



Because *Care* Matters

THE CAMPAIGN *for*
ROCHESTER REGIONAL HEALTH

United Memorial Medical Center



Building for the Next 100 Years



When thinking about where you want to go, it's important to consider how you arrived at where you are.

United Memorial Medical Center is the evolution of more than 100 years of progress in Genesee County's healthcare. Throughout decades of development, there has been one undeniable constant: a dedication to helping people be as healthy and live as long as possible. The essence of our heritage is the core of who we are—and who we will always be. But for us to maintain this commitment, we must continually change in other ways.

We have emerged as one of the region's most vibrant community hospitals because we have never stopped trying to improve. While we have steadily created a better care environment, we now have an opportunity to leap forward.

At United Memorial, and across the Rochester Regional Health System, the *Because Care Matters* Campaign is our chance to turn "dated" into "modern" and "modern" into "cutting-edge." Together, we can immediately enhance our spaces and programs for today's patients, while building for the long-term, ensuring exceptional care for future generations.

Our hospital's story began in 1902, when a group of community-minded women established Batavia Hospital. The next chapter belongs to us, and its contents will be determined by our community pride, passion and partnership.

A handwritten signature in black ink that reads "Dan Ireland". The signature is fluid and cursive.

Dan Ireland
President, United Memorial Medical Center

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 United Memorial Medical Center, 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 Genesee County and surrounding communities, **United Memorial has set a goal of \$10 million** for the purpose of expanding and enhancing key services.

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 UNITED MEMORIAL

222,009
OUTPATIENT VISITS

22,528
EMERGENCY DEPARTMENT VISITS



United Memorial Medical Center

For the majority of the 20th century, Genesee County was home to Genesee Memorial Hospital (originally Batavia Hospital) and St. Jerome Hospital. As the hospitals entered the 1990s, the costs of keeping up with advancements in technology and other capital needs made coexistence impossible. In 2000, the two merged to form United Memorial Medical Center (UMMC).

6,977
SURGERIES

4,329
ADMISSIONS

576
BIRTHS

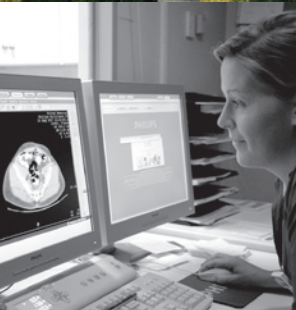


A dynamic, 131-bed hospital, UMMC strives to promote, enhance and restore health to more than 60,000 area residents and aspires to be their first and most trusted healthcare choice. We are proudly recognized as a Joint Replacement Center of Excellence, New York State-designated Stroke Center and a NICHE Exemplar, which recognizes excellence in care of older adults. We are also the sole maternity service provider for Genesee and Orleans Counties.

Milestones in Care

- 1902 Batavia Hospital established
- 1917 Sisters of Mercy open St. Jerome Hospital, thanks to Batavia resident Rose Jerome who bequeathed her family home on Bank Street
- 1952 Batavia Hospital is replaced by Genesee Memorial Hospital
- 2000 Genesee Memorial and St. Jerome merge to form United Memorial Medical Center
- 2007 Former St. Jerome campus becomes the Jerome Center, housing diagnostic services and medical practice offices
- 2010 UMMC receives a 44,000 square-foot addition, featuring a new portico, lobby and five state-of-the-art operating rooms
- 2015 UMMC becomes a full Rochester Regional Health affiliate
- 2016 Lipson Cancer Institute adds UMMC location

This is our moment to take our care to a higher level. Right now, the areas of our hospital in most need of our attention are the *Department of Radiology* and *Intensive Care Unit (ICU)*. As our campaign moves forward we will initiate projects that further help us deliver truly exceptional care, including creating a dedicated palliative care unit and expanding our primary care footprint in collaboration with the Genesee County YMCA.





Department of Radiology

We're Going from 1970 to 2020 (and Beyond)

Difficult-to-reach facilities and dated technology are being left behind. Through a \$9 million expansion and renovation, the department is heading into the future more accessible than ever with ultramodern spaces and some of the best technology available. When complete, the community will have a comprehensive diagnostic imaging center, which at 11,200 square feet, is nearly double the size of the existing space.



Our radiology project is rooted in a simple idea:
patient-first care.

We looked closely at what it's like to be a patient who needs our imaging services, and it was clear to us we could and had to do better. That's how the new imaging center became a priority.

Your Support Matters

With your help, our patients and families will enjoy a much-improved experience and a more efficient care environment.

For one, it will allow us to transition to an outpatient-facing model. This means a new street entrance for easy outpatient access and a simpler internal path for physicians and nurses. And it provides increased comfort, privacy and infection control.

Your gifts will also enable us to see more patients. The added space and new technology will result in a smoother exam process—nearly four times faster. Overall, it allows us to create an environment that helps assure our patients that they are receiving the best possible care.

Imaging Center Highlights

- A new MRI suite
- Upgraded CT and ultrasound suites, digital imaging, fluoroscopy and nuclear medicine
- A new waiting area and scheduling office
- New sub-waiting areas and dressing rooms





Intensive Care Unit

We're Building on a Near-0% Infection Rate

Our staff is already delivering near infection-free care in a less-than-ideal environment. Imagine what they will achieve in a larger, state-of-the-art facility. That's exactly what we aim to give them. The ICU is undergoing a \$5 million modernization that relocates it to space above the new imaging center and equips it to deliver progressive and dynamic care to our most acutely ill patients.



The reason our ICU is without infection 99% of the time is because of the quality standards our staff achieves. Now, it's time for us to bring our facility up to those same standards, to ensure our patients' health and the best possible experience.



Your Support Matters

With your help we can create an environment that better reflects our exceptional care, which will have a tremendous impact on our patients *and* staff.

Essentially, you're helping us strive for perfection. Your gifts will enable us to be even more efficient, making our care even safer. Relocating the unit allows for a reconfigured setup, optimized for nurse observation and documentation, resulting in even better outcomes.

In addition, the successful completion of this project will enable us to hire a full-time intensivist, which is a physician who specializes in critical care medicine. Finally, not only will our patients enjoy this higher level of quality they will also have a higher level of privacy.

ICU Highlights

- All private rooms with bathrooms
- A central nurse station, supported by work stations outside each room
- "Flex" capabilities
 - 6 continual-use beds
 - 4 adaptable-use beds for patients with less acute needs
 - 1 bed dedicated to pediatric patients
- A new shared waiting room



Join Us



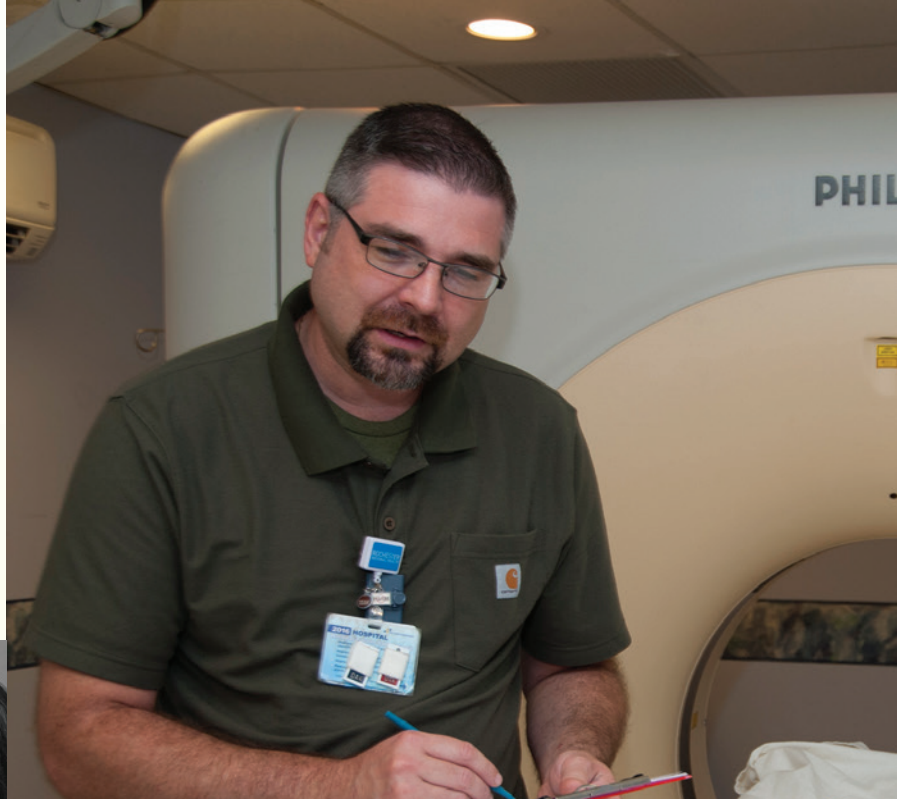
“Batavia has always been our home. And it’s home to our family and many dear friends. **The best way we can look out for the health of those we love, as well as our own, is to protect the health of our community.** United Memorial is a vital part of our community as an employer and care provider. We’re incredibly proud and fortunate to have it so close to home.

Supporting our hospital and Rochester Regional Health through this campaign ensures United Memorial’s growth and vitality. We hope you will join us in caring for the hospital that cares for all of us.”

Tom and Lynn Houseknecht

Because *Care Matters* Campaign

Vice-Chairs, United Memorial Medical Center



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