



# CARE BEYOND MEDICINE™



THE CAMPAIGN FOR  
ST. VINCENT CHARITY MEDICAL CENTER

*A Ministry of the Sisters of Charity Health System*

## A Partner in Cleveland's Renaissance



Cleveland is on the rise again, and there is a palpable momentum. It is a “hot” city with world-class natural assets and cultural amenities. The nation is taking notice as the city attracts more conventions and visitors from around the world. In 2016, more than 55,000 conventioners are expected to descend upon the city as a result of the Republican National Convention. **More people are working and living downtown than any time in the past half century and, as a result, the need for healthcare has never been greater.** Nearly 155,000 patients pass through the doors of St. Vincent Charity Medical Center annually. More than 30,000 of those are Emergency Department services, and those numbers are climbing.

In today's rapidly evolving healthcare environment and with the consolidation of large systems, there is a clear role for St. Vincent Charity. Not only is it the last faith-based provider in the city, it is “Cleveland's downtown hospital.”



## Regional Impact

This quiet jewel has weathered several turbulent consolidation storms of its own in the past 20 years, experiencing nearly \$30 million in operational losses on an annual basis as recently as 2011. Dr. David Perse was brought in as President to turn the medical center around through robust physician recruitment. With the help of the Sisters of Charity Health System, the hospital today has stemmed the tide of operating losses and is now profitable to again proactively invest in programs and facilities to meet the growing demands of this city and its people.

St. Vincent Charity never wavered from its mission and has become once again, **a home for proud and skilled physicians, both employed and independent, recognized as among the finest in their specialty.** They come to practice for all the reasons they went into medicine ... an opportunity to use their creativity and entrepreneurial spirit to heal patients. Our nurses and caregivers provide service in a manner which consistently garners the highest ratings in most every metric-based patient satisfaction survey.

The very presence of St. Vincent Charity is a testimony to the broad and vibrant healthcare marketplace in Northeast Ohio. Now representing **a regional economic impact of nearly \$160 million annually, the medical center employs more than 1,200 caregivers and directly impacts employment for an additional 1,300 jobs.** St. Vincent Charity is the 8th largest employer in downtown and has been an integral part of the Northeast Ohio community for 150 years, proud to offer high-quality and accessible care to all. In recognition of this growing community need, the Sisters of Charity Health System has invested more than \$34 million in St. Vincent Charity Medical Center in recent years. They do this for the many patients in Cleveland only we will treat.





## A Vital Component of a Larger Healthcare Environment

To continue as a vital component of the larger healthcare environment, we must address future needs and respond to the increasing demand for care as the city's population grows. Building on our legacy, we will continue to innovate.

In the next five years, we will recruit more entrepreneurial physicians in centers of excellence who will have the freedom to revolutionize new treatment protocols. This model at St. Vincent Charity is already improving patient care, reducing costs and increasing patient volume to sustain our growth. That increased demand will require us to renovate and expand our facilities to further enhance patient care and the visitor experience. **We envision an integrated medical campus downtown, actively developing our partnerships with Cleveland's vibrant academic institutions to create new avenues for research, product development and health-related careers;** and focus on pastoral care education and issues of mental health and addiction that are of special concern to our community.

*“Fortunately, the City of Cleveland does not need to build a downtown hospital to serve the projected business and residential population in the next 10 years. We’re already here.”*

*– Dr. David Perse, President and CEO*





# Key Priorities for the Next 5 Years: The Focus of our Funding Initiative

To meet the specific needs of this city and the region, we have identified key priorities for the next five years.



We will continue to:

**Be a home for physicians who value their relationship with patients** over an employer mandate. More than 60 active medical staff physicians have been recruited since 2011 because they value the autonomy to treat their patients and their unique medical needs in a caring environment.



**Take our renowned spine and orthopedic program beyond the operating room into a university-affiliated engineering lab** providing a pathway to market for surgeon-designed and tested devices; our surgeons have combined to perform more than 40,000 spine and orthopedic surgeries, one measure of their experience and expertise. Blue Cross and Blue Shield has named St. Vincent Charity as a Designated Blue Distinction Center for spine, one of only two in Greater Cleveland, another measure of how efficiently we deliver high-quality patient care.



**Expand screening and treatment of mental health and addiction** through a comprehensive program that serves a wide-ranging adult population from emergency to inpatient, geriatric, outpatient and ongoing supportive care; Rooted in Alcoholics Anonymous and the recovery movement, Rosary Hall is led by national experts in addiction medicine and is a teaching ground for future specialists.



**Lead in the fight against obesity as a disease** and its associated effects; St. Vincent Charity pioneered bariatric surgery in Northeast Ohio. Since 1997, it has helped more than 7,000 individuals lose more than 700,000 pounds, more than any other provider in the region. According to the CDC, Ohio has an obesity prevalence rate of 30-35% and nationally, the obesity epidemic has been estimated to increase medical costs by \$147 billion annually.



**Grow as a teaching hospital** in partnership with Cleveland State University, Kent State University and the Northeast Ohio Medical University (NEOMED), with a robust residency program that includes 52 residents in internal medicine, 9 in podiatry, 6 in dentistry, 2 addiction medicine fellows, and 8 chaplain residents and interns.

*“The opiate epidemic is killing people every day in Ohio and destroying lives. We’re now treating more people than we ever have in the past with no end in sight. Who else is going to treat these individuals? We created the first inpatient opiate detox unit in the county. We are saving lives and families.”*

*– Dr. Christopher Adelman, Medical Director, Rosary Hall*

## The Sisters of Charity of St. Augustine “In All Things, Charity”

‘Charity’ is central to our foundresses’ charism and spirituality. It remains a proud part of the medical center’s name. Jesus Christ exhorted all persons to be charitable, not as in simply giving a handout, but to be hospitable, kind and compassionate to one another, to treat all people with dignity. We answer God’s call to foster healing and promote wellness for all.

As part of the medical center’s campaign, the Sisters of Charity of St. Augustine have committed \$34 million in recent years to improve facilities and enhance its programs.

**In a rapidly changing healthcare environment, their financial commitment ensures a strong, sustainable future for St. Vincent Charity in Cleveland.**

Cleveland’s oldest private hospital, St. Vincent Charity Medical Center, continues to be a leading model for healthcare delivery in Northeast Ohio. By our service, we strive to transform hurt into hope, especially in one’s most vulnerable moments.

Most patients today are insured and able to pay for treatment. For those who have the means to pay, **charity represents the heart and spirit in which we deliver their care.** For our patients who still cannot pay, philanthropic support from the community helps to provide nearly \$10 million annually. Our faith-based mission demands that we care for the poor and value the worth, dignity and sanctity of every human person.



*“Above all things have fervent charity among you: for charity shall cover the multitude of sins. Use hospitality one to another without grudging.”*

*1 Peter 4:8-9*



## Our Caregivers. Our Strength. Our Difference.

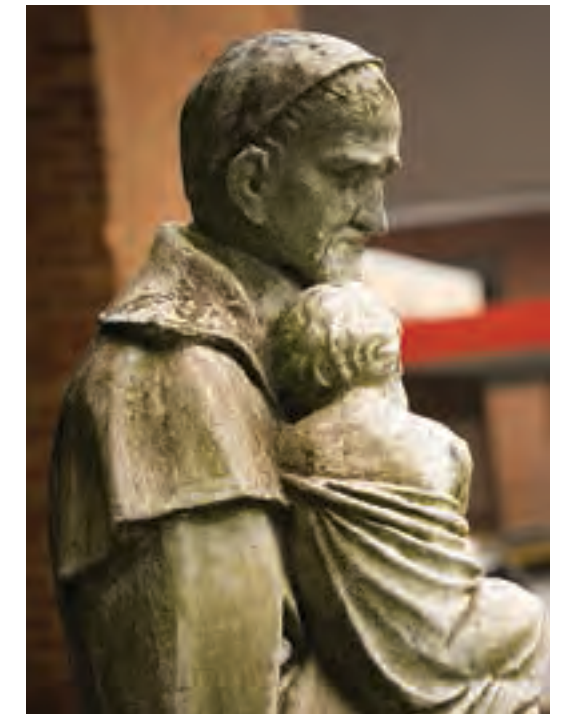
Across all medical disciplines, we deliver care beyond medicine by solving clinical problems while providing a personal concern for all patients. To understand the vision for St. Vincent Charity Medical Center, it is essential to understand the caregivers who have built our reputation:

### ***Our caregivers are innovators.***

Our clinicians have been, and continue to be, pioneers in their specialty areas. This history of creative solutions, born and nurtured from more than a century as an independent medical center, has developed hundreds of leading-edge breakthroughs in medicine and patient care and is a source of great pride. Though seldom recognized, that tradition of groundbreaking developments in healthcare, and the freedom that fosters such innovation, is a primary reason why more physicians are joining our staff.

### ***Our caregivers are loving hands at work in the world.***

**We serve all who walk through our doors, not because they are Catholic, but because we are.** Many of our caregivers come here to serve in a faith-based, patient-centered environment with experienced clinicians. It is not unusual to find a nurse or other caregiver who has spent more than 25 years or an entire career at St. Vincent Charity Medical Center. They stay because they extend the healing ministry of Jesus to all patients regardless of creed, race or socioeconomic status.



*“As Cleveland’s only Catholic healthcare medical center, not only does St. Vincent Charity play an instrumental role in the healing landscape of northeast Ohio; it is paramount to our sense of community. Without our mission-driven services, the region would face far-reaching social, economic, and healthcare consequences.”*

*– Dr. Michael Canales, Section Chief, Podiatry*



# Our Caregivers. Our Strength. Our Difference.

## Our caregivers focus on the dignity of patients.

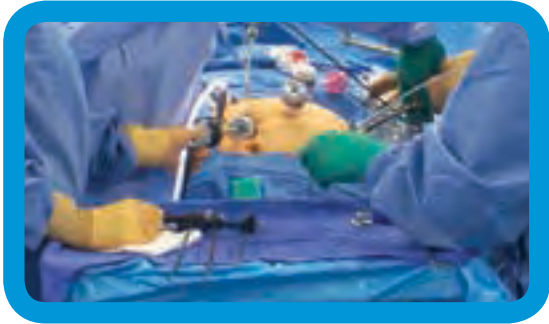
We know every patient wants to be heard and understood, to truly comprehend their diagnosis and treatment, to be healed and regain their potential. At a time when patients are their most vulnerable, we deliver an extraordinary experience by doing ordinary acts that allow patients to maintain their dignity. Our independence allows our caregivers to spend time listening, focusing on each patient more personally, allaying their concerns and restoring their hope and their health.

Over the last five years, St. Vincent Charity has consistently earned strong ratings in patient satisfaction surveys on the Center for Medicare and Medicaid Services Hospital Compare website. **Today, we are one of only five hospitals regionally to receive a 4-star rating in patient satisfaction.** This is but one measure that confirms that our patients rate us highly for the care they receive, with an overall inpatient satisfaction score consistently above the 80<sup>th</sup> percentile.



**2014**

*Dr. Michael Canales performed the first mobile-bearing total ankle replacement operation at St. Vincent Charity, now one of only a few physicians in the city to do so.*



**1997**

*We pioneered the field of bariatric surgery in Northeast Ohio to address the obesity epidemic, the root cause of many health conditions.*



**1956**

*Dr. Earle B. Kay performs the first open-heart surgery in the Midwest at St. Vincent Charity.*



**1952**

*Sr. Ignatia Gavin, C.S.A., established the first hospital-based treatment program for the disease of alcoholism.*

**2007**

*Dr. Louis Keppler performed the first short stem hip replacement in the United States.*



**1985**

*Dr. Arthur Steffee performed the first vertebral implant in the country, using a metal and plastic replacement he designed himself.*

**1873**

*St. Vincent Charity's first operating room opened; it is Cleveland's first amphitheater for demonstration of surgical and clinical procedures to medical students.*



*We have provided a safe and understanding place for the diagnosis and treatment of mental illnesses, including one of only six around-the-clock Psychiatric Emergency Departments in the nation.*



*We serve as a model program for training hospital-based chaplains with 12 interns and residents from 6 faith traditions.*





## Bound to the City We Serve

Only a handful of organizations in the city have existed for 150 years or more. St. Vincent Charity, like Cleveland, has known eras both good and bad, prosperity and the Depression. We have survived them all because we remain true to our founding health care mission.

Today, our strength can be found in the medical center's leadership, our proud connection to the Sisters of Charity of St. Augustine, and our perseverance in one of Cleveland's most impoverished neighborhoods. While daunting to some, our commitment to stay has been a benefit to residents of the city, and keeps us easily accessible near the intersection of four major highways. Like so many other Catholic and religious entities in Cleveland, **St. Vincent Charity has remained a neighborhood anchor, providing not just quality healthcare, but excellent jobs, economic stability, educational opportunity and committed community partnership.**

Serving generations of Cleveland's citizens, from the families of the city's civic and corporate titans to the ethnic, industrial class families who built many of the region's distinctive buildings and infrastructure, **St. Vincent Charity has**

**intentionally remained downtown.**

Serving both the rich and the indigent, it ensured that we would never lose sight of our Catholic mission to be accessible and "charitable towards the poor." Today, we are invested in the Central neighborhood and are most accessible to those living downtown and in the rejuvenated and growing neighborhoods of the Campus and Warehouse Districts, Tremont and Ohio City, and many of the parishes and Catholic communities throughout Greater Cleveland.

Whenever asked by the community's religious and political leaders to fill a need, the Sisters of Charity of St. Augustine have always responded affirmatively. They have founded hospitals, schools, orphanages, homeless shelters and care centers for women and children. They have been grace-filled stewards of the blessings bestowed on them, and in turn, have built stronger communities.

**Today, St. Vincent Charity Medical Center is ready to embark on its own renaissance, to match that of the city of Cleveland, and look toward its next 150 years. We build for Cleveland's promising future.**





## From Giving Hearts to Loving Hands

As we enter our 150<sup>th</sup> year of service, we are partnering with a community that has historically supported us to launch the next phase of a special funding initiative aimed at positioning us for the future. We seek any and all who can help us provide the resources to match our aspirations for this community.

**In the next decade, we will phase in a more than \$125 million vision for an integrated medical campus in downtown Cleveland. With \$34 million committed, we launch Phase II of that plan, a four-year effort to raise \$50 million in philanthropic support for critical improvements.** These projects are essential to maintaining our place as Northeast Ohio's premier, faith-based health care provider and downtown medical center.

We ask all in the community to carefully and prayerfully consider the place that St. Vincent Charity Medical Center has played in their lives and the lives of their family, friends and co-workers, and what role it plays as a safety net to our sisters and brothers who have less. **With loving and charitable hearts, we invite all to give as generously as they are able, and know that it makes a difference in the quality of life for all in Cleveland.**





# Campaign Objectives

- **\$34 Million**  
Already Committed
- **\$7 million**  
Reimagined Patient Experience
- **\$5.5 million**  
Facility Expansions/  
Renovations
- **\$2.25 million**  
Fund for Greatest Need
- **\$1 million**  
Endowed Chairs in  
Department of Medicine  
and Medical Residency
- **\$250,000**  
Honor Our Founders'  
Legacy

## CAMPAIGN - PHASE II

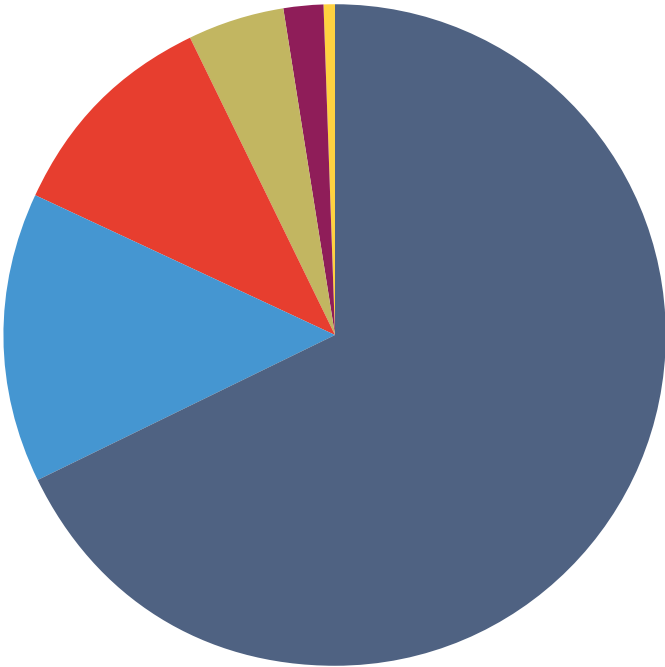


- Redesign the main entrance and lobby to improve the patient and visitor experience and convey the high quality care available in a faith-based, healing, environment. A new “front door” to announce our own renaissance, convey a safe and welcoming place to the hundreds of thousands who visit St. Vincent Charity each year, and enhance the medical center’s image;
- Install comfortable, cluster seating and environmentally controlled lounge areas for friends and families of patients;
- Streamline admitting processes and communication systems to minimize wait times;

- Expand dining space for visitors, patients and caregivers;
- Improve exterior signage to accentuate visibility and reflect our unique brand of faith-based care;
- Enhance internal signage to allow improved wayfinding and to guide patients and visitors to amenities such as the coffee shop, gift shop, admitting office, dining hall, administrative hallway and the Holy Trinity Chapel;
- Update public hallways with art and lighting that soothes and inspires; redesign the donor and Society of St. Luke recognition walls; and provide a contemporary renovation to administrative board and conference areas.



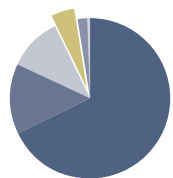
- Further expand our dedicated geriatric psychiatry unit to accommodate a growing elderly population currently underserved in Northeast Ohio;
- Construct a second catheterization lab to meet increased need for less-invasive cardiac and vascular intervention;
- Renovate outpatient Pharmacy on main floor and rename Clinical Pharmacy area;
- Plant modernization, energy efficiency, sustainability and safety initiatives.





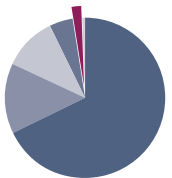
# Campaign Objectives

## CAMPAIGN - PHASE II



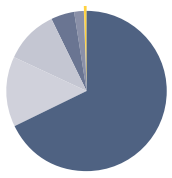
**\$2.25 million**  
**Fund for Greatest Need**

- The medical center relies on unrestricted operating funds to provide the necessary flexible resources to implement new or expanding initiatives. The Fund for Greatest Need supports special projects, provides emergency funds for patient families and new community outreach initiatives. This support ensures the hospital's continued success by investing in the people and potential of St. Vincent Charity and provides the margin of excellence in patient care.



**\$1 million**  
**Endowed Chairs in**  
**Department of Medicine**  
**and Medical Residency**

- An endowed chair of \$500,000 will help support the base salary and other salary components of chair holders.
- Endowing these positions assures our strength going forward.



**\$250,000**  
**Honor Our Founders' Legacy**

- In celebration of the hospital's 150-year anniversary, we wish to memorialize the legacy of the Sisters of Charity of St. Augustine with a dynamic interactive display as a way to preserve the medical center's faith-based mission.

## CAMPAIGN - PHASE III

### Surgical Pavilion - \$75 million

- Recognizing the trend toward outpatient surgery, we will construct a new surgical pavilion with its own entrance, efficient drop off and pick up areas and dedicated close-in parking for patients and their families.
- 12-16 spacious, state-of-the-art operating rooms for our growing surgical specialties
- Efficient Post Acute Care Units (PACU) to ensure dignity and privacy while enabling recovery from surgery
- Dedicated space for non-invasive and diagnostic procedures
- Streamlined admitting processes and dedicated pre-admission testing areas
- Lounge and waiting areas for friends and families with amenities that provide calm and comfort
- Private rooms for family and patient consultation with physicians and caregivers





## Investing In Our Future

St. Vincent Charity Medical Center thrives alongside healthcare giants in Northeast Ohio. We do this by being more agile in responding to community needs, more creative in treatment protocols and more personal in caring for patients.

Our location places us at the front door to the city from the south and in the heart of Cleveland's renaissance.

**A teaching hospital, we are centered between two evolving higher-education campuses and adjacent to a multi-million dollar public housing redevelopment as well as a rapidly growing downtown residential community.**

Downtown populations value convenience and accessibility of care and we strive to provide this to all. St. Vincent Charity Medical Center is uniquely located, not just where so many live, but also where they work and play. We must take advantage of our location and reputation and invest in providing the high-quality, faith-based care that has made **St. Vincent Charity Medical Center a pillar of our community.**

Our challenges have demanded that we be more resourceful and that we build on alliances where they make sense and can better serve this city. We embrace our cooperative relationships with Cleveland State, NEOMED, Kent State, Cuyahoga Community College, Care Alliance, Saint Ignatius High School, St. Martin de Porres High School and others.



**Nearly \$6 million in state transportation funding has been earmarked for planters and trees and landscape to beautify the street as well as repaving all driving lanes for the E. 22<sup>nd</sup> Street corridor.** Islands, crosswalks, sidewalks and bike lanes will be added to create a more pedestrian friendly neighborhood and better connect the medical center to the city's business and campus districts.



We must also create a space that is inviting and welcoming to the community, a space that inspires both calm and confidence. St. Vincent Charity is a beacon of hope in the Central neighborhood, but its public areas have grown dated and tired. We are reimagining the visitor experience to enhance the satisfaction of our patients and their families, an increasingly important measure that correlates directly to the medical center's reimbursement. A modern, inspiring, fresh, clean space would be an appreciable return on the investment we make in it.

**A successful campaign will reinvigorate our facility and reflect the strength of our medical staff, the hospital's brand and its faith-based mission.** It will better position us for future growth in areas of community need and launch the Third Phase of a significant funding effort. Those plans call for a surgical pavilion to meet the continuing growth of our medical staff and physicians who are leaving larger systems.

These enhancements will combine form with function and showcase technological design that speaks to St. Vincent Charity's legacy and relevance in healthcare, its commitment to the city and its warmth and compassion for patients and their families. **In short, this redesigned facility will connect the hope of our community with the promise of our mission.**

Embracing the belief that we are our brother's keeper, we reaffirm our commitment to the Sisters of Charity of St. Augustine from 150 years ago and answer the needs of our community today with our own contributions.

*“For where your treasure is, there will your heart be also.”*

*– Luke 12:34*



In support of our 150th Anniversary,  
Please make your gift and join us in providing

## CARE BEYOND MEDICINE™



Your gifts, no matter the amount, save and change lives for the better, help families find strength and comfort when they are most vulnerable, and allow those in the grasp of addiction to find freedom and support.



Your generosity ensures that Cleveland maintains its downtown hospital, a treasured asset in the healthcare industry, one of this city's renowned economic drivers.



Your support affirms your belief in the role that faith-based care has for all patients, regardless of religion and ability to pay.



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