

# FOREVERYGENERATION



**Avery and Keira**  
FUTURE BALLERINAS



**William**  
FUTURE NEONATOLOGIST



**Jennifer**  
PRODUCER FOR CBS



**Julian**  
FUTURE RACE CAR DRIVER



**Bobby**  
FUTURE LAWYER



**Anniston**  
FUTURE NURSE



## A Bright Future for Bryn Mawr Babies

Bryn Mawr Hospital's Capital Campaign ensures a next generation Hospital for our youngest patients



RICHARD C. ILL

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

Campaign Leadership  
Committee

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RICHARD C. ILL

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Cynthia Terker

DEAR FRIENDS OF BRYN MAWR HOSPITAL,

I've spent the last four years in good company.

June 30, 2018 marks the conclusion of Bryn Mawr Hospital's fundraising endeavor supporting the most transformative modernization project in Hospital history. This ambitious campaign united leaders at Main Line Health and BMH; physician partners and employees; volunteer leaders serving on the MLH Board of Governors, the Hospital Foundation Board and committees; my colleagues on the Campaign Leadership Committee (CLC); patients and family members; and long-time benefactors and first-time donors. As I said, *good company*.

So what has made the *For Every Generation* campaign—the largest philanthropic priority in Hospital history—a success? Perhaps it is the far-reaching impact it will have in our region as we serve families across states, counties and townships. It could be the sheer number of lives that will be touched in the months and years to come. And maybe it is the multigenerational appeal of a project addressing the needs of the youngest of patients to the most senior.

I'm honored to have been part of this crucial step forward for BMH. The members of the CLC took our assignment to raise \$30 million to heart, and it is my pleasure to be able to say in this final Campaign Newsletter that we exceeded our goal.

**But it is not June 30th yet.**

Every additional dollar offsets one dollar more of the \$253 million Campus Modernization Project, freeing up those resources to return back to BMH's ongoing needs. And in the current healthcare climate, every dollar counts more than ever before.

Thank you for your interest and participation in the *For Every Generation* campaign over the past four years. Enclosed is your last opportunity to give just one more gift to this worthwhile cause and make your mark on Bryn Mawr Hospital history.

**I hope you will join me in showing what a difference one more month can make.**

RICHARD C. ILL  
CHAIR  
CAMPAIGN LEADERSHIP COMMITTEE

**\$30 MILLION GOAL**



**\$31.8 MILLION  
AND GROWING\***

**FOR EVERY GENERATION**

\*AS OF MAY 1, 2018

## PROJECT SPOTLIGHT

# Neonatal Intensive Care Unit (NICU)

“The goal of the Bryn Mawr Hospital Campus Modernization Project,” says Hospital President Andi Gilbert, “was to provide families in this region with *facilities* that match the caliber of the patient *care* that we are so well known for.”

“**T**he standards and expectations in health care are higher than ever before and patients are willing to shop around for services that meet their specific needs,” says Brenda DeFeo, BMH Vice President of Administration. “Especially in a health care market like ours, where there are so many choices.”

The new maternity and neonatal facilities at BMH—which will occupy the first and second floors in the Patient Pavilion—answer that demand.

Each year Main Line Health’s four Neonatal Intensive Care Units care for hundreds of babies who are premature, low birth weight, or have medical problems such as immature lungs, low blood sugar, respiratory distress, suspected infection or a multitude of other issues. BMH collaborates with Nemours/Alfred I. duPont Hospital for Children to provide round-the-clock care in its Level III NICU as well as inpatient pediatric unit and the pediatric emergency department.

“NICU families have a different kind of relationship with the Hospital than other patient families,” Dr. Glenn Kaplan, MLH chief of neonatology explains. “Sometimes they are with us every day for weeks, even months, at a time.”

Parents envision taking their babies home. The heartbreaking reality that not everyone can do that right away can be devastating. Ensuring that family members can be present with their newborns—just as they would in a perfectly healthy scenario—is critical.



The new NICU at BMH was designed with prolonged family visitation in mind. “We are using creative features including glass, half-walls and curtains to provide a more intimate, private space for each family, while maintaining optimal visibility and access for our clinicians,” says NICU nurse manager Barbara Mahoney. “We will also have better control of the environment when it comes to lighting and noise, which is so important to the babies in our care.”

Two family overnight suites are available adjacent to the unit in

addition to two private on-unit rooms where mothers can room-in with their babies if need be. Private lactation rooms and a family lounge are also provided.

Those bonds forged between NICU families and the Hospital team during a time of such intense emotion can be long-lasting. “We have families returning to our NICU reunion parties whose kids are now in their 20s or even older,” says Dr. Kaplan, who has cared for multiple generations of NICU babies within a single family. Grateful parents have gone on to join the Parent’s Advisory Network, which helps fundraise for all of the Main Line Health NICUs and provides a system of support for families with similar experiences.

From just hours-old to several months, the babies in Bryn Mawr Hospital’s NICU may be our youngest and smallest patients, but our commitment to these families and the facilities that serve them are an equally vital part of the modernization project and future of Bryn Mawr Hospital.

**& NOW**



Rendering of the new NICU



## PHILANTHROPY SUPPORTS DONOR MILK

**B**abies born weighing less than 1,500 grams or earlier than 32 weeks gestation are at a higher risk for serious diseases and nutritional deficiencies that can sometimes prove fatal.

The ideal diet for at-risk premature infants is either maternal breast milk or human donor breast milk, in addition to Prolacta, a fortifier based on human milk.

Providing an exclusively *human* milk diet increases the chances of achieving optimal health, provides protection from infectious diseases, and helps these babies be able to tolerate feedings.

But not all babies have access to or adequate amounts of breast milk from their mother.

In 2017, Bryn Mawr Hospital purchased more than \$7,500 in human breast milk and an additional \$260,000 in human milk fortifier during the course of caring for 185 babies.

The Neonatal Intensive Care Unit Fund of the Bryn Mawr Hospital Foundation has, for years, been essential in sustaining the department's needs—from educational initiatives to equipment.

Now, as increasing emphasis has been placed on an exclusive human milk diet and demand has grown, the Hospital is under increasing financial pressure, having funded these expenses entirely from operations in past years.

Moving forward, donations to the NICU Fund will be a vital source of support to sustain this critical source of nutrition.



## Pavilion Progress

PAVILION CONSTRUCTION CONTINUES ON SCHEDULE AND ON BUDGET. THE PHOTOS BELOW SHOW THE PROGRESS IN JULY 2017, JANUARY 2018 AND FEBRUARY 2018.



2018 marks the 125th anniversary of Bryn Mawr Hospital. Since its founding in 1893, the Hospital has been sustained by the generosity and good stewardship of the community it serves. Philanthropy is more than a proud tradition. The gifts of friends and grateful patients fund many core programs and services that patient



revenue alone cannot support. It is therefore fitting that this year also marks the conclusion of the *For Every Generation* campaign—the most successful fundraising initiative in Hospital history—which is helping to ensure that Bryn Mawr will remain a superior community teaching hospital for generations to come.

## 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



In photo (from left): Ryan, Jennifer, Cindy and Bruce Terker

## FROM EVERY GENERATION

“We’re giving this to the doctor who fixed my broken heart,” the little girl exclaims—proudly thrusting an envelope forward.

Every year since she was born, Jennifer Terker has accompanied her parents, Cindy and Bruce, to the Bryn Mawr Hospital Neonatal Intensive Care Unit (NICU) to present the staff with a charitable gift benefiting the department.

That little girl went on to attend Agnes Irwin, graduate from George Washington University with a degree in Journalism, and is now 27, living in Brooklyn, working as an associate producer for CBS news.

Cindy and Bruce remember December 2, 1990 like any parent would—as the birth of their beautiful baby girl. But their moment of bliss was shattered when Jennifer was whisked away, admitted to the NICU, and ultimately diagnosed with holes in both the top and bottom chambers of her heart.

Those were hard first days—far beyond the anxiety any new parent experiences—watching for each breath, weighing every diaper, measuring fluids, managing medications.

At just two weeks old, Jennifer turned blue due to congestive heart failure. She was failing to thrive. She needed surgery to survive.

“We couldn’t be more grateful to Bryn Mawr Hospital for diagnosing Jenni so quickly, caring for her for weeks as an inpatient, and coordinating so seamlessly with the Children’s Hospital of Philadelphia when it came time for her open heart surgery at just 11 weeks old,” says Cindy.

Thanking Dr. Kaplan and the team at BMH each December became a Terker family ritual. “Bryn Mawr became *our* Hospital. All of our pediatric care would be at BMH. Our son Ryan would be born at Bryn Mawr.” Cindy joined the Parents Advisory Network and the BMH Foundation Board (where she is currently serving her 3rd term), and is presently serving as Co-Chair of the Gerhard Society, which recognizes Hospital donors contributing \$1,000 or more annually.

When the Main Line Health Board of Governors approved expanding the scope of the Hospital’s modernization project to include a new NICU, the Terkers made an additional pledge on top of their existing Campaign commitment to dedicate the new unit.

You can be sure when it opens in early 2019, Jennifer will return to the Hospital to greet Dr. Kaplan once again with that same heart of gratitude.

## HOSPITAL RECEIVES \$1 MILLION GRANT FROM COMMONWEALTH OF PENNSYLVANIA

Bryn Mawr Hospital was awarded a \$1 million grant from the Commonwealth of Pennsylvania through the Redevelopment Assistance Capital Program (RACP) to support the Campus Modernization Project. The program is administered by the PA Office of the Budget for the acquisition and construction of regional economic, cultural, civic, recreational, and historical improvement projects.

Pennsylvania Governor Tom Wolf visited Bryn Mawr Hospital in the fall of 2017, touring areas including the Patient Pavilion construction site. "The tour of Bryn Mawr Hospital was an excellent opportunity to see the hospital and health system's commitment to patient care and comfort; two very important aspects of health care that might be overlooked if not prioritized," said Governor Wolf.



In photo (from left): MLH President and CEO Jack Lynch and BMH President Andi Gilbert describe BMH Master Facilities Plan to Governor Tom Wolf.

## GENERATIONS OF GIVING—LAST CHANCE TO MAKE YOUR MARK ON BMH HISTORY

June 30, 2018 will mark the end of the most successful fundraising endeavor in Bryn Mawr Hospital history. Almost one year ago we surpassed our \$30 million goal to support the Hospital's transformational Campus Modernization Project. "But we didn't stop there," says Michael Criscuolo, Bryn Mawr Hospital Foundation Executive Director. "There is still time left and every dollar raised beyond goal frees up resources to support the Hospital's other programmatic and capital needs that may otherwise have been put on hold."

One especially meaningful way to make your mark on Bryn Mawr Hospital history is to participate in

**Please help us receive a challenge match gift! If 250 people contribute to this initiative before June 30, 2018, a generous anonymous benefactor will give \$75,000.**

the *Generations of Giving* appeal. Gifts of \$500 and above will be recognized with a personalized inscribed leaf, adorning a beautiful tree display—the symbol of the *For Every Generation* Campaign—to be located in the Patient Pavilion. This is the final opportunity and most accessible way to receive permanent recognition through the Campaign.

"Even if you have already participated in the Campaign, please consider making an additional gift at this time," says Michael. "Every dollar makes a difference today and will have an impact on the generations to come."

[mainlinehealth.org/generationsofgiving](http://mainlinehealth.org/generationsofgiving)

Make Your Mark  
Your Inscription Here

**FOR EVERY GENERATION:  
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