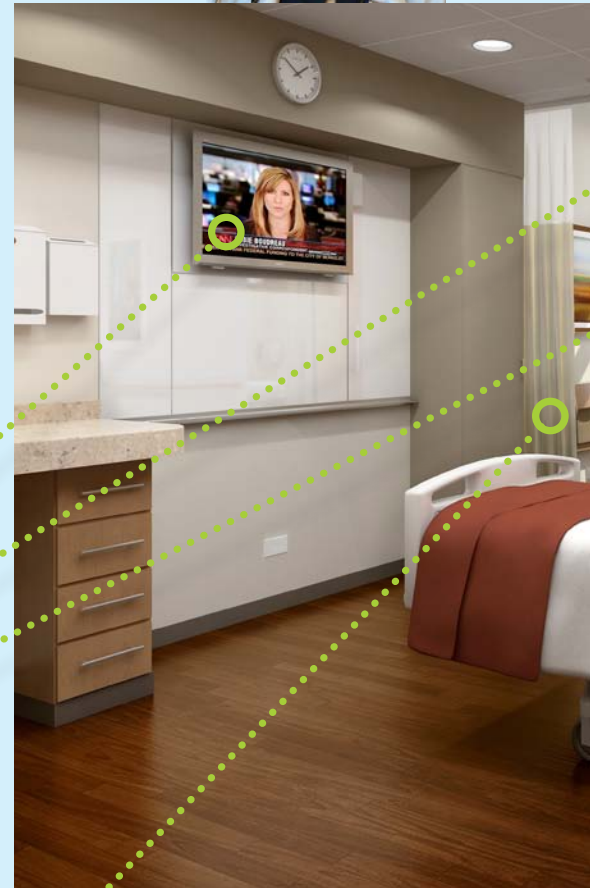
—MARY BETH BERRY, BSN, RN, ONC, NURSE MANAGER



## SPECIFIC FEATURES



- **H-frame overhead lift** is the safest way to help patients get in and out of bed. Maximizing mobility has been shown to help the recovery process.
- **Privacy curtain** shields the patient from the hallway when necessary.
- **Door** has large windows for enhanced visibility. The Intensive Care Unit doors can break away for widened access in case of an emergency.
- Flat screen **TV** with Comcast service and the C.A.R.E. channel® with relaxation programming.
- **Window shade** provides black out option for sleep.
- **Large window** provides lots of natural light—shown to promote healing.
- Lockable patient **wardrobe** to store personal items during stay.
- State-of-the-art **cardiac monitoring systems**.



- **Work stations** directly outside each room have a window with blinds that allows for charting in sight of patient, while minimizing disruption.
- Separate **sink** in caregivers’ zone is part of the infection-prevention centered design.
- **Bed** is positioned for visibility of patients from the nurses’ station, and for patient’s visibility of the family zone and its large window.
- Combination of direct and indirect **lighting** promotes optimum conditions for administering care and patient preference.
- **Bedside computer** for immediate documentation/charting.

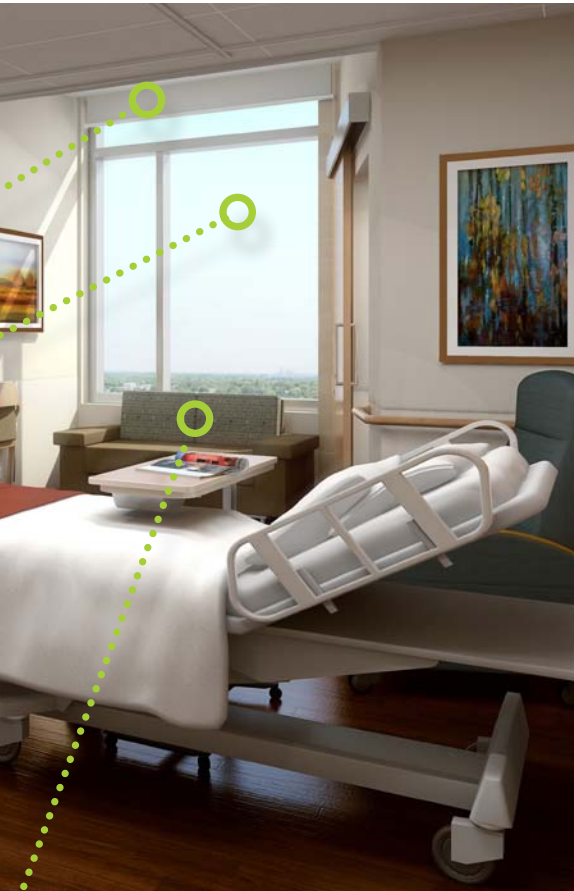


- **Privacy curtain** between family and patient zones enables visitors to remain in the room while physicians and nurses administer direct care.
- **Sleeper sofa** transforms into bed for overnight visitors.
- **Sliding door** access to bathroom maximizes the available space.
- Roll-in **shower** prevents tripping and has built-in seat.
- At the bedside is the daily **menu** from which patients can order, whenever they wish to have their meals, rather than waiting for pre-set meal times.
- Individual **thermostat** control for patient comfort.
- Complimentary **WiFi**.



*“With this project, we have the opportunity to design the patient room—and the patient experience—from the ground up. The result of our collaborative efforts will be the most spacious, comfortable and private healing environment in Bryn Mawr Hospital history.”*

—MARIANNE HARKIN, BSN, MS, RN, NEA-BC, VICE PRESIDENT, PATIENT SERVICES



### Tests Ensure Best Design

A replica of the Pavilion patient room was created off-stage to enable members of our patient and family advisory council, as well as clinical and non-clinical staff from across many Hospital departments, to experience the proposed layout and provide feedback. As a result, several important adjustments were made to the design prior to any construction. These small but crucial observations are now a part of the pavilion rooms design package and will improve care delivery and patient comfort.



Stanley and Audrey Merves (not pictured, daughter Jennifer Robbins)

## FROM EVERY GENERATION

Stanley Merves knows a good investment. With a successful career in the accounting, investment and technology fields, he has compiled an extraordinary record of achievement as a business professional and entrepreneur.

Complementary to his leading roles in many professional, civic and charitable associations has been his long-time commitment to philanthropy.

The Merves family first became involved with Bryn Mawr Hospital in 1997 when Stanley became a member of the Foundation Board. Concerned about health care changes and a strong advocate for patient care, Stanley, along with his wife Audrey, established the *Merves and Roberts Family Fund* through the Bryn Mawr Hospital Foundation. Today, this endowment serves to support the recruitment, retention and continuing education of high-caliber nurses. “The Bryn Mawr Hospital nursing teams are to be treasured,” wrote Audrey and Stanley after he received care at the Hospital. “Their kindness has meant a great deal to our family over the years.”

It is safe to say their support of Bryn Mawr Hospital has been an “investment in success.” Last year, Bryn Mawr Hospital received Magnet® re-designation from the American Nurses Credentialing Center for the third time—a feat achieved by only 1% of US hospitals.

Magnet®, a four-year status, is the gold standard of patient care and recognizes excellence, shared decision making and professionalism in nursing. Only 22 health systems and 7% of hospitals in the world are Magnet® designated.

Most recently, Stanley and Audrey were among the earliest benefactors pledging support to Bryn Mawr Hospital’s *For Every Generation* Capital Campaign for the campus modernization project. But this time they weren’t alone in the decision making process. The Merveses took time to instill the importance of philanthropy in the next generation. Their daughter, Jennifer Merves Robbins, is continuing the Merves legacy and has come together with her parents to make a *family commitment* to the project.

“I’m grateful to have been raised by parents who prioritized philanthropic pursuits,” says Jennifer. “We know this modernization project is historic for Bryn Mawr Hospital and essential to its nursing and other care giving teams. These are people and programs that we feel are vital for this community and very worthy of our family’s support.”