Generations of Care

REIMAGINING PROMEDICA TOLEDO AND TOLEDO CHILDREN’S HOSPITAL CAMPUS
AS A COMMUNITY OWNED, NOT-FOR-PROFIT HEALTHCARE SYSTEM, PROMEDICA’S MISSION IS TO IMPROVE YOUR HEALTH AND WELL-BEING.

ProMedica is committed to making connections that make our community healthier – continuing our legacy of caring for generations. As the area’s leading clinical experts, we connect people to quality care, regardless of ability to pay. As the community’s largest employer, we connect people to income that boosts the local economy. As a non-profit, we connect our revenue and resources to fuel improvements and innovations. Which means many vital connections are made beyond our walls. Would you like to learn how we can partner together to keep our community healthier?

“Our very namesake, ProMedica – for health – defines the essence of who we are, not just at our flagship Toledo Hospital and Toledo Children’s Hospital, but throughout our health system. As we navigate healthcare’s changing landscape and prepare for the future, we come back to an enduring belief that has spanned the generations: It’s the health of our patients that matters most.”

—Randy Oostra, President & CEO, ProMedica
Welcome to the future of healthcare in Northwest Ohio and Southeast Michigan.

AT PROMEDICA, WE ARE EMBARKING ON A BOLD JOURNEY TO SHAPE AND ADVANCE HEALTHCARE IN OUR COMMUNITIES FOR DECADES TO COME.

We call it our “Generations of Care” vision, backed by major donor campaigns with the same name to support multiple projects across our 27-county service area bridging two great states.

ProMedica’s hospitals, clinics, and other services have long-standing histories in our cities and towns, many with 100-year-plus legacies. These are the places that have spanned generations of patients and families who have turned to our doctors, and providers, in their time of greatest need – trusting that they and their loved ones would receive the best, most compassionate care available, anywhere.

The ability to provide such a high level of care, at convenient locations close to home, has been made possible over the years by a rich history of community-based philanthropy. The family names on the signs adorning the ProMedica system, and throughout our lobbies and hallways, remind us of the stories of personal generosity and dedication that define our communities.

Now, in the face of new challenges and opportunities, we are launching a series of Generations of Care projects that will further secure the health and well-being of patients across our region. Our most pressing priorities include:

- The renovation and repurposing of ProMedica Toledo Hospital and Toledo Children’s Hospital, including construction of a new patient-care “Generations Tower” to ensure exceptional healthcare far into the future.
- A new state-of-the-art cancer center in Fremont that will offer convenient access to first-class cancer care in response to a growing community need.
- A new, full-service hospital in Lenawee County to replace ProMedica Bixby and Herrick Hospitals, with up to 80 acute care beds, an emergency department, and specialized surgical capabilities.

The timing is right. The will is there. The economy is on the upswing. And our vision – springing from the needs of our communities – is far-reaching. To fully deliver on these projects, at the size, scope, and pace that area residents deserve, we again turn to our friends and partners to join ProMedica.

We’ll do our part, leveraging our strong fiscal performance in recent years and drawing significantly from our funds to invest in this vision. But we cannot do it alone. Please join us as, together, we make our vision a reality and touch the lives of generations now and to come.
Our vision for healthcare in Toledo starts not by looking forward, but by looking back to the values and principles that have guided healthcare in this city and region for multiple generations, dating back to the founding of Toledo Hospital in 1874.

In the decades that have followed, residents of Toledo and Lucas County, and well beyond, have turned to what is now ProMedica Toledo Hospital for their health needs. Whatever the issue, grave or minor, illness or injury, birth or near death, they have entrusted us with their care.

More recently, with the founding of ProMedica Toledo Children’s Hospital, families in our region have seen pediatric healthcare taken to a new level. They know that their babies and children require the specialized skills, facilities, and equipment only an accredited children’s hospital can provide.

The best qualities of these two hospitals – state-of-the-art, specialized, patient-focused care delivered close to home, and in a safe and caring environment – are driving a bold vision to transform healthcare in Toledo and the extended region for decades to come.

- The first phase of this vision, the “Renaissance Tower,” opened in 2008, signaling a new day for healthcare in our community, with 289 private rooms for children and adults, world-class surgical and intensive care units, a children’s cancer center, a stroke center, and more.
- This next phase, the Generations of Care initiative, including the new “Generations Tower,” will complete a total remaking of ProMedica Toledo and Toledo Children’s Hospitals. The new facility will ensure that the exceptional healthcare generations, past and present, have depended on will carry forward to future generations.

It will cost as much as $355 million to build and equip the Generations Tower with the latest medical technology and equipment. As a not-for-profit health system, ProMedica will do its share, investing more than $200 million to advance this major undertaking. That’s our way of demonstrating a system-wide commitment to improving the health and well-being of our patients.

But we cannot do it alone. Only with your generous support can we realize our vision to serve you and your loved ones, and our friends and neighbors – now and far into the future. We are hoping to secure as much as $30 million in new community support for the Generations of Care initiative at the Toledo Campus.

Together we can leave a remarkable legacy of hope and healing.
A New Era of Healthcare Begins Now

The new Generations Tower – replacing an aging, inefficient facility that dates back to 1927 – will be more than a sparkling new building with modern amenities, beautiful spaces, and pleasing aesthetics. While we’re excited by the site plans and architectural renderings, that’s not the full story. Here’s what’s most important to know as you consider supporting this project:

The facts:

• **The new campus will position ProMedica Toledo Hospital as the region’s leading tertiary care center.** Most patients with serious and complex health conditions will no longer need to leave the region for their care. They will have access right here in Toledo to leading medical specialists and sophisticated technologies – housed in modern facilities that promote coordinated, convenient, high-quality care.

• **Moving forward, bringing together women’s and children’s health in a single facility will offer significant benefits, including improved access to specialized medical services and more cost-efficient use of clinical resources.** Mothers requiring adult care will remain with their newborns, a huge step forward given the sheer number of births at ProMedica Toledo Hospital (nearly 4,000 a year, more than all other hospitals in Toledo combined).

• **Other medical disciplines will benefit from co-location as well.** Cardiovascular services, for example, are currently scattered across four buildings at ProMedica Toledo Hospital. The Generations Tower will promote more seamless and safe care for patients with heart disease and further collaboration between physicians, nurses, and other health workers.

• **Private patient rooms will accelerate renewed health.** All patient rooms in the new tower will be single-occupancy, leading to improved patient care, decreased medical errors, and reduced risk of cross infection. Most notable: private rooms lead to shorter hospital stays on average.

• **Additionally, the new patient rooms will include state-of-the-art smart technology – contributing to safety, quality and efficiency.**

• **Building space for future academic training and partnerships will assure ongoing access to the medical professionals needed today, and for decades to come.**

• **The new facility will be a magnet for talent.** Our own physicians say that the newly repurposed campus – and the ways in which it will facilitate superior healthcare – will be a tremendous asset to both hospitals by positioning them to compete favorably for, and hold on to, the best doctors. That’s a plus not just for ProMedica, but for all of Toledo.

THE GENERATIONS OF CARE CAMPAIGN WILL HELP CHANGE THE FACE OF HEALTHCARE IN TOLEDO AND SURROUNDING COMMUNITIES FOR THE NEXT 50 YEARS AND BEYOND.
The Generations Tower at a Glance

ABOVE CONCEPT: ARRIVAL TO THE NEW PROMEDICA TOLEDO AND TOLEDO CHILDREN’S HOSPITALS.

Highlights of the new Generations Tower:

• ProMedica will lead the industry in the development of a truly modern patient tower incorporating the latest technology, design principles, and processes to create a facility that advances our Mission and values and ushers in the future of healthcare in Toledo.

• The building design will reflect our commitment to ensure the most effective treatment and comfort for our patients, visitors, and staff. It will provide a hospital environment that is warm, inviting, and in line with best practices for delivering healthcare in the 21st century.

• The new patient tower will replace the hospital facility constructed in 1927, and expanded in the 1950s and 1970s. The Generations Tower will create efficient, safe, flexible patient care environments and seamless care by co-locating and consolidating key services.

• Lobby, retail, and dining areas on the ground floor will create a welcoming, convenient patient experience. Seamless connections between surgery, imaging, women’s health, heart and vascular, and new patient beds will make for a consistent, easy-to-navigate experience.

• Construction of the new tower opens the door for us to repurpose existing space in a better, more efficient manner and enhance our women’s and children’s services now and in the future.
**TODAY AT PROMEDICA TOLEDO AND TOLEDO CHILDREN’S HOSPITALS**

<table>
<thead>
<tr>
<th>Current State</th>
<th>Future State</th>
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<tbody>
<tr>
<td>Fragmented and dispersed care</td>
<td>Seamless connections between surgery, imaging, women’s health, and heart and vascular services</td>
</tr>
<tr>
<td>Shared patient rooms</td>
<td>Private patient rooms to promote improved safety and care</td>
</tr>
<tr>
<td>Cramped, outdated, disconnected spaces</td>
<td>500,000 sq. ft. of state-of-the-art spaces to maximize patient health and use of medical technology</td>
</tr>
<tr>
<td>No clear entry point for patients, hard to navigate</td>
<td>Clear entry, improved access, way-finding, and parking for patients throughout campus</td>
</tr>
<tr>
<td>Decades-old, energy inefficient facilities</td>
<td>Greatly reduced carbon footprint through increased energy efficiency</td>
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</table>

**SOON, WITH YOUR HELP: THE NEW GENERATIONS TOWER**

(Est. scheduled completion: 2019)
Toledo Hospital was founded through the efforts of a group of women who launched a campaign to start a hospital.

More than 50 years later, another major fund-raising effort, led by 500 volunteers, resulted in the construction of Toledo Hospital at its present North Cove Boulevard site.

We’re thankful for our donors, past and present – they have helped us tremendously. Now the stakes are even higher. The Generations of Care Campaign marks a turning point as we look to philanthropy again to help align our resources with our ambitions.

At first glance, the importance of your partnership may not be obvious given the size of ProMedica and perceptions of our “wealth.” Here’s some needed context:

• **PROMEDICA IS LARGE, WITH 13 HOSPITALS, 306 SITES ACROSS 27 COUNTIES AND TWO STATES, AND MORE THAN 16,000 EMPLOYEES AND 2,300 HEALTHCARE PROVIDERS.** Our size is driven solely by the health demands of those we serve. Last year alone, system-wide, we had more than 4.4 million patient encounters, 383,000 ER visits, 64,000 surgeries, and 9,400 births.

• **OUR TOLEDO HOSPITALS ARE RECOGNIZED AS AMONG THE BEST, AND BEST-RUN, IN THE MIDWEST. AS GOOD STEWARDS AND PRUDENT FISCAL MANAGERS, WE CONSISTENTLY OPERATE IN THE BLACK – WITH RECENT OPERATING MARGINS IN THE RANGE OF 3%.** Our donors know their philanthropy is not needed to “pay the bills,” but to advance innovations, expand programs, and bring our facilities in line with our Mission.

• **THERE’S A SAYING IN HEALTHCARE THAT BEARS REPEATING: NO MARGIN, NO MISSION.** As a not-for-profit health system, we continually reinvest our “profits” to keep our communities healthy. We treat anyone who comes through our doors, regardless of ability to pay. Last year we provided more than $150 million of community benefits, the majority for free and/or reduced-pay care for patients without insurance or other means to pay for care. For us, that’s a point of pride, not a burden.
Why philanthropy?

Simply put, our resources alone are not enough to advance our vision for health in Toledo and the extended region, particularly as the healthcare landscape continues to shift. Margins are shrinking, and cutbacks in Medicaid reimbursements – affecting 40% of our patient population – are deepening. Many hospitals are deferring renovations, scuttling expansions and scaling back services.

We’ve chosen to move forward with the Generations of Care initiative and support this project with more than $200 million from our own funds. This is not the time to put the health and well-being of our community on hold. This is the time to complete this project at the scale envisioned. We must look to you, our donors, and to philanthropy, as never before to make it happen.

Generations of Care
FOR MORE THAN 140 YEARS, PROMEDICA TOLEDO HOSPITAL HAS TREATED NOT JUST THE RESIDENTS OF LUCAS COUNTY, BUT PATIENTS FROM ACROSS THE 27 COUNTIES THAT PROMEDICA SERVES.

Today, many of our state-of-the-art clinical programs are housed here, assuring we can provide patients exceptional care close to home and in a locally owned, locally controlled healthcare system.

ProMedica Toledo Children’s Hospital, the region’s only accredited children’s hospital, was founded just over 20 years ago. But our commitment to caring for the children of our region, and their children, traces back to the 19th-century founding of Toledo Hospital. These two cornerstones of our community hold memories both new and age-old.

It’s here where many of our parents and grandparents, and great-grandparents, were born. It’s here where our loved ones and colleagues have been treated for cancer, had successful heart or brain or spinal surgery, fought depression, were diagnosed with diabetes, or recovered from a traumatic accident.

And it’s here where many of us today continue to celebrate new life, even against all odds when we see the wonders of a palm-sized preemie baby stabilized and sent home after months of care.

ProMedica remains committed to the health and well-being of the communities we serve, by all measures. Our decision to consolidate administrative offices into a single downtown Toledo facility will ultimately bring thousands of jobs to the heart of the city and allow more space on our hospital campuses to be devoted to care and clinical services. This downtown consolidation – with a goal of being budget neutral — will jump start the region’s economic development and boost its true downtown hub. This will benefit current and future retail, commercial, cultural, and social investments.

Likewise, our Generations of Care vision at the ProMedica Toledo and Toledo Children’s hospitals will improve the physical health and wellness of our communities. It’s a project that will bring new hope and renewed pride to a recovering city, anchored by two outstanding hospitals that are right around the corner.

Please join us in leading the way.

Please join us in leaving a lasting legacy.
REIMAGINING PROMEDICA TOLEDO AND TOLEDO CHILDREN’S HOSPITAL CAMPUS

Generations of Care

promedica.org
Generations of Care – Toledo

OUR TOLEDO HOSPITALS AT A GLANCE

PROMEDICA TOLEDO HOSPITAL

• ProMedica Toledo Hospital, founded in 1874, is the flagship hospital within ProMedica.

• It is the only hospital in Ohio to be named a Distinguished Hospital for Clinical Excellence (top 5% in the nation) for three years in a row (Healthgrades).

• ProMedica Toledo Hospital has also been named as a recipient of the Patient Safety Excellence Award (top 5% in the nation) for five years in a row.

PROMEDICA TOLEDO CHILDREN’S HOSPITAL

• ProMedica Toledo Children’s Hospital, founded in 1993, was the first medical center in northwest Ohio dedicated exclusively to the care of children.

• The hospital operates separately from adult facilities at ProMedica Toledo Hospital, allowing Children’s to devote all of its resources to enhancing the care of children with illnesses and injuries.

• Today, ProMedica Toledo Children’s operates as a “hospital within a hospital,” allowing for high-quality, specialized care to meet the medical needs of children in every community we serve.

PROMEDICA HEALTH SYSTEM

• 13 hospitals
• 306 sites
• 27 counties in two states (Ohio and Michigan)
• 4.4 million patient encounters system-wide
• More than 600 providers/ProMedica Physicians, with 1.4 million annual patient visits
• 2,300+ physicians with privileges
• Four ambulatory surgery centers
• 16,000 employees
• 2,245 volunteers
• 44 boards, committees/councils, foundations
• 487 volunteer board members
• 2,300+ licensed inpatient beds
• 81,632 inpatient discharges
• 64,000 surgeries
• 9,400+ births
• 383,000+ ER visits
• 159,329 home care visits
• $1.9 million in community advocacy
• Nearly $130 million in community benefit
### NAMING OPPORTUNITIES
#### MAJOR AND LARGE GIFTS

<table>
<thead>
<tr>
<th>DEDICATION SPACE</th>
<th>SUGGESTED GIFT</th>
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<tbody>
<tr>
<td>Naming of Hospital x2</td>
<td>50,000,000</td>
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<tr>
<td>Generations Tower</td>
<td>25,000,000</td>
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<tr>
<td>Grand Entrance Plaza</td>
<td>10,000,000</td>
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<tr>
<td>Outpatient Lobby</td>
<td>2,000,000</td>
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<tr>
<td>NICU</td>
<td>2,000,000</td>
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<tr>
<td>PICU</td>
<td>2,000,000</td>
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<tr>
<td>Heart and Vascular and ICU Floor</td>
<td>2,000,000</td>
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<tr>
<td>Coronary Care Unit</td>
<td>2,000,000</td>
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<tr>
<td>Neuro ICU</td>
<td>2,000,000</td>
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<tr>
<td>Interventional Lab</td>
<td>2,000,000</td>
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<tr>
<td>Units (7 adult ICU’s, 11 adult intermediate units)</td>
<td>2,000,000</td>
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<tr>
<td>Radiology Department</td>
<td>2,000,000</td>
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<tr>
<td>Gift Shop</td>
<td>1,500,000</td>
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<tr>
<td>Chapel</td>
<td>1,000,000</td>
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<tr>
<td>Hyperbaric Oxygen Chamber (department)</td>
<td>1,000,000</td>
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<tr>
<td>Cafeteria</td>
<td>1,000,000</td>
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<tr>
<td>Neonatal Abstinence Syndrome Unit - Named</td>
<td>1,000,000</td>
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<tr>
<td>Maternity Wing x2</td>
<td>1,000,000</td>
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<tr>
<td>Pharmacy</td>
<td>500,000</td>
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<tr>
<td>ProMedica Promenade</td>
<td>500,000</td>
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<tr>
<td>Nursery</td>
<td>500,000</td>
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<tr>
<td>PICU Playroom and Rehab Space</td>
<td>500,000</td>
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<tr>
<td>Physician Lounge</td>
<td>500,000</td>
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<tr>
<td>Cath Labs x2 (pre/post recovery and interventional labs)</td>
<td>500,000</td>
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<tr>
<td>Dialysis Unit</td>
<td>500,000</td>
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<tr>
<td>Surgical Suites x10</td>
<td>500,000</td>
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<tr>
<td>Observation Unit</td>
<td>500,000</td>
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<tr>
<td>Exterior Dining</td>
<td>500,000</td>
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<tr>
<td>Entry Garden</td>
<td>500,000</td>
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<tr>
<td>Amphitheater – Exterior Event Space</td>
<td>500,000</td>
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<tr>
<td>Interior Event Space</td>
<td>500,000</td>
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<tr>
<td>Chapel Garden</td>
<td>500,000</td>
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<tr>
<td>Rain Garden/Fountains</td>
<td>500,000</td>
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<tr>
<td>Sunrooms x15</td>
<td>250,000</td>
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<tr>
<td>Waiting Space x8</td>
<td>250,000</td>
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<tr>
<td>Music/Player Piano for Lobby - Named</td>
<td>100,000</td>
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<tr>
<td>Patient Rooms 300+</td>
<td>50,000</td>
</tr>
<tr>
<td>Post Partum and Antepartum Rooms x48</td>
<td>50,000</td>
</tr>
<tr>
<td>NAS &amp; NICU Family Room</td>
<td>50,000</td>
</tr>
<tr>
<td>Exterior Artwork</td>
<td>TBD</td>
</tr>
<tr>
<td>Interior Artwork</td>
<td>TBD</td>
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</tbody>
</table>

Updated February 24, 2016
WAYS TO GIVE
There are many ways for donors to support The Generations of Care Campaign. The following examples are not intended to provide specific financial or tax guidance:

RESTRICTED AND UNRESTRICTED GIFTS
Gifts of any size may be designated for a specific purpose or made without restrictions. Unrestricted gifts enable ProMedica Toledo Hospital and ProMedica Toledo Children’s Hospital to allocate funds to support this project in ways that are most timely.

GIFTS OF CASH
Most gifts to the campaign will be cash contributions, for which donors may receive tax benefits if they itemize deductions.

APPRECIATED SECURITIES
Donors may realize tax advantages by transferring gifts of appreciated securities (stocks, bonds, or mutual fund shares), avoiding a capital gains tax and receiving a tax deduction for the stock’s full market value.

MATCHING GIFTS
Many companies match donations that employees make to organizations such as ProMedica Toledo Hospital and ProMedica Toledo Children’s Hospital. Donors are urged to ask their companies to match their gifts when possible.

PLANNED GIFTS AND BEQUESTS
Many donors can make a substantial gift through planned giving and bequests. The ProMedica Foundation can provide details at your request. Combinations of outright and deferred gifts are welcome.

NAMING OPPORTUNITIES
Donors can make gifts in honor of a loved one or may want to associate their name or family name to this major capital initiative. The ProMedica Foundation would welcome the opportunity to discuss naming opportunities for the Generations Tower.

For more information or to explore other methods of giving, please contact the ProMedica Toledo Hospital Foundation office at 419-291-0137.
PLEDGE FORM

I wish to support Generations of Care – Toledo with a total gift of:
$ _____________ over_________year(s) (maximum of 5)

DONOR INFORMATION

This gift is from (check one) ☐ an individual or family ☐ a business

Name:* ____________________________________________

Business name:* __________________________________

Address: __________________________ City: __________ State/Zip: ________________

Email: __________________________________________ Phone: ______________________

*As you would like it to appear in recognition materials or ☐ I/we wish to remain anonymous.

Signature: __________________________ Date: ______________________

GIFT INFORMATION

Naming opportunity requested: ________________________________________________

☐ My employer will match my gift.

This gift will be made by (check all that apply): ☐ check ☐ credit card ☐ stock ☐ other

Please check one:
☐ My total donation is enclosed.
☐ I intend to pledge my gift over the period of: ☐1 ☐2 ☐3 ☐4 ☐5 years Pledge beginning: ____/____ (mm/yy)
☐ Please bill me: ☐ once ☐ monthly ☐ quarterly Start date: ____/____ (mm/yy)

Credit card information (check one) ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card number: __________________________ Exp.: ____/____ (mm/yy) Three-digit code: _________

Signature: __________________________ Date: ______________________

Your contribution is tax-deductible to the extent allowed by law.

Please make checks payable to ProMedica Toledo Hospital Foundation
5217 Monroe St., Suite A-1 Toledo, Ohio 43623 | 419-291-0137