



{ *Exceptional* }

THE CAMPAIGN FOR NORTHWESTERN MEDICAL CENTER



*As we look to the future, we are compelled to address the following changes in healthcare and our community:*

- ① Healthcare has changed dramatically in the past several years, as reform inspires new and better ways to deliver care.
- ② Our community's demographics reflect an aging population whose healthcare needs have also changed.
- ③ The transition from inpatient to outpatient care continues and promises to accelerate even more quickly in today's environment of improvement and reform.

Because we are determined to be a leading catalyst for the future of healthcare in our region, we must adapt our aging infrastructure to address these changes and equip us for a new era. Simply, we must offer greater access to care in more efficient, flexible and contemporary facilities. To do this, we have established a 32 million dollar master facility plan that addresses a wide breadth of necessary services, all with the goal of making the delivery of our services even more patient-focused, sustainable and utterly distinctive.

*Jill Berry Bowen*  
*RN, Chief Executive Officer*

“THERE IS ONE MANTRA, ONE MISSION, TO WHICH WE HAVE HELD FIRM THROUGHOUT OUR HISTORY—EXCEPTIONAL CARE.” —Jill Berry Bowen

{ EXCEPTIONAL }  
*Care*





SINCE 1883,  
WE'VE BEEN A PART  
OF THIS COMMUNITY,  
BOTH AS THE LEADING  
HEALTHCARE PROVIDER  
IN THE REGION AND  
AS A SIGNIFICANT  
CONTRIBUTOR TO  
THE COMMUNITY.



approximately  
**1,900** inpatients  
each year

over  
**27k** Emergency Department  
visits annually

over  
**8,000** Urgent Care patients



nearly  
**450** babies born in  
the comfort of our  
home-like Family  
Birth Center

we conduct more than

**6k + 340k + 52k**

surgical & outpatient  
procedures lab tests diagnostic imaging  
exams

OUTSIDE THE WALLS OF  
OUR FACILITIES, NMC  
PLAYS AN ENORMOUSLY  
IMPORTANT ROLE AS  
A LEADING ECONOMIC  
DRIVER IN THE REGION

**750** people employed throughout  
the hospital & practices

**\$50** million to the  
regional economy

**\$129** million in patient  
care provided







# { EXCEPTIONAL Standards }

## Continuing to provide exceptional care:

NMC consistently ranks at or near 100% on national core measures of clinical quality. Our rate of infection following surgery is significantly less than the national average. In addition, NMC has won seven Avatar awards for “Overall Patient Satisfaction” in the past eight years. To maintain these high national standards and to continue providing exceptional care, we must be able to provide our patients with facilities built for success.

While many of our current facilities are already built for success (*e.g. surgical services and diagnostic imaging*), others are in dire need of upgrading based on the following challenges currently facing us:

- 1 NMC’s service area is growing, and growing older. The 65+ demographic is projected to grow a staggering 22% in the five years between 2013 and 2017. Increased utilization of healthcare services by our elderly requires reconfiguring our facilities to address ease of access.
- 2 Despite NMC’s strong quality and patient satisfaction ratings, NMC’s semi-private rooms raise privacy, noise, and infection control issues. Sharing a room when you are significantly ill is no longer the accepted standard of care and our Medical, Surgical, and Intensive Care Units have not been altered in 20 years.
- 3 NMC currently lacks adequate space to meet the growing community demands for Medical Cardiology, Pulmonary Clinics, and other specialties. Space limitations are also impairing the anticipated growth of Lifestyle Medicine (wellness and prevention) and limiting rehabilitation and educational programming.

*Our aging and undersized hospital was built for an earlier era of healthcare focusing on inpatient care, yet the care we provide is now approximately 80% outpatient. Clearly, the mismatch between facility design and care provision compromises our healing environment in areas such as flexibility, efficiency, infection control, tranquility, and patient satisfaction.*

“IT’S A SMALL COMMUNITY. WE KEEP TRACK OF EACH OTHER.”

—Kathleen Riley, Retired NMC Nurse



RENOVATED MAIN ENTRANCE & CLINICAL SPACES

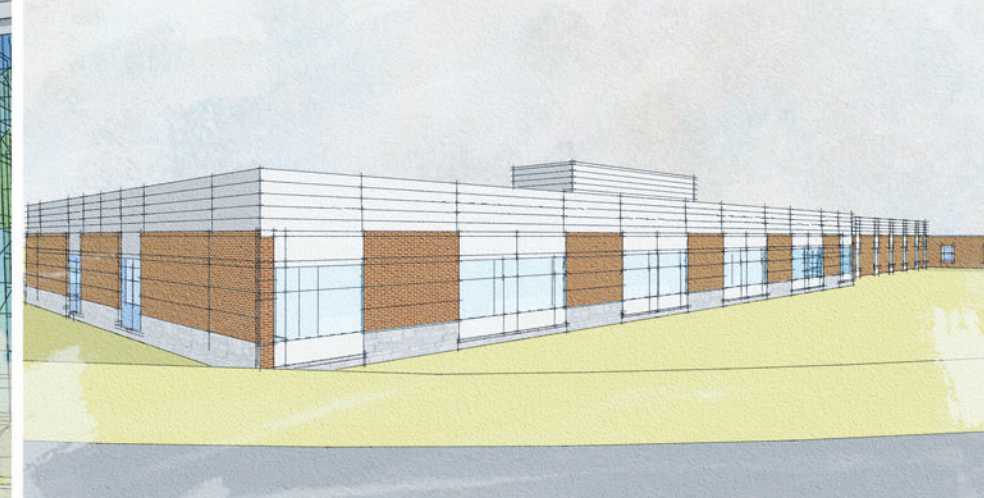


{ *Future* }  
EXCEPTIONAL



MEDICAL OFFICE BUILDING

PRIVATE ROOMS & MEDICAL/SURGICAL UNIT



## INCREASED OUTPATIENT SERVICES

Forecasts indicate a national increase of 23% in outpatient care as the population ages and as medical care evolves. NMC will enhance its Outpatient Services with three inter-related projects: (1) a renovated main entrance; (2) new clinic space for Cardiology, Pulmonology, Obstetrics and Gynecology, and Medical Clinics; and (3) an attached medical office building.

## RENOVATED MAIN ENTRANCE

The main entrance, lobby, and registration renovations will provide for improved patient drop-off, a more welcoming environment, efficient access to more centralized registration, and enhanced way-finding. The architecturally distinct area will befit the level of exceptional care our patients have come to expect and deserve, and mirrors the vision of excellence and sophistication moving forward.

## NEW CLINIC SPACE

The new space will allow NMC to better meet the evolving needs of the community for specialty practices. Currently, Cardiology and Pulmonology are housed in an undersized renovation of the former Medical Records Department. Obstetrics and Gynecology is in a building separate from the Family Birth Center. A number of medical clinics have left our community, in part due to lack of sustainable efficient space for part-time practices. Vast improvements will be made by creating a dedicated, highly-flexible environment for visiting, embedded and

employed specialties, as well as improving sustainability of service and access to care. The space will be directly attached to the hospital near the main entrance, and will connect to the new medical office building through an enclosed walkway.

## MEDICAL OFFICE BUILDING

The new multi-specialty medical office building calls for the co-location of multiple practices into a highly-efficient, collaboratively-shared space, facilitating a common standard of care and culture. Initially, it will house Primary Care,

Urgent Care, Orthopaedics, and Interventional Pain, with a shelled second floor providing efficient expansion opportunity to meet future needs. The modern best-practice design of this building will also allow for efficient, flexible exam rooms—allowing for a variety of needs to be met in one space, increased patient convenience, reduced confusion and efficient use of embedded services such as X-ray and phlebotomy. The medical office building will be strategically positioned at the front of the campus and have its own entrance for ease of access.

## PRIVATE ROOMS FOR MEDICAL & SURGICAL UNITS

A hospital is the place where patients and their families, caregivers and leaders come together for the common purpose of restoring a patient to good health. The issues each of these parties face all come into sharp focus in the patient room. Advancing technology, infection control, restfulness, patient and family experience, and caregiver efficiency are all significantly improved by having private rooms and maximize our healing environment.



# {EXCEPTIONAL Opportunity}

“OUR VERY FIRST PRIORITY IS HELPING TO BETTER THE LIVES OF OUR PATIENTS. FOR US AT NORTHWESTERN, IT’S A COMMITMENT, A PASSION, INGRAINED IN OUR DAILY WORK AND LONG-TERM STRATEGIC THINKING. WE NOW MOVE BOLDLY INTO A NEW ERA IN WHICH OUR OBJECTIVE IS AS MUCH ABOUT PRESERVING HEALTH AS CURING ILLNESS, IMPROVING ACCESS TO OUTPATIENT CARE WHILE REMAINING ETERNALLY READY IN EVERY CLINICAL DEPARTMENT FOR AN INPATIENT STAY IF ONE IS CALLED FOR, AND STAYING AHEAD OF THE CURVE AS HEALTHCARE REFORM CHALLENGES US. THESE ARE RESPONSIBILITIES WE EMBRACE AND CHERISH.”

*John Hango*

*President of NMC Board of Directors*

*We* need your help to continue to provide the best, life-saving, life-enriching care we can. It will take an extraordinary commitment of resources to make our vision of exceptional infrastructure a reality.

*Please consider making a donation and join us as a philanthropic partner in creating the future of healthcare in our region.*





Office of Development

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*Director of Development*

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# { *History* } EXCEPTIONAL

THE DEDICATION OF  
KERBS MEMORIAL HOSPITAL,  
1949