



For *Every*  
Patient

THE YORK HOSPITAL  
CAMPAIGN



# WITH LOVING KINDNESS



A woman visiting her mother at York Hospital stopped in the hall to read a prominently displayed promise. "With loving-kindness, we devote ourselves to others," it began.

The woman nodded in recognition. In the four days her mother had been at the hospital, and in the flurry of appointments preceding her stay, that promise never wavered.

Everyone – from the MRI technician to the surgeon, the admissions staff to the night nurse – was compassionate and respectful. And the same loving-kindness was extended to visiting family and friends.



She wasn't the first to notice that York Hospital does more than post its vision statement in the hall. For over 100 years the people of York and throughout Southern York County have counted on the Hospital for exceptional medical care delivered with love and respect.

But today York Hospital's promise of quality, compassionate care faces critical challenges.

A lack of private rooms compromises the privacy of patients and their families, and the Hospital's surgical center is severely strained by increased demand for services.

With the support of the communities and individuals York Hospital has served since 1906, these challenges will be met. The promise will be kept – *For Every Patient.*

**"This campaign isn't about bricks and mortar. It's about our promise to provide every patient compassionate and exceptional care – today and in the future."**

– Jud Knox, President, York Hospital



# FOR THE SAKE OF A PROMISE

In 2007, there were 16,336 surgeries and special procedures performed at York Hospital. That's almost 8,800 more than in 2000, an increase of more than 115%.



The promise is clear: provide the best, most advanced, and most compassionate care possible for every York Hospital patient.

Demand has more than tripled since 1997, when there were 55,634 inpatient and outpatient services provided. This year, that number was 152,110. And as the Seacoast population continues to grow – and age – demand for medical services also grows.

York Hospital has found innovative ways to respond to changing needs, including partnering with tertiary care hospitals in Boston and Portland and creating satellite medical services in Wells, South Berwick, Berwick, and Kittery.

Today, York Hospital is keeping its promise to its patients by embarking on its largest construction project since the Hospital added a new wing in 1983 – a \$17 million endeavor to privatize patient rooms, expand and renovate the surgical center, add a dedicated helipad and improve parking. The *For Every Patient* campaign to raise \$10 million for this project will allow York Hospital to provide exceptional, caring service — on a human scale — far into the future.



A digital rendering of the facade of the new York Hospital expansion

**“My family and I have used York Hospital many times. This is a loving Hospital – an amazing treasure for everyone who lives here. We have a duty to help keep it the wonderful place it is.”**

– Doug Bracy, Chief of Police, York, Maine



## PERSONAL GLIMPSES

Betty wasn't sure what was happening. The words in her mind weren't connecting with her mouth. She felt slightly dizzy and sick. When her husband got her to York Hospital's ER, it was quickly determined she had suffered a stroke. Within minutes, Betty, her husband, and York Hospital physicians and nurses

were in a private room, receiving a consultation, via two-way, closed-circuit video, with a team of stroke neurologists at Massachusetts General Hospital. The TeleStroke service is one way York Hospital keeps its promise to every patient to surpass expectations of care.

# FOR EXCEPTIONAL CARE



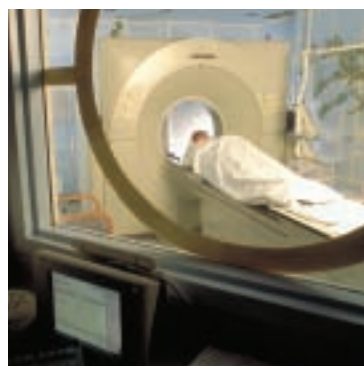
# FOR PRIVACY AND RESPECT

Surgery is the epicenter of any hospital. It also tends to be the cause of greatest anxiety among patients and requires their greatest trust. That's one reason demand for surgery at York Hospital is so great: patients know they will receive the same exceptional, skilled care in the operating room that they expect from all of the Hospital's services.

With 200 affiliated physicians, including 46 surgeons, the three operating rooms are in constant use. Non-emergency situations sometimes can't be scheduled for weeks.

And a lack of adequate space for specialized equipment — in the ORs as well as in storage — has limited the range of surgeries that can be performed.

The *For Every Patient* campaign calls for expanding the Surgical Center, to include two new ORs, improve storage and sterilization space, and provide private recovery rooms for every patient.



Sharing a room and bathroom with another patient and the patient's family and visitors is the number one complaint noted on York Hospital surveys.

It's not a self-indulgent concern. Several published studies link well-designed, private hospital rooms with shortened lengths of stay, decreased rates of in-hospital infections, and increases in focused nursing care. In fact, the American Hospital Association has recently declared private rooms as the standard of care.

York Hospital, as usual, is ahead of the curve. It was one of the first hospitals in Maine to seek permission to eliminate semi-private rooms. The renovated rooms will have better space for bedside technology, expanded storage, and comfortable family space. Patients will be comfortable and relieved to know that York Hospital will not charge them more for private rooms.

A successful *For Every Patient* campaign will ensure that by 2012 every patient at York Hospital will have the dignity and calmness of a well-designed private room.



**“In February, 2007, I suffered severe abdominal pain and went to York Hospital's Emergency Room. A CT scan confirmed my fears – a massive flare-up of my Crohn's Disease – I was scheduled for immediate surgery. But more important, the doctors noticed a spot on my right kidney. Their thoroughness led to a diagnosis of a malignant kidney tumor that was later successfully removed. My wife and I owe a debt of gratitude to York's ER staff and talented surgeons. Without discovering the tumor, our lives would be much different today.”**

- J.N., grateful patient

## PERSONAL GLIMPSES

Henry was exhausted, but restless. It was his second night in the hospital after surgery and he wanted to watch TV. But he was concerned he would disturb his elderly roommate, who was moaning in his sleep. He knew the man was seriously ill. His extended family had been there all day, talking in urgent whispers,

some of them crying. Henry felt he was invading their privacy. But the hospital had already moved him once to provide a bed to a young woman who had been waiting several hours in the ER. Henry would have been a lot more upset, except that everything else about the care and service at York Hospital was so great.



# FOR THE GREATER COMMUNITY

York Hospital lives up to its description as a community hospital. It is committed to providing exceptional care for everyone who needs it within the eight communities it serves in Southern York County.

That means providing more than \$4 million in care to uninsured and underinsured families in 2007. It means giving rides when needed for medical appointments; delivering meals and prescriptions to at-home patients who can't get out; offering therapeutic massage to women who have had mastectomies; supporting many Southern York County social service agencies and programs.

It also means delivering, without delay, the best possible care. Sometimes that involves sending a patient by helicopter to a tertiary medical center. Currently, cars have to be moved before a medevac helicopter can land in the parking lot. A new, designated helipad is another goal of the campaign, along with additional parking spaces.

The hospital also is aware of its presence in York Village. The exterior of the expanded Surgical Center facing Lindsay Road, for instance, is designed to blend in with the surrounding historical neighborhood.

**“There is a unique partnership between York Hospital and the community it serves. The hospital has made tireless efforts to make an impact on the quality of life here — not just inside the walls of the hospital, but in every home and business.”**

– Lorraine Boston, Executive VP, Chief Lending Officer, Kennebunk Savings Bank;  
Vice Chairman, York Hospital Board of Trustees



# FOR EVERY PATIENT

For more than 100 years, York County's year-round and summer residents have counted on York Hospital being there when they needed care. And for more than a century, York Hospital, as a non-profit organization, has reinvested its resources back into meeting the health care needs of the community.

York Hospital is at a critical crossroads. It must have improved and expanded surgical facilities and private patient rooms to continue to deliver exceptional care for every patient.

The success of this major capital project, the largest in the hospital's history, will depend, in large part, on the philanthropic support of the community. Now is the time for York Hospital to count on the businesses, citizens, and communities it serves. York Hospital's Board of Trustees is prepared to reach out to our community to seek major support for the *For Every Patient* campaign.

Your generous investment in York Hospital will make you an important partner in ensuring that it continues to provide quality, compassionate and loving care, close to home. The hospital is counting on you to help make this project a reality - for you, your family, your neighbors and your friends – *For Every Patient*.

**“With 10 grandchildren, we have been to the Hospital many times over the years and know first-hand of the exceptional care — we feel very fortunate that York Hospital is in our community. For this reason, our family decided to make a generous gift to the *For Every Patient* campaign. We believe that when this campaign is over, everyone who contributes will know that their gift has changed people's lives, and our community, for the better.”**

– Carolyn Peterson, Campaign Ambassador

# For Every Patient

THE YORK HOSPITAL  
CAMPAIGN

An amazing 92% of patients answering a routine post-service survey rate their experience at York Hospital as “exceptional.”

## For Every Patient Leadership

### Campaign Ambassadors

Dana Foster  
Carolyn Peterson  
Gretchen Ramsay

### Campaign Steering Committee

Deborah Pease, *Chair*

Asi Akhtar  
J. Thomas Albright, MD  
Jay Barrows  
Lorraine Boston  
Crystal Butler, RN  
Linda Dickson  
Danal Epstein  
Dawn Fernald  
Ann Hussey  
Jud Knox  
Richard Lampert, MD  
Mike Major, MD  
Susan McDonough  
Michael McGrath  
Leisa Muccio  
Ala Reid  
Jeffrey Thurlow, MD

### York Hospital Board of Trustees

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Lorraine Boston, *Vice Chairman*  
Henry F. Warner, Jr., *Treasurer*  
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Stephen Jendzejec, DO  
Deborah Pease  
Suzi Raeside  
Ala Reid  
Oscar Stone  
Hunt Walton  
David Yarian, MD  
Jud Knox, *President*, York Hospital

## For Every Patient Projects

Private Room Conversion and Renovation: \$5 million (1)

Surgical Center Expansion and Renovation: \$10 million (2)

Helipad/parking: \$1 million (3)

Project fees and expenses: \$900,000 (4)

## Funding Sources

For Every Patient Campaign: \$10 million (1)

New Debt Financing: \$2,500,000 (2)

Board Designated Funds: \$2,500,000 (3)

Operating Funds: \$1,900,000 (4)

## For further information, please contact:

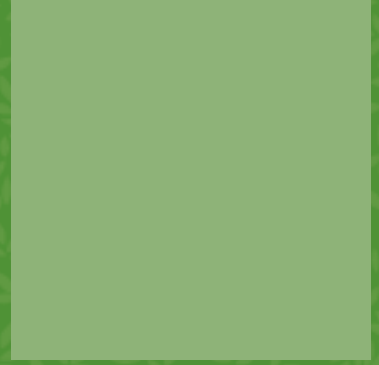
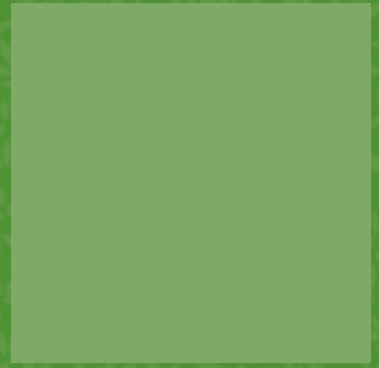
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“What do patients want? Great docs, relief, first-rate technology, to be treated really well as a person, to leave a hospital in better shape than when they arrived. And they want to maintain their dignity and, as much as possible, their privacy. At York Hospital, that’s exactly what we want for every patient.”

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THE YORK HOSPITAL  
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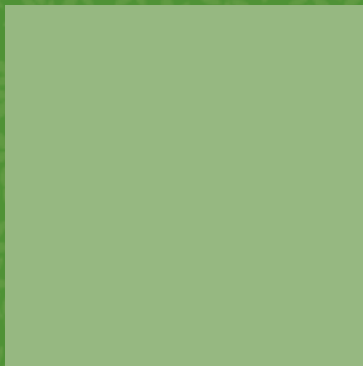
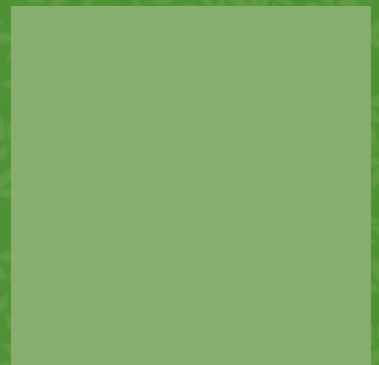
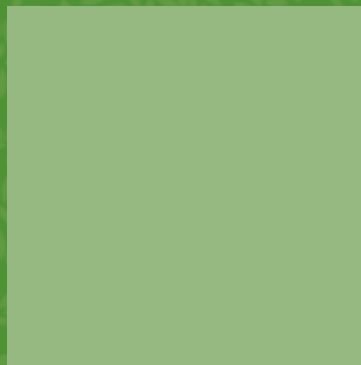
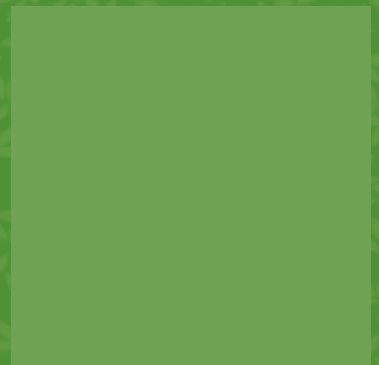
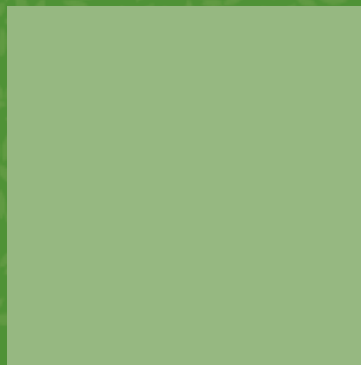


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