



Because *Care* Matters

THE CAMPAIGN *for*
ROCHESTER REGIONAL HEALTH

Rochester General Hospital



Delivering Tomorrow's Healthcare, Today



When any company or organization has endured for more than a century, it's no longer just a business; it's a pillar of the community. It's an institution that residents can rely on and trust to provide them with quality service. And that's exactly what Rochester General Hospital has become.

We have proudly served our community for more than 150 years. In that time, we have not only earned the respect and patronage of Rochesterians, but we have also been recognized regionally and nationally for our clinical excellence.

But we didn't become the first-rate hospital we are today simply because we've been around for a long time. We're an exceptional hospital because we've always sought to do more for our patients. A perfect example of this is the new Sands-Constellation Center for Critical Care, which will not only be a world-class acute care facility, it will also be the embodiment of our undying commitment to continuous improvement.

The Because *Care* Matters Campaign is ushering us into a new era of care that will be defined by rigorous quality standards, increased safety and efficiency and enhanced patient experiences. I feel incredibly privileged to have the opportunity to lead during this exciting time in our hospital's history. I feel even more privileged to be doing so in such a supportive community.

Together, we can realize a great vision for our hospital, making the dreams of our future our present.

A handwritten signature in black ink, appearing to read "Kevin Casey, MD". The signature is fluid and cursive, with a small "10" at the end.

Kevin Casey, MD

President, Rochester General Hospital

We're Better Together

Because *Care Matters* is a comprehensive, and more importantly, system-wide fundraising campaign with an ambitious \$300 million goal. This bold effort is representative of our aspirations at Rochester General Hospital, as well as the other four Rochester Regional Health hospitals and its many affiliated locations.

CAMPAIGN
GOAL

RAISE AT LEAST
\$300 MILLION

5

HOSPITALS

150+

LOCATIONS

17,000+

PHYSICIANS, NURSES & STAFF



1 SYSTEM-WIDE COMPREHENSIVE
FUNDRAISING
EFFORT

1 PROMISE TO DELIVER THE BEST POSSIBLE
HEALTHCARE TO OUR COMMUNITIES

To keep our promise to deliver the best possible care to Monroe County and surrounding communities, Rochester General is creating state-of-the-art care environments throughout the hospital, predominantly through the construction of the new Sands-Constellation Center for Critical Care.

As part of Rochester Regional Health, our campaign efforts are contributing to the creation of a healthcare system that makes it possible for you to always receive exceptional care, regardless of the illness or injury, regardless of where you live. Together, we are working to help our communities lead a better, healthier life.



A YEAR AT ROCHESTER GENERAL

458,127
OUTPATIENT VISITS

128,286
EMERGENCY DEPARTMENT VISITS



Rochester General Hospital

Rochester General Hospital has served the community for more than 150 years—almost as long as the city’s existence. And as the city and its healthcare needs have evolved, so too has Rochester General and its pursuit of excellence. We have grown from a single building to a comprehensive care campus with region-leading services exemplified by the Lipson Cancer Institute, the Sands-Constellation Heart Institute and soon, the Sands-Constellation Center for Critical Care.

32,443
ADMISSIONS

23,391
SURGERY CASES

2,272
BABIES DELIVERED

As a 528-bed tertiary care hospital, we are among the region's leaders in the provision of comprehensive and innovative care, as well as a broad range of specialties. We have been recognized as a Breast Center of Excellence and Top 50 Hospital for Stroke Care. Additionally, the Sands-Constellation Heart Institute is one of the state's largest cardiology programs, making us a national Top 100 Cardiac Hospital.

Milestones in Care

- **1864** Rochester City Hospital (RCH) opens on West Main Street
- **1909** George Eastman gives RCH \$400,000 (worth more than \$9.6 million in 2017) for a new main building
- **1911** RCH renamed Rochester General Hospital (RGH)
- **1956** Northside Division of RGH opens on Portland Avenue
- **1966** Westside Division of RGH on West Main Street closes location after 102 years; services move into Northside Division
- **2003** Lipson Cancer Center established
- **2003** Form affiliation with Cleveland Clinic
- **2013** Sands-Constellation Heart Institute established
- **2014** Rochester General Health System and Unity Health System merge to form Rochester Regional Health

Delivering the highest level of patient-centered care requires more. More space. More technology. More opportunities for training and development. That's what the Sands-Constellation Center for Critical Care provides. Designed for efficiency, the seven-story, 312,000-square-foot center allows us to achieve a vital next step in our evolution through state-of-the-art surgical suites, advanced women's health and newborn care and patient-centric care rooms for the critically ill and injured.





The Sands-Constellation Center for Critical Care

Second Floor—Surgical Care

We're creating exceptional space for exceptional care providers. Our surgeons and nurses have been performing at an incredibly high level despite limited facilities. Soon they will have 20 new multi-disciplinary operating rooms equipped with technology that matches and magnifies their skill level, allowing us to provide the highest level of care to more patients. The Sands-Constellation Center for Critical Care will put us at the forefront of surgical care and establishes a model of quality for our entire system.



With more than 20,000 annual cases, Rochester General has the system's busiest operating rooms and is often running at maximum capacity. Our new surgical floor will not only enable us to do more for our community, but it will also give the community access to a facility that rivals or surpasses those found at hospitals larger in size.

Your Support Matters

Possibilities become reality when our technology and spaces match our expertise. Your gifts allow us to deliver care in state-of-the-art operating rooms that can accommodate more next-generation equipment, such as robotic and non-invasive technology.

With your help, we won't have to imagine what is possible. We'll be able to experience it. And all of it will gradually extend from our hospital to Rochester Regional's other four hospitals setting a system-wide standard of excellence.

Floor Highlights

- 20 operating rooms designed for orthopaedic, vascular, spine, neurological, gynecological and general surgery, among other procedures
- 28 private patient bays and extensive nurse support in an adjacent Post-Anesthesia Care Unit
- Multi-disciplinary, flexible system





The Sands-Constellation Center for Critical Care

Third Floor—Women's Health and Newborn Care

Healthier Moms + Healthier Babies = Happier Families. We're already recognized as a Center of Excellence in Minimally Invasive (Robotic) Gynecology and the first in New York to be a Certified Quality Breast Center of Excellence. Our new facility positions us to garner further distinction. We will be offering mothers and newborns 20 private rooms in the Postpartum Suite and 14 private rooms in the adjacent Rochester General Hospital Association Twigs Neonatal Intensive Care Unit, ultimately providing a broader range of care as well as more space and comfort.



Promoting and protecting the future of our community begins with the care of our smallest and most fragile patients and those who will look after them. That's why we have made a significant investment in our ability to aid in advancing the quest for better care for infants and their mothers in the Rochester community.



Your Support Matters

To offer more comfortable stays, to see less incidences of infection, to get the same special care whether a pregnancy is normal or high-risk—we need your help.

We want to provide mothers and their babies a home-like experience that's safe for them both. And we want to give our skilled team of obstetricians, neonatologists, pediatricians and nurse-midwives the most modern care environment that allows them to deliver highly specialized care as easily as routine care. With your support, we can impact the lives of so many families that depend on these different levels of care and treatments.

Floor Highlights

- 20 private rooms are designed to create a family environment centered around the mother and baby in the Postpartum Suite
- 14 private rooms provide families with a new level of care and comfort in the RGHA Twigs Neonatal Intensive Care Unit
- Enhanced infection control, safety and privacy





The Sands-Constellation Center for Critical Care

Fifth, Sixth & Eighth Floors—Patient-Centric Care

We're putting patients at the center of our universe. In many hospitals, the patient goes to where the care is. In our new Center for Critical Care, the care will go to the patient, regardless of how acute the need. The result is a more comfortable, less stressful and safer experience. Furthermore, every room on these floors will be private, and when the center is complete, so will every room in our hospital. This is what the best possible care looks like.



Exceptional. Outstanding. Remarkable. These are the kinds of words we are looking to hear when it comes to our patients' description of their experience. How do we ensure that happens? We create an environment that enables our care teams to do their jobs efficiently and effectively at every step of our patients' journeys to good health.

Your Support Matters

With your help, we can deliver better outcomes more often than ever before. The rooms we're creating are much larger, designed to accommodate more staff and equipment and better able to adapt to the level of care our patients need. That means once a patient is in their room, there are few reasons they should have to leave it.

Your gifts not only raise the level of care we are able to provide, but they also enhance how that care is delivered and how it makes our patients and families feel.



Floor Highlights

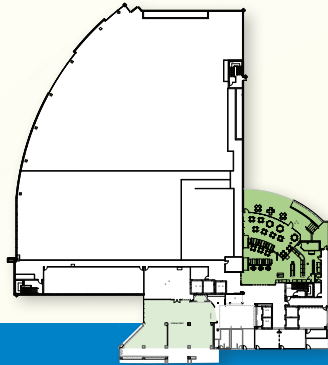
- 36 private patient rooms per floor (108 total), featuring patient, family, and caregiver "zones"
- Acuity-adaptable rooms that allow for progressive and critical care in the same setting
- Large, comfortable waiting areas for visitors on each floor



First Floor

Serves as the welcome point for the center, with public spaces for visitors and families, as well as elevator access.

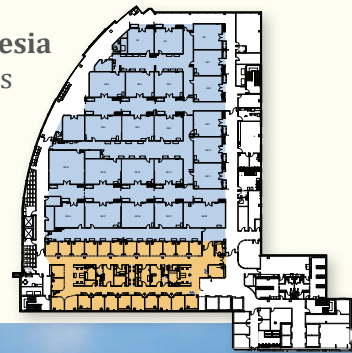
- A new **café** provides a convenient location for a meal or just a place to sit and relax.
- An open **atrium** connects the new building with the existing hospital and serves as a comfortable commons area.



Second Floor

A new state-of-the-art surgical center provides a better-equipped and more flexible system to handle interdisciplinary procedures.

- The **operating suite** consists of 20 operating rooms designed for various procedures, including orthopaedic, vascular, spine, neurological, gynecological and general surgery, among others.
- An adjacent **post-anesthesia care unit (PACU)** includes 28 private patient bays with extensive nurse support.



The Future of Our Healthcare

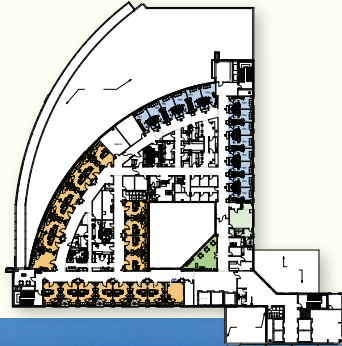
The Sands-Constellation Center for Critical Care is the most ambitious project undertaken at Rochester General Hospital since the current campus was built more than 60 years ago. Designed for efficiency, this significant addition to the hospital will enable us to continue to deliver the highest standards of patient- and family-centered care by improving patient flow, access, safety, privacy and comfort.



Third Floor

Collocated neonatal and maternity services provide vital care for babies and new mothers.

- The **RGHA Twigs Neonatal Intensive Care Unit** includes 14 private rooms for babies that provide more space and comfort for families, while enhancing infection control.
- The **postpartum suite** has 20 private rooms designed to ensure a family-centered environment around mother and baby.



Fifth, Sixth & Eighth Floors

The patient bed floors (configured identically) feature a total of 108 private, acuity-adaptable rooms that allow for progressive and critical care in the same setting, resulting in better patient outcomes and greater efficiency.

- 36 **private patient rooms** per floor, each with patient, family, and caregiver “zones” to enhance quality of care and comfort.
- Large, comfortable **waiting areas** are located on each floor.





Join Us



“We are proud and fortunate to live so close to a hospital like Rochester General. The level of care is outstanding, and the new Center for Critical Care is going to take it to an even higher echelon and serve as a catalyst for modernization across the hospital.

We want the best for the people who live here. This includes the most state-of-the-art healthcare possible and we feel it is our responsibility to help. When Rochester Regional Health flourishes, the entire region is stronger for it.”

Pat Riggs, MD and Gail Riggs, PhD

Because *Care Matters* Campaign

Vice-Chairs, Rochester General Hospital



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REGIONAL HEALTH**
Rochester General Hospital

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