



Hazel Hawkins Hospitals Foundation Campaign for the New ER

Caring For Our Community
HAZEL HAWKINS HOSPITALS FOUNDATION
www.hazelhawkins.com/foundation

Campaign for the New ER: Message from the Campaign Chair



Mary McCullough, Campaign Chair

I'm proud and excited to be leading the Hospital Foundation's latest effort to support Hazel Hawkins Memorial Hospital through the "Campaign for the New ER." I have been associated with Hazel Hawkins for 45 years as a member of the Auxiliary, the Hospital Foundation, and past President of the District Board. **Set to open in December, 2009**, the new ER is a monumental project that will contribute to the overall welfare of our community. The value of this new facility is immeasurable. I can think of no other project I've been more excited to witness than the construction of the new Emergency Department!

As you probably already know, the new ER is funded through Measure L. Overwhelmingly supported by the local community, Measure L provides funding for the new ER, the Support Services Building, and a future Women's Center.

Why, then, do we need to raise funds for the new ER?

Measure L funding covers construction costs and equipment or technology "attached to the walls." Funds raised through the "Campaign for the New ER" will help make our ER the very best it can be by providing funding for moveable equipment.

The Foundation has already raised \$188,000. Proceeds and donations from our 2007 and 2008 Dinner-Dance events lay the groundwork for this effort. Our goal is to raise \$500,000 for ER equipment. With your help, we will reach that goal!

My husband Gerald and I have made our pledge, I hope you will join us in supporting our new ER!

A handwritten signature in black ink that reads "Mary McCullough". The signature is written in a cursive, flowing style.

Donors to the New ER Receive:

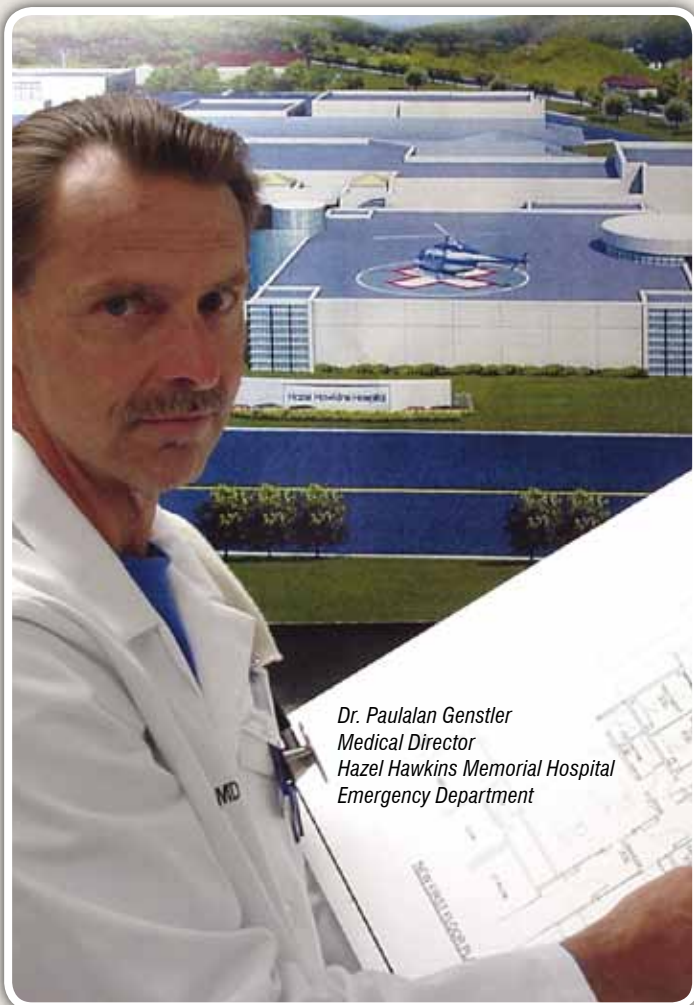
- Your name on the donor plaque prominently located at the entrance to the ER
- The room or area you support named for you or someone you designate
- Your name added to the list of donors found on the Foundation webpage
- An invitation to an exclusive pre-opening hardhat tour of the new ER!



Currently under construction, the new ER will feature:

- 15,000 sq. ft. in additional space with
- 18 fully-equipped Exam Rooms including a
- 4-room Fast Track unit
- Decontamination and Isolation rooms
- 3-room Trauma Bay
- Life Flight Helicopter Pad
- Larger Ambulance Bay
- Digital Radiology Suite
- State-of-the-Art Computer System
- Large Waiting Area
- Lifesaving Technology

Your Support WILL Make a Difference!



*Dr. Paulalan Genstler
Medical Director
Hazel Hawkins Memorial Hospital
Emergency Department*

“It has been almost 45 years since there has been a major expansion of Hazel Hawkins’ ER. The number of people seeking emergency medical care at Hazel Hawkins has more than doubled in that time. Adding to the skyrocketing number of ER patients is the increasing number of individuals who use the emergency room as their only healthcare option. 56% of all admissions to Hazel Hawkins Hospital come directly from the ER. With 15,000 sq. ft. of additional space we will be able to triage our patients and use specially-designated rooms for critical patients vs. those who need basic medical care. This system of care will allow more efficient use of staff and resources and cut down on wait times.”

There have been tremendous advances in emergency medicine and technology over the past four decades. Most new medical technology is digital, small, light-weight and portable. Portable hi-tech equipment helps save lives, time, and money. One piece of equipment can be moved from room to room and used to treat or test patients in many different locations within the ER. New digital technology provides clearer images and faster results that can be shared electronically with physicians and specialists. With these advanced diagnostic tools providers can arrive at a diagnosis and begin treatment in much less time.

Through the “**Campaign for the New ER**”, the Hazel Hawkins Hospitals Foundation’s goal is to raise \$500,000 for such equipment.

Make A Gift or Pledge Today!

- Use the postage-paid envelope enclosed to mail in your check or make a pledge.
- Log on to www.hazelhawkins.com/foundation to donate via PayPal using a credit card, or download a donation form to mail in with your check or credit card information.



- Hazel Hawkins Hospital employees can make a gift through payroll deduction. The payroll deduction form can be found on the web page (listed above), or call the Foundation office at ext. 2653 to have one sent to you.
- Contact Hazel Hawkins Hospitals Foundation Director, Leah Dowty by calling (831) 636-2653 or email ldowty@hazelhawkins.com with questions or to discuss your gift options. The Foundation office location and mailing address is 911 Sunset Drive, Hollister, CA 95023.



Campaign for the New ER: NAMING OPPORTUNITIES

The Emergency Department Building (1) — \$500,000

With 15,000 sq. ft., the new ER will be triple the size of the old facility. There will be 18 exam rooms including a 4-room Fast Track unit, a 3-room Trauma Bay, 11 exam rooms, a larger Ambulance Bay, and a Helipad located on top of the building. The new facility will serve 25,000 – 30,000 ER patients per year.

Digital Radiology Suite (1) — \$250,000

Hazel Hawkins' new ER will be the only facility of its kind in the Monterey/Santa Cruz/San Benito County area with its own CT scanner. Having a Digital Radiology Suite within the ER enables rapid diagnostic results so providers can begin treatment immediately.

Life Flight Helicopter Pad (1) — \$50,000

Not every emergency room has a helipad! At HHMH we feel it is critical that we provide this service to the community. The unique design of the new ER has the Helipad located on top of the building itself with elevator access to the main facility. When every second counts, transport by helicopter is by far the quickest way to get a patient to the critical specialty care they need.

Trauma Bay (3 rooms) — \$50,000 ea.

There will be a three (3) room Trauma Bay in the new ER for our more critical patients. Larger than a treatment room, these “critical care rooms” will be fully stocked with life-saving medications, and equipped with state-of-the-art critical care monitoring technology.

Fast Track Unit (4 rooms) — \$25,000 ea.

With implementation of a new “fast track” system, ER patients with non-life-threatening illnesses or injuries such as a sore throat or sprained wrist will be seen in the “fast track” unit by a mid-level provider. This system reduces wait times and makes best use of resources for our ER patients. 40–50% of ER patients are suitable candidates for the Fast Track System.

Central Staff Work Station (1) — \$10,000

The “hub” of the new ER, the Staff Work Station is located in the center of the facility, just off the triage area and trauma bay. This is where doctors and nurses will be reviewing charts, ordering tests or transport, accessing patient records, monitoring patients, consulting with other providers and coordinating care.

Treatment Room (11 rooms) — \$10,000 ea.

The essential element of the new ER will be the eleven (11) treatment rooms. Some rooms will be equipped for specialties such as Ear, Nose and Throat cases, Psychiatric, Orthopedic, and OB/GYN cases. The availability of these large, private rooms will enable us to see patients quickly and more efficiently.

Ambulance Bay (1) — \$10,000

The new ambulance bay provides a covered, private entrance for those brought to our ER by ambulance. Two ambulances can dock at one time.

Physician and Staff Study/Lounge areas (1 each) — \$5,000 ea.

By nature emergency medicine is messy and exhausting. The Emergency Room is open 24/7. Emergency Room physicians and staff work long hours with shifts up to 36 hours at a time. Within the new ER there are two (2) private study or lounge areas; one for staff and another for physicians. These lounges will have reference libraries, lockers, changing areas, kitchen facilities and sleeping quarters.

Conference Room (1) — \$2,500

By using the ER conference room, ER physicians and staff will be able to stay in the ER for meetings and training sessions - keeping them close to patients whenever they are needed.

Emergency Department Director's Office (1) — \$1,500

It's critically important that the ER Director have office space within the new facility, again to be available whenever he/she is needed.

Emergency Room Equipment — \$1,000+

Though Measure L funding pays for the construction and equipment that is “attached to the walls,” \$1,335,000 is needed for the CT scanner as well as modular or mobile equipment.



To download a donation form, go to www.hazelhawkins.com/foundation