

FOREVERYGENERATION



The Campaign for Bryn Mawr Hospital reaches \$30 million goal

One Year To Go...
Now, Opportunities
For Every Family



Bryn Mawr Hospital
Foundation
Main Line Health®



RICHARD C. ILL

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

Campaign Leadership
Committee

CHAIR

RICHARD C. ILL

VICE CHAIRS

David Martinelli
Caroline B. Rogers
Susan Selverian

Julie Alexandre
Ray Baraldi, MD
John G. Drosdick
Thomas G. Frazier, MD
Andrea F. Gilbert
W. Anthony Hitschler
Francis J. Leto
Jeffrey E. Mack
Henry S. Mayer, MD
Andrew P. Pitman, MD
Andrew M. Reder
Edward C. Rorer
Cynthia Terker

DEAR FRIENDS OF BRYN MAWR HOSPITAL,

Through the inspired *and inspiring* giving of more than 600 individuals, corporations and foundations, we have surpassed our fundraising goal of \$30 million! We can't thank our friends, neighbors and colleagues enough for their generous contributions and their endorsement of the important relationship that Bryn Mawr Hospital has with this community.

We have until June 30, 2018, when the Campaign concludes, to continue to encourage others to participate in this landmark campus modernization project. And there are good reasons to keep raising money.

The financial state of healthcare has been on the minds of many families as public and private insurance programs are reevaluated and insurance reimbursements to care providers like Bryn Mawr Hospital are being reduced.

As a non-profit hospital, Bryn Mawr **reinvests** residual revenue each year into maintaining facilities and equipment and providing a range of patient support programs to ensure the best experiences and outcomes for patients. Hospital revenue is down and that will have an impact on the level of reinvestment year to year.

The total cost of Bryn Mawr's campus modernization project is \$253 million. Beginning now, every new gift to the Capital Campaign, *of any amount*, will relieve the overall budget and will minimize the impact on Hospital reinvestments. If you've been thinking about making a contribution to the Campaign, we can assure you that *every* gift is important, and now is a good time to give.

Thank you for your interest in Bryn Mawr Hospital.

RICHARD C. ILL
CHAIR
CAMPAIGN LEADERSHIP COMMITTEE

\$30 MILLION GOAL



**\$30.1 MILLION
AND GROWING***

FOR EVERY GENERATION

*AS OF OCTOBER 15, 2017

PROJECT SPOTLIGHT

Labor & Delivery and Maternity Units

When the Main Line Health Board of Governors voted in December 2016 to expand the scope of Bryn Mawr Hospital's campus modernization, there was a palpable buzz of excitement in the air. Now included in the \$253 million construction project—and slightly taller Patient Pavilion—were plans for brand new Labor & Delivery and Maternity units, in addition to a Neonatal Intensive Care Unit.

“There is no question that this addition to the project propelled the Capital Campaign past its \$30 million goal one year in advance of its end date,” says Andi Gilbert, BMH President. “Everyone can identify with the importance of these new facilities.”

Now—approximately one year out from the Pavilion construction completion—the impact this project will have on families in this region seems more tangible than ever.

“What could be more uplifting than the moment we welcome a new life into this community?” says Ivan Scott, BMH Director of Nursing Operations. “Such a memorable time deserves to take place in a superior environment.”

The Hospital's current Labor & Delivery and Maternity units were built in the 1980s and, despite Maternity converting to all private patient rooms in 2014, both units require more significant updates to remain competitive in this particularly consumer choice-driven service line.

“Obstetrics (or delivery) is Bryn Mawr Hospital's single largest volume service, accounting for more than 10 percent of all discharges,” says Catherine Bernardini, DO, BMH Chief of Ob/Gyn. “Families carefully weigh their options when considering where to have their baby, and the state of the facilities are a major factor in that decision-making process.”

The 10 new Labor & Delivery suites will be expansive, with large windows

and private bathrooms. Plans for two of the rooms are slightly modified with a more home-like environment and laboring bathtubs. Bryn Mawr Hospital has a partnership with Lifecycle WomanCare (formerly known as The Birth Center) in Bryn Mawr, whose patients are seeking an out-of-hospital birthing experience.

“Last year, we accommodated just under 200 of these patients during the course of their labor, some of whom were transferred to the Hospital due to high risk or a complication,” says Ivan. “Our two designated birthing suites will enable us to preserve the patient's wishes of a more home-like environment, but with equipment accessible in case medical intervention is necessary.”

Labor & Delivery will also feature two new C-section operating rooms, recovery and staff support areas, as well as a comfortable family waiting area that overlooks a new green roof garden and the two-story Atrium adjacent to the Warden Lobby.

On the second floor, the new Maternity Unit—which can accommodate antepartum and postpartum mothers—will feature 25 large, private, well-appointed rooms based on the established best-practice design and layout of all patient rooms in the Pavilion. Upgraded finishes, increased natural light, a sleeper sofa and more space for visitors will be noticeable improvements. A large lounge on the unit will accommodate

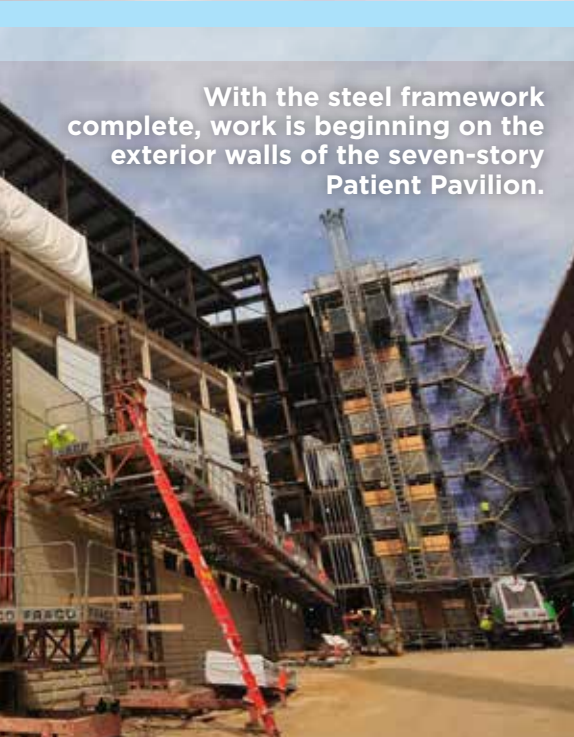


Labor & Delivery Suite
WORKING CONCEPT

childcare classes, and a family waiting area by the entrance of the unit will feature an artistic “Generations of Giving” tree display, commemorating the many benefactors who supported the construction of the new unit. Also in the plans: a nursing room to accommodate employees and families in need of private space to breastfeed or pump.

The Maternity Unit will be dedicated to the late Mrs. Dorrance Hamilton—a beloved philanthropist and champion of Bryn Mawr Hospital whose significant leadership gift was the first gift to the Capital Campaign, helping to carve out a footprint for the future Patient Pavilion.





With the steel framework complete, work is beginning on the exterior walls of the seven-story Patient Pavilion.



Pictured with the \$150,000 check from the Bryn Mawr Hospital Medical Staff are (L to R): Joseph Vernace, MD, BMH Medical Staff President 2015-2017; Michael Criscuolo, Executive Director, Bryn Mawr Hospital Foundation; Emma Simpson, MD, BMH Medical Staff President 2011-2013; Donald Miller, MD, Current BMH Medical Staff President; and Andi Gilbert, President, BMH.

Bryn Mawr Hospital Medical Staff Puts Campaign Over Goal

In 2013, the Bryn Mawr Hospital Medical Staff were among the first donors to the *For Every Generation* Campaign, generously pledging \$100,000 under the leadership of then Medical Staff President Emma Simpson, MD.

In May 2017, with just \$50,000 left to raise to meet the \$30 million Campaign goal, the Medical Staff, led by then President Joe Vernace, MD, voted unanimously to commit an additional \$50,000—ultimately helping to exceed the goal and continue the tremendous momentum for this historic endeavor.

Improvements to Bryn Mawr Hospital



All private patient rooms



A 257,000 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



New Labor & Delivery, Maternity and Neonatal Intensive Care (NICU) units

Project Timeline

1

✓ Main Line Health Board Approval
WINTER 2014

2

✓ Groundbreaking
SPRING 2016

3

✓ Steel Framework Complete (Topping Off)
SUMMER 2017

4

Pavilion Construction Completion
LATE 2018

5

Patient Pavilion Opens
EARLY 2019

CAMPAIGN EXCEEDS \$30 MILLION GOAL

In June 2017, a year in advance of the *For Every Generation* Campaign conclusion, support of Bryn Mawr Hospital's transformative campus modernization project surpassed its \$30 million goal.

This remarkable achievement was a result of a flurry of charitable giving that perfectly captured the spirit of the past four years of the Campaign.

Bryn Mawr Hospital is a *community* hospital, and it is the inspiring and enduring bond between community and hospital that has ensured this success and will lead to an even greater impact, as the Campaign continues for the next year.

A SNAPSHOT OF THE *FOR EVERY GENERATION* CAMPAIGN REVEALS:

- **gifts of \$25 and gifts of over \$1 million**
- **first-time gifts** and contributions from benefactors with a **legacy of support, spanning several decades**
- commitments from the Hospital's own **employees, physicians and volunteers**
- **matching gifts** inspiring donors to reach to new heights
- new gifts and new relationships initiated by **Foundation Trustees** and the **Campaign Leadership Committee**
- **memorial contributions**
- **grateful patient testimonies and tributes**
- the ultimate charitable provision—**bequests and other planned gifts**
- **multi-generational family support**
- record-breaking fundraising efforts of the **Bryn Mawr Hospital Women's Board** and **Devon Horse Show and Country Fair** volunteers



Women's Board of Bryn Mawr Hospital Chairman Allison Norley (left) and Immediate Past Chairman Doss Masterson.

FROM EVERY GENERATION

Back when Bryn Mawr Hospital was just an idea—a “country doctor’s dream”—a group of women joined together to champion the cause. For more than a century since, generations of women in this community have lent their wisdom, energy and philanthropy with a transformative effect on the Hospital.

The first committee of women, now known as the Women’s Board of Bryn Mawr Hospital, consisted of seven individuals who spearheaded the fundraising effort, securing \$37,000 to purchase the land upon which the Hospital still sits today. Over the years, the Women’s Board has grown in size and scope, touching every part of Hospital operations—from facilities and equipment to clinical programs and social services.

In June 2017, the Women’s Board gave the final installment of its magnificent three-year, \$500,000 pledge to support the Hospital’s campus modernization project and *For Every Generation* Capital Campaign.

“The Women’s Board has played a crucial role in every construction project in the Hospital’s history—from the very first building in 1893 to the Patient Pavilion, opening in 2019,” says current Chairman Allison Norley. “We were thrilled when the scope of the project was expanded to include services especially meaningful to the women in this community—Labor & Delivery, Maternity and Neonatology.”

All too often, the impact of the Women’s Board is measured in terms of dollars—an important consideration, to be sure—but perhaps even more meaningful is the sheer dedication and generosity of each individual, generation after generation, who gives the unique gift of her own time.

Final Beam Raised Atop Pavilion

In July 2017, just days after the Campaign for Bryn Mawr Hospital reached its goal of \$30 million, the final steel beam was raised to complete the structural framework for Bryn Mawr Hospital's new Patient Pavilion.

Adorning the beam were the signatures of hundreds of Hospital employees, Campaign leaders, patients and friends who wanted to be part of this historic milestone, as well as the customary evergreen tree, symbolizing growth and luck for the future of the project.



GIVING OPPORTUNITIES—FOR EVERY FAMILY

“We’re bursting with gratitude,” says Michael Criscuolo, Executive Director of the Bryn Mawr Hospital Foundation. “The contributions we have received for this campaign—from \$25 up to gifts of seven figures—have come from people who have a special personal connection to this hospital.”

Every individual and family can have an impact on the future of Bryn Mawr Hospital. Now, each Campaign

dollar raised beyond the \$30 million goal will provide budgetary relief and help secure the Hospital's resources for ongoing non-billable programs and facilities maintenance.

“We want to be sure that everyone feels there is a way to participate in this campaign, *because the more gifts we inspire, the more we can do*,” Michael continues. “You can respond to the enclosed appeal and inscribe a leaf for the ‘Generations

of Giving’ tribute tree in the new Maternity Unit or fund one of the many Pavilion equipment needs.”

Below are a few examples of furnishings and equipment that will be used every day in the new Patient Pavilion. When these items are funded through charitable contributions, it will relieve the operating budget so more can be done for the patients and families that Bryn Mawr Hospital serves.

Please call Michael at 484.337.8187 if you are interested in reviewing more funding opportunities.

Funding Opportunities

\$50 will pay for one oxygen flow meter, used on inpatient units throughout the Patient Pavilion (approx. 200 needed).

\$500 will pay for a digital wall thermometer on the Maternity Unit (25 needed).

\$5,000 will pay for two new patient/visitor recliners on the Critical Care Unit (18 needed).

\$30,000 will pay for a new patient bed in the Critical Care Unit (18 needed); donors at this level and above will be recognized on the permanent Campaign donor wall in the Hospital's Warden Lobby.

\$100,000 will defray the cost of building a private patient room in the new Pavilion—and in recognition of a gift at this level, you may choose to dedicate the room.

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

