

UPDATED

MARCH 2013

GENESIS HEALTHCARE
FOUNDATION

THE
**Your Hospital.
Your Health.**
CAMPAIGN



Artist rendering of new lobby



Artist rendering of new Genesis medical center

Our Mission is...

To provide compassionate, quality health care.

Our Vision is...

To be a regional health care system recognized and chosen for compassion, trust, innovation and excellence.

Our Values are ...

Compassion, Trust, Innovation, Excellence

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A Rich Tradition of Compassionate Care

More than 100 years ago, local leaders and the Franciscan Sisters of Christian Charity had a vision to serve the health care needs of the community and from that vision grew Bethesda and Good Samaritan. These leaders understood the need for area residents to remain close to home to receive health care services.

Over the years, leadership changed, but the vision of the original community leaders and sisters remained constant. As needs grew, each hospital built, renovated and expanded its facilities to accommodate increased demand and new technology.



One of the first Bethesda Nursing School Classes



Good Samaritan 1922 Building - Forest & Ashland Ave.



The rich tradition of compassionate care, directed by the sisters and local community members, flourished as the two hospitals united to form Genesis HealthCare System. *Now the time has come to take the next revolutionary step and bring the services of the two hospitals together into a single medical center.*

Over the last five years, Genesis has taken deliberate actions to strengthen health care in the region:

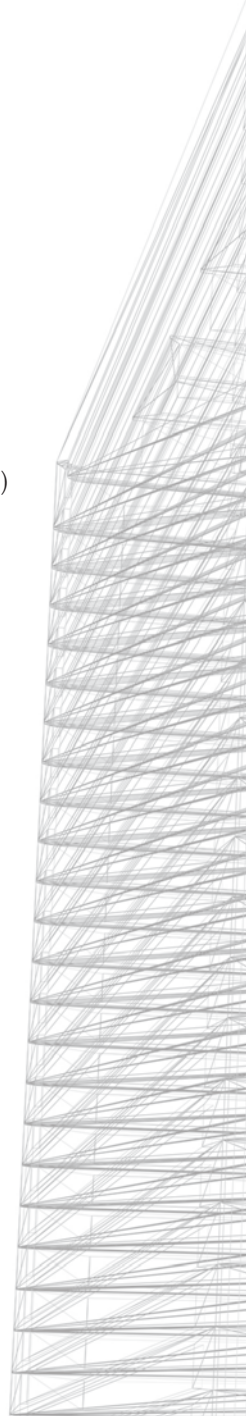
- Recruitment of more than 100 new physicians
- Extraordinary improvements in quality (as seen by numerous awards and recognitions)
- Expanded services
- Increased patient satisfaction
- Major technology investments, including purchase of the most advanced electronic medical record system in the country

These accomplishments have enabled Genesis to grow and to strengthen its financial results – creating the opportunity to fulfill a long-time community need to build a single, expanded medical center.



Mike Bennett
Past Chair
Genesis HealthCare System
Board of Directors

“Besides building on the significant improvements already realized, a new medical center will secure the financial future and local control of Genesis – strengthening our ability to meet the needs of the local community.”





Artist rendering – new lobby



Artist rendering – new patient room



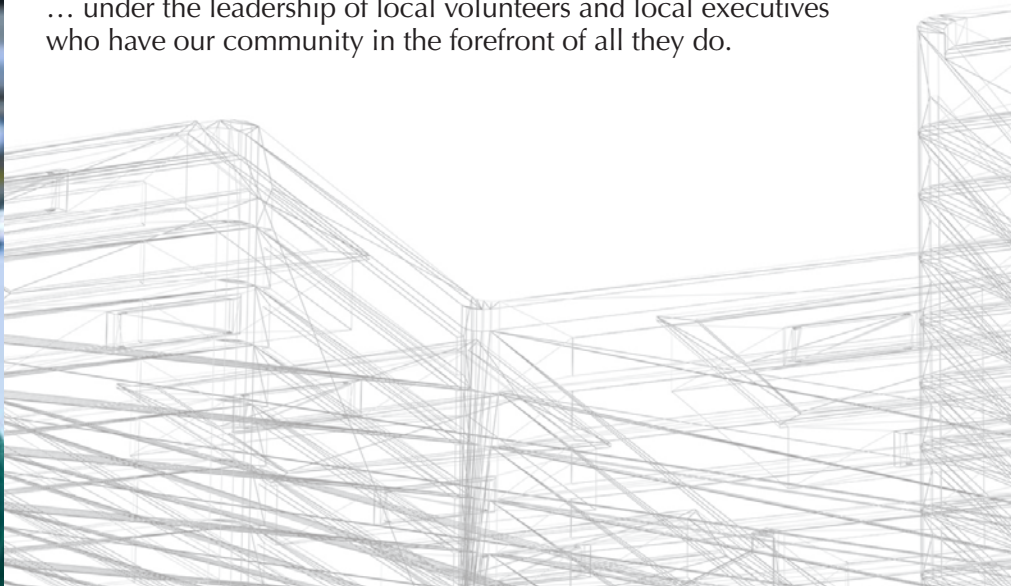
Building on a Solid Foundation

In today's health care environment, high quality leads to prosperity and growth. Genesis has the physicians, technology base and professional staff to prosper and grow. Now is the time to build on this solid foundation and create a modern medical center to bring 21st century health care to southeastern Ohio.

A new Genesis medical center will mean *a better quality patient experience*, including:

- All private rooms to provide patients and their families with a more comfortable stay.
- All inpatient services on one campus – making it more convenient for patients to find and receive the care they need in one location.
- A more streamlined and coordinated patient flow that will be easier for patients to navigate, understand and receive timely care.
- More physicians practicing locally – recruiting physicians to a new high-tech hospital is always easier.
- The next generation of technology to bring patients more advanced treatments – technology that cannot fit into the physical design of the current hospital buildings.

A new medical center will allow Genesis to use its resources to strengthen and grow the services it offers and remain independent ... under the leadership of local volunteers and local executives who have our community in the forefront of all they do.





Meeting the Challenges of the Future



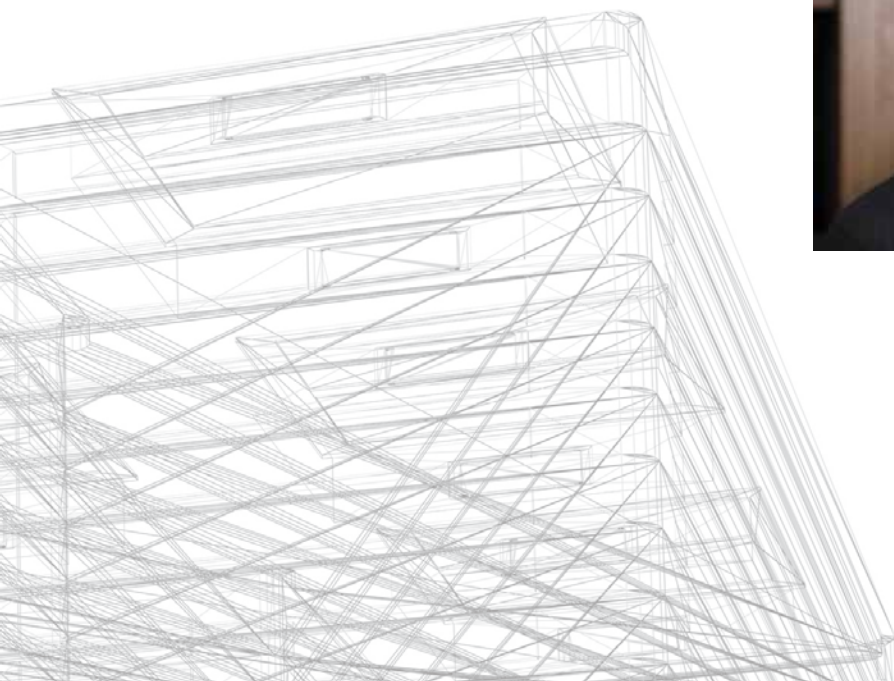
The health care environment has experienced extensive changes during the last few years, and the transformation to a radically different way of providing care is underway. This new delivery model is rooted in providing high quality care at the lowest cost. To thrive in the new environment, each local health care community must take charge of its own destiny to remain viable and ensure local community health needs can continue to be met.

As southeastern Ohio's largest health care provider, Genesis' future will greatly impact the health of the region. The biggest challenge Genesis faces is the current two-hospital model, which is not sustainable. Maintaining two aging buildings and duplicative services is draining precious resources that should be used for direct patient care. Significant changes in the facility and delivery of care must be made to expand local health care services, reduce costs and remain a locally run, independent hospital.

As an independent community hospital, directed by local leaders, the people of southeastern Ohio are at the heart of Genesis' strategy. Mission-driven to provide compassionate quality care for all residents, Genesis offers a broad scope of high quality services locally to meet community need – not just those services that create a profit.

Community hospitals that are part of mega health care systems run by out-of-town corporations are rarely a priority in these systems' overall strategy. As a result, local community needs go unmet. Services are reduced at the local hospitals if the same services can be provided at one of the system's other large hospitals in a manner that is economically more advantageous for them. Residents find themselves traveling long distances to receive services that they used to receive close to home. As services shrink at local hospitals, and resources become limited, quality often suffers and jobs are eliminated.

The new Genesis medical center is a critical component of Genesis' ability to maintain the broad scope of quality services the community receives locally. Remaining independent ... with decisions made by community leaders who understand the importance of our health care needs and has our community's best interest at heart ... is a driving force behind the need to expand into a single facility.



Matthew Perry
President & CEO
Genesis HealthCare System

“The new Genesis medical center will ensure that Genesis can remain independent ... with decisions made by local community leaders who understand the importance of our health care needs and has our community's best interest at heart.”

The New Genesis Medical Center

With more than 70 buildable acres, the Bethesda campus has the space needed to create an expanded medical campus in a cost-effective manner. But it's not about building more space. It's about building the right space, smartly designed around the way health care is delivered today with the flexibility to easily expand as community needs evolve and grow.

The new medical center will be 20 percent smaller than Good Samaritan and Bethesda combined. Carefully planned and more efficiently designed space is less expensive to build and maintain, and more efficient to operate within – helping to curb the climbing cost of health care.

Centers of Excellence will be created for:

- **heart & vascular center** – sponsored by the Genesis Volunteers
- **cancer** – including the Dr. Nick A. & Nancy R. Sarap Cancer Center
- **women's health** – including the Jeff & Jennie Sidwell Family Womens & Infants Center
- **trauma/emergency** – including the J. William & Mary Helen Straker Trauma & Emergency Center
- **orthopedics**
- **neuroscience**



“The multi-disciplinary cancer center will greatly enhance patient care and the overall patient experience.”

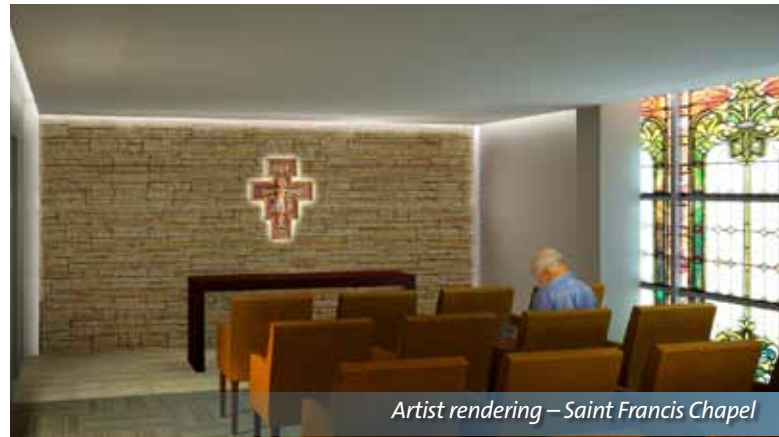
New Medical Center Features:

- A newly built patient care addition attached to the Bethesda building to create a single, modern medical center.
- The new patient addition will include the Straker Trauma & Emergency Center, intensive care unit, heart & vascular center and operating rooms.
- The medical center will include all private patient rooms.
- Centers of Excellence, specialty centers designed to focus high quality care around specific patient conditions and needs, will be created for heart & vascular, cancer, emergency & trauma, women's health, orthopedics and neuroscience.
- The medical center will also include general medical and surgical units, including pediatrics, and support services such as imaging and laboratory.
- The free-standing Sarap Cancer Center will be attached to the medical center, bringing cancer services that are currently scattered throughout the community under one roof. The center will house radiation oncology, medical oncology, and more.
- A new Saint Francis Chapel will be built on the first floor.
- A new medical office building will support continuation of the impressive recent history of recruiting new physicians, especially hard-to-find medical specialists, to this region.
- Green zones, increased parking and the Gorsuch fitness trail will also be included on the grounds.

*Construction will begin in 2013
and be completed in 2015.*



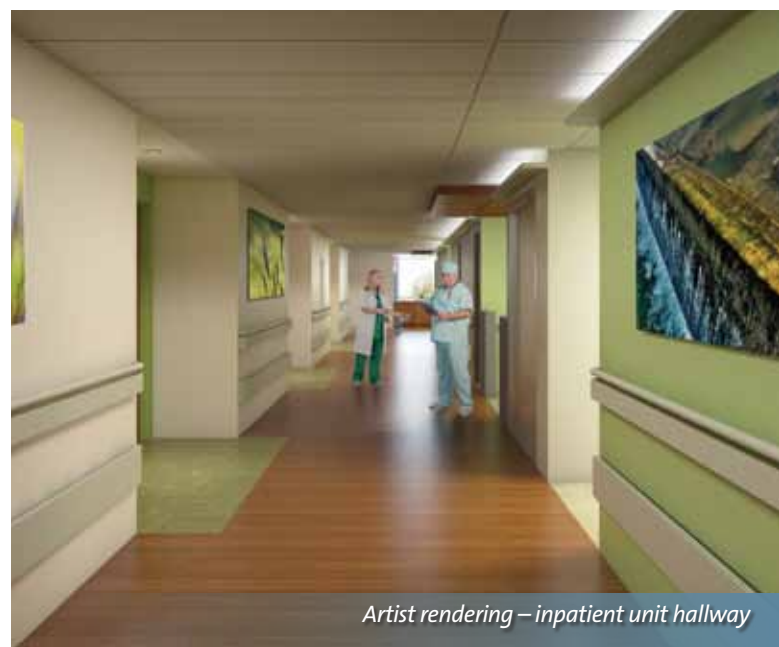
Artist rendering – Sarap Cancer Center



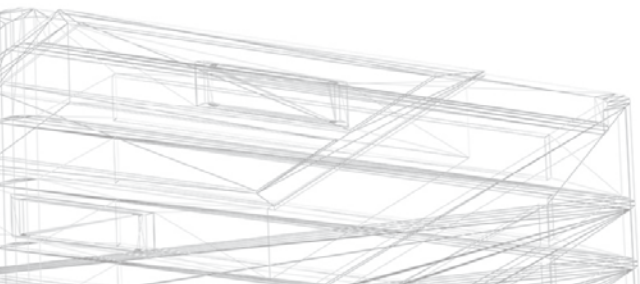
Artist rendering – Saint Francis Chapel



Artist rendering – surgery waiting area



Artist rendering – inpatient unit hallway



*A growing hospital – one that serves more patients and recruits more physicians
– means more jobs for the local community, a stronger economy, and better access to care.*



Community Impact and Employment

When you think of Genesis, you think of health care ... and that's as it should be. Genesis is committed to providing quality health care services for you and your family and is proud to do so. What you might not immediately think about is the role Genesis plays as a major driver of the local economy.

Employment

Genesis is the largest employer in the region, with more than **3,000** local residents on the payroll. The wages paid to these employees go a long way in supporting the local economy. In 2012 the Genesis payroll was **\$175.3 million**. In addition to the ripple effect of these dollars as employees make their homes in our community and support local merchants, these employees' payroll taxes also make a sizeable contribution to the area's economic health:

2012 Employee Payroll Taxes

- State of Ohio payroll taxes: **\$5.9 million**
- Local payroll taxes: **\$2.9 million**
- School taxes: **\$71,750**

A new medical center will enable the growth needed to stabilize employment for the more than 3,000 people who work at Genesis. As the number of patients grows, so too will the jobs needed to care for them.

Local Business Support

Genesis utilizes a lot of materials and resources in the course of caring for patients, a large portion of which are provided by local businesses. In 2012, payment to businesses in the six-county region for goods and services rendered was about **\$12.6 million**.

Keeping More Health Care Dollars Local

Currently, more than **\$175 million** in health care services leave the community each year. A new medical center will enable an expansion of services that will keep a significant portion of this care in the community. Our local economy will grow and strengthen as more of that health care is delivered locally.

Economic Impact During Construction

Construction alone will bring more than **\$250 million** in economic benefits to this region. Genesis is committed to supporting local businesses, and local competitive vendors will be used during construction whenever and wherever possible.

Caring for the Whole Community

A healthy community is a happy community, and in concert with its mission, Genesis is dedicated to providing health care to all, regardless of their ability to pay. In 2012, **\$8.4 million** in free care was provided to local residents who did not have the resources to pay for the care they need.

High Quality, Affordable Health Care for Businesses

Ask business leaders what they are looking for in a community when seeking a place to locate, and high quality, affordable health care is almost always near the top of the list. Genesis' national recognition as a Community Value Top 100 Hospital is a testament to its ability to fulfill this requirement.



Paying for the New Medical Center

Uniting the services of Good Samaritan and Bethesda in a new medical center will *save \$15-\$18 million a year in operating costs*, enough money to pay a significant portion of the interest and principal on the bonds used to build the new medical center.

Construction will cost \$160 million, with an additional investment of \$40 million for new medical equipment and furnishings. The extensive renovation on the Bethesda building will include a major upgrade to the mechanical, electrical and plumbing system, extending the life of the existing building for another 30 years. Unique design features will enhance the patient experience and create a highly efficient facility for staff.

A capital campaign is targeted to raise \$15 million of the total cost. The balance will be bond-financed. No tax dollars will be used as part of the financing or construction of the new Genesis medical center.

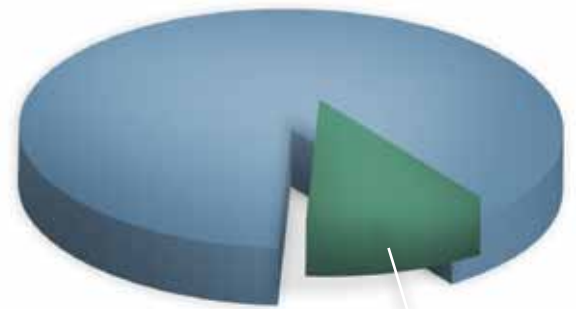
Raising \$15 million in philanthropic support will reduce debt and save almost \$1 million every year in interest expense. That \$1 million can be invested in patient care, new technology, physician recruitment, expanded services and high quality jobs – things that make an immediate and lasting impact on our community.

Ironically, the country's economic challenges also offer a unique financial opportunity. The cost of borrowing money is at an all-time low, and construction projects are finding a very competitive market – meaning lower total costs of construction.

Additionally, new hospitals bring new patients. Conservatively, market share for a new hospital jumps at least 6 percent upon opening. An increase of this much for Genesis would equate to \$30 million in additional revenue.

“Genesis leadership has been financially preparing for this for several years. We’ve restructured our balance sheet, sold non-primary assets, reduced our operating expenses, grown our services, and resolved several insurance reimbursement issues.”

Paul Masterson
Chief Financial Officer
Genesis HealthCare System



\$15 million
Capital Campaign



Mark Moyer
Genesis HealthCare System Board

“A successful campaign is important to bond investors. It’s similar to the confidence a banker feels when someone walks in to apply for a loan with a significant cash down-payment in hand.”





GENESIS HEALTHCARE
FOUNDATION



THE

Your Hospital. Your Health.

C A M P A I G N

To complete the construction of the new Genesis medical center, hospital and community leaders have launched the **Your Hospital. Your Health.** fundraising campaign to secure at least \$15 million in philanthropic support.

High-quality, affordable health care is a strong pillar of a vibrant community. And the **Your Hospital. Your Health.** campaign is not just about building a new hospital – it's about securing local access to health care for southeastern Ohio.

Genesis does not undertake campaigns lightly and has not conducted a major fundraising campaign since 1984. This campaign will require the support of many, including the hospitals' 3,000+ employees, 200+ physicians, 500+ volunteers, and board members, as well as corporations, foundations and individuals.

It will require an unprecedented degree of giving throughout the region. Yet the benefits in terms of local access to health care, economic development, physician recruitment, technology, patient retention, and quality care are also unprecedented.

Because of the cash flow position of Genesis, the foundation is able to offer "flexible" payment schedules over multi-year periods to accommodate individual circumstances. Major donors will be recognized through various naming opportunities in the new facility, including the six Centers of Excellence.

Donors interested in making an estate or planned gift during the campaign may do so and have that gift credited to the campaign for naming and recognition purposes.

All previous donors to either the Good Samaritan or Bethesda facilities will be recognized on a "Wall of History" in the new medical center.

The Future of Good Samaritan Hospital

The Good Samaritan property will remain a vibrant outpatient medical campus for years to come. However, after thorough consideration of possible reuses, the Franciscan Sisters of Christian Charity and Genesis leadership have decided to raze the hospital building and use the land to fulfill future community needs.

Parts of the hospital are more than 55 years old, and the facility has been pieced together over many, many renovations and expansions. It cannot be efficiently re-purposed into a modern medical facility. It is cost-prohibitive to bring it into current code compliance, and the design and age of the building makes it inefficient and wasteful for the delivery of modern health care.

The ministry of the Franciscan Sisters has never been contained in a building. It has been accomplished by people. Now is the time to capture their spirit of service and compassion and ensure it lives on in a new, state-of-the-art facility.



Sister Laura Wolf

President

Franciscan Sisters of Christian Charity
Sponsored Ministries

“The Sisters have prayed and thought carefully about this decision. The hospital building has served the public very well; now is the time to capture Good Samaritan’s Christian heritage of service and compassion so well embodied in our people, and incorporate it into a new, state-of-the-art facility. We are confident that our ministry will survive and thrive in the new Genesis medical center.”

The Region's Health Is in Our Hands

The health care future of the six-county region of southeastern Ohio depends on the actions we take now. Genesis' current two-hospital model is draining resources that should be used for patient care, and it is not sustainable beyond the next five years. *The decision to keep your health care independent and locally run is in your hands!*

The opportunities ahead will benefit our community in ways we've never seen. A new medical center will enable continuation of high quality health care, aid in the recruitment of more physicians, keep local patients local, make room for new medical technology, and serve as a non-governmental source of economic stimulus and development for the region.

A modern medical center is needed to sustain a locally run health care system that will be an integral part of our community for generations to come. Today we face a choice whether our community reaps the benefits of locally run health care or runs the risk of losing local control and singular focus.

A local hospital, directed by local leaders, ensures local needs are met. The original founders of Bethesda and the Sisters of Good Samaritan understood this ... and they had the vision to build, renovate, and expand to continually meet community needs. We choose to stand with these past leaders and invite you to join us by supporting the **Your Hospital. Your Health.** campaign.

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