

Grow hope. Grow healing.

GROW CHILDREN'S

A capital campaign for Women's and Children's Hospital



WVU Medicine Children's at a glance

WVU Medicine Children's provides the greatest range of pediatric specialty, high-risk maternal care, and comprehensive gynecological care in West Virginia. We are committed to the future health and potential of all of the children and women who entrust their care to us.



Specialty areas of care

We currently serve all children and women in the state and region who require tertiary (high-level care) and quaternary (extended high-level care). Our physicians, nurses, and other healthcare providers deliver outstanding care across all of the major specialties, with more than 70 subspecialists.

- Acute Care Unit (6 Southeast)
- Maternal Infant Care Center (MICC)
- Neonatal Intensive Care Unit (NICU)
- Pediatric Intensive Care Unit (PICU)

Our vast reach

Our service network and outreach is comprised of the 11 WVU Medicine system and affiliate hospitals across the state and region, pediatric care in our partner hospitals, and more than 20 clinics reaching patients in six states. We are creating a complex, innovative, and collaborative health network.

- Serve patients from all 55 West Virginia counties and every bordering county
- Serve patients from 43 of 50 states, plus the District of Columbia
- Located in 14 communities statewide, including a network of 10 medical facilities in West Virginia

Patients served annually

64,286 Unique Patients

450 Premature Babies

some weighing as little as 13 oz. and staying for as long as 15 months

277,126* Patient Visits

6,000 Admissions and Observations

70% of babies born or transferred to Morgantown are classified as high risk – more than seven times the national average

10,000 Surgeries Performed

including 250 pediatric heart surgeries (sometimes on hearts as tiny as acorns)

57,187 ER Visits



 Hospital with a Pediatric cardiac surgery program

 Pediatric epilepsy monitoring unit

 Level II pediatric trauma center coupled with a Level I adult trauma center

 ECMO (extracorporeal membrane oxygenation) – treatment for patients with life-threatening heart and/or lung conditions

 Children's Miracle Network Hospital, connecting us to the nation's largest network of pediatric hospitals



Hospital to receive MAGNET® status for nursing excellence (as part of J.W. Ruby Memorial Hospital), a recognition only 5% of hospitals in the nation have received

We need to GROW for the little boy who spends more of his days receiving chemotherapy under the care of our pediatric oncologists than he spends outside playing with his friends.

William Squires, 14
Classical Hodgkin's Lymphoma survivor



We need to GROW for the mom-to-be who just found out that her unborn baby has a heart defect that will require surgery shortly after she gives birth.

We need to GROW so that families from all over West Virginia and the surrounding region have a place to go when illness or injury strikes – a place that will provide hope and healing for generations to come.

We are WVU Medicine Children's, serving the healthcare needs of hundreds of thousands of children, women, and families from throughout greater West Virginia and neighboring areas. **GROW** Children's is a capital campaign to fund a new, state-of-the-art facility and expansion of programs and services for our patients and their families.



Help us build a **NEW** and **EXPANDED** WVU Medicine Children's

If we want to improve the health of this beloved state, the time is now, the place is here, and we need you to join us to do it. While WVU Medicine Children's delivers outstanding healthcare 277,000 times to children and women each year, many needs and dreams remain unanswered. There is work to be done.

Simply put, the healthcare needs of our most precious assets far exceed the national average and continue to grow at an unrelenting rate. We must grow to meet the demand.

This is our moment to embrace the once-in-a-lifetime opportunity to improve the health of West Virginia today and for generations to come. That opportunity is to build a new WVU Medicine Children's adjacent to our current facility.

Now is the time. A new facility and funding for additional programs and services for healthier women, improved maternal care, the best neonatal care, a focus on early childhood development, and excellence in the care of the children and teens is the only real and lasting solution to the pressing healthcare issues West Virginia faces.

You can make change happen by supporting Grow Children's, the campaign to fund the \$60 million needed for the new building, programs, and services. Your support will complete funding of a project totaling \$185 million, for which the hospital has already committed \$125 million. Your generosity will enable us to impact and strengthen the health and wellbeing of your children and neighbors when they need it most.

Let a healthier population be our legacy for the children, families, and state we love. Our future will be defined by our children and the wellbeing of our families.



Larkin Coker

Cancer Patient Survivor, 6 years old, Madsville, WV

When six year old Larkin Coker first got sick, doctors couldn't figure out what was wrong with her. The infectious diseases specialists and oncologists who examined her all thought it was some sort of bacteria that was causing her back pain – pain so intense, she struggled to even stand up.

"They did the CT scan and found lesions all over her spine and her pelvis," Jodi Coker, Larkin's mother, said. "That was what really cued them that something was bad wrong."

Larkin was diagnosed with anaplastic large cell lymphoma, which is one of the non-Hodgkin large cell lymphomas. While it was a fairly common form of cancer in children in the United States, it had the potential to be life threatening.

She was treated with inpatient chemotherapy once a week for six months and spent a lot of time in the hospital. Initially, the chemo hit her hard. She developed sores in her mouth, lost a lot of weight, and lost her hair. One of the lesions on her vertebrae caused a compression fracture that required her to wear a custom back brace for the duration of her therapy.

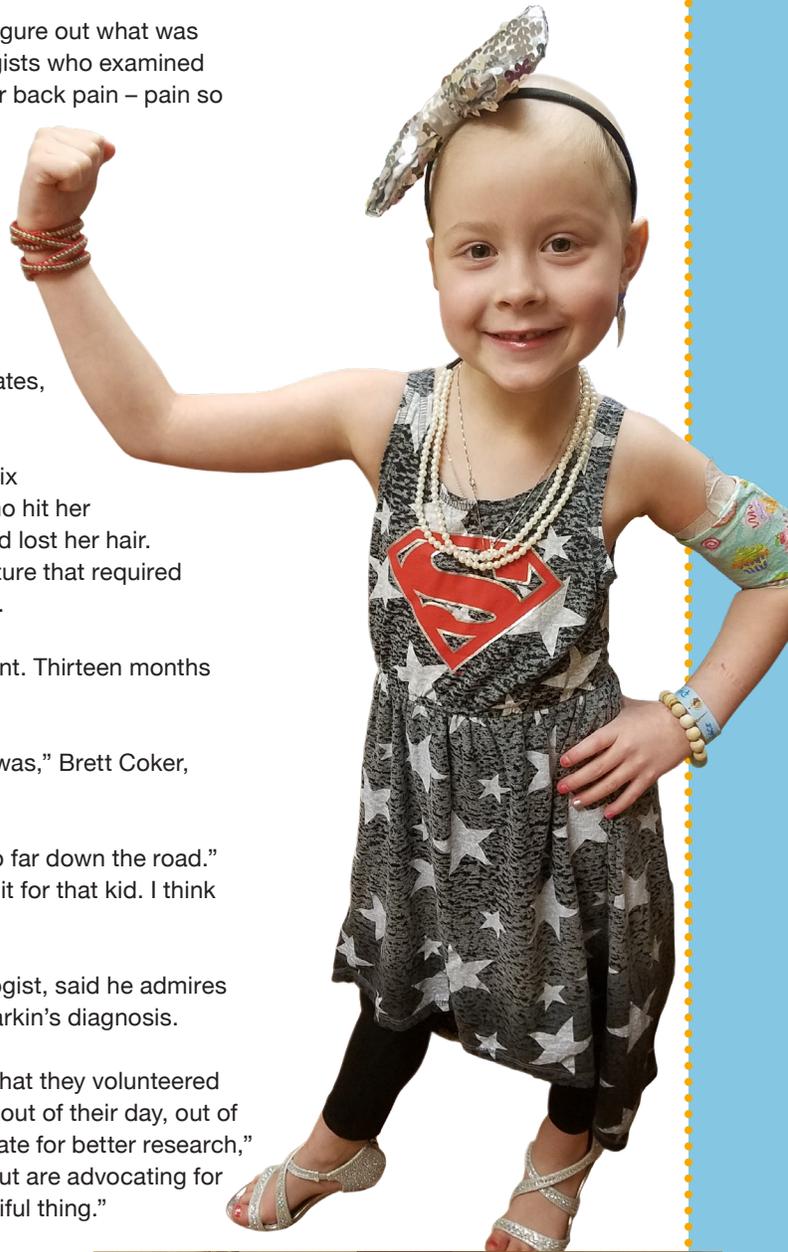
After six months, Larkin finished her last chemotherapy treatment. Thirteen months after treatment, she was officially in remission.

"Looking back now, you realize how close to death she actually was," Brett Coker, Larkin's father, said.

"With the lesions on her spine, paralysis could have been not too far down the road." Jodi added, "We're kind of in awe of her. I think the sky's the limit for that kid. I think she's going to do great things."

Patrick Tomboc, DO, WVU Medicine Children's pediatric oncologist, said he admires the Cokers for the advocacy efforts they've engaged in since Larkin's diagnosis.

"The thing that I appreciate most about Larkin and her family is that they volunteered to advocate for other children who have cancer. They took time out of their day, out of their jobs, out of their lives to go to Washington, DC, and advocate for better research," Dr. Tomboc said. "They're advocating not only for themselves but are advocating for every child in the United States who has cancer. That is a beautiful thing."



You can help kids like Larkin.

Each year, an increasing number of children – some just a few months old – are diagnosed with cancer at WVU Medicine Children's. By supporting "Grow Children's," you will help upgrade and expand the facilities, technological capabilities, support programs, and number of providers available to treat children with cancer. Help us turn our cancer patients into cancer survivors – just like Larkin.





Our story is **YOURS**

There is an amazing story to be told – one that is rich in accomplishment, resounding with pride, and ripe with opportunity. It is a story close to heart and close to home. It is your story – about your children, families, neighbors, friends, and the beautiful state of West Virginia. It is the story of a population that faces more health challenges than most, a people whose children are too frequently born with illnesses and conditions that other families rarely encounter, and where too many women lack the support, guidance, education, and resources to make healthy life decisions for themselves and their children.

It is a story about the ironclad will of citizens and business and healthcare leaders, who in spite of overwhelming hurdles and the most difficult of circumstances, have managed to develop, support, equip, and staff programs of excellence and a comprehensive pediatric and maternal hospital. It is your story, and it is truly remarkable. But, now there is a new page to turn, a new chapter to write. And, we need your help.

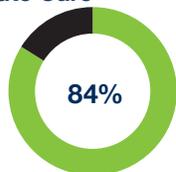
Our only option is to **GROW**

These are no ordinary times. Needs are more diverse and greater than ever before. Patient volumes continue to expand. WVU Medicine Children’s at J.W. Ruby Memorial Hospital is the comprehensive children’s and women’s hospital in the state – a resource and refuge for every woman and child who seeks help, regardless of their ability to pay.

We provide care to more than 17,500 admission and observation cases annually, with our four care units operating daily at an average capacity above 85 percent. At times, we have only a bed or two available, if any at all. The ongoing escalation of cases demands that we grow not only to continue to provide high quality, convenient care statewide, but also to support the work of our doctors and researchers, who are revolutionizing the health of future generations.

Average daily unit capacity

Acute Care



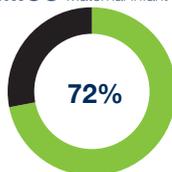
NICU Neonatal Intensive Care Unit



PICU Pediatric Intensive Care Unit



MICC Maternal Infant Care Center



Karlie Faidley

Urology Patient, 3 years old, Cumberland, MD

When Kaylyn Faidley went for a routine ultrasound during her pregnancy, she found out that her daughter, Karlie, had right side hydronephrosis, a dilation or swelling of the right kidney. In most cases, this condition resolves on its own. In Karlie's case, it caused frequent pain and urinary tract infections. At the age of 18 months, she was referred to Osama Al-Omar, MD, MBA, chief of pediatric urology at WVU Medicine Children's, for treatment.

Initially, Karlie was monitored for the condition, but, over time, the hydronephrosis worsened, and she was diagnosed with uteropelvic junction obstruction, a condition that presents on prenatal ultrasounds as dilation of the kidney.

"We decided to just watch and see because Karlie was so young," said Kaylyn.

"We monitored her kidney dilation for almost a year, and her kidney was larger at each scan. After 10 months of watching, we decided to let Dr. Al-Omar perform surgery to fix the problem."

When Karlie was two years old, Dr. Al-Omar performed robotic surgery using the da Vinci surgical system to repair her ureter and reconnect it to the kidney. The traditional approach to this repair is an open procedure that requires a three-to-four centimeter flank incision, more pain medicine, and a long recovery time. With robotic surgery, Dr. Al-Omar was able to perform the repair laparoscopically with four tiny laparoscopic incisions, which leave smaller scars.

Because of the minimally invasive nature of the surgery, Karlie was able to go home less than a day later. She had a temporary stent in her ureter to help the repair heal. It was removed after four weeks.

"If anyone ever questions having the surgery, I always tell them how well she handled everything and about the great staff at WVU Medicine Children's," Kaylyn said. "I would honestly recommend them to anyone."

Karlie will continue to be monitored to make sure her kidney continues to function properly, but she is growing normally and has been healthy since the procedure.



You can help kids like Karlie.

WVU Medicine Children's is the only hospital in the state and region that has fellowship-trained pediatric urologists who provide comprehensive care for the genitourinary system, including minimally invasive and robotic surgery. That means our experts are the only ones in West Virginia who have undergone specialized training to learn how to care for kids like Karlie, who are born with or develop urologic conditions over the course of their lives. By supporting "Grow Children's," you will help us recruit and retain highly trained, highly specialized doctors to care for West Virginia's children and women. The Faidleys knew they could depend on WVU Medicine Children's to provide Karlie the care she needed, and so can your family.





What happens without the needed **FINANCIAL SUPPORT**

WVU Medicine Children’s has diligently explored how to continue to defeat problems that cause suffering, cut young lives short, and burden families with enormous challenges. Years of studies conclude the proposed new building is paramount. It is now our responsibility to make it a reality and to do so in a comprehensive yet cost-effective manner that exemplifies our being strong fiduciary stewards.

Careful planning and strict implementation from proven experts will ensure the finest of services for our state but without unnecessary spending or redundant services or programs. Every penny counts. This attitude and approach will prevail, from pre-launch to ribbon cutting. It is the foundation of integrity on which the care for children and women has been built and will remain as such for decades ahead.

However, if we are unable to get funding, the future will look very different. We can maintain excellent care within our current capacity, but we will be unable to expand services and take care of all those in the state who need us, including:

- High-risk mothers and their newborns born prematurely and/or with congenital diseases
- Children with complex conditions, such as cancer and heart disease
- Children afflicted with any of the myriad emotional conditions they can face
- All of the children in West Virginia who need access to preventive and positive health

Without a facility to support children and women requiring routine and high-level care, our citizens will continue to leave the state for care, creating an emotional and financial burden for their families and communities.

Grow Children’s is our opportunity to change every single moment in a child’s or family’s life from this moment on. We may not get another chance to make such an impact.



Our opportunity is **NOW**

A new hospital is not a nicety; it is a necessity. And, it is up to us to make it a reality. There is no one waiting in the wings to fund it, no magic wand to wave. A new and expanded facility will rise from the ground, built on the same dedication, devotion, and passion that have carried our state, university, and hospital. And, it will happen because there is no other healthcare option for our families. We are left asking, "If not now, when?" "If not us, who?"

Your support is not an obligation. It is bigger than that. It is an opportunity to be part of something that will not only change lives now, but also continue to do so for our kids and grandkids and many generations to follow. There are no words to describe how important this new facility is to the future of our state, our region, and to every child, woman, and family WVU Medicine Children's is honored to serve.



Proposed breakdown of funding



New building/expansion

Demand
\$35,000,000



Endowed faculty

Endowed
\$7,500,000



Research and recruitment support

Demand
\$5,000,000



Pediatric programs

Endowed/demand
\$3,500,000



Child life

Endowed/demand
\$2,000,000



Equipment purchasing and repair

Demand
\$2,000,000



Post-graduate education for residents and fellows

Endowed/demand
\$1,200,000



Cancer support fund

Endowed/demand
\$1,000,000



Family Resource Center

Endowed/demand
\$1,000,000



Outreach clinics

Endowed/demand
\$1,000,000



Transport Team

Endowed
\$500,000



Continuing education for faculty and staff

Endowed/demand
\$300,000



Greatest needs going forward

1. PEDIATRIC CANCER CARE AND TREATMENT

Fact: West Virginia has a higher pediatric cancer mortality rate than the national average.

Currently: Our hematologists and oncologists treat an increasing number of patients – some just a few months old – who have malignant and non-malignant diseases, including anemia, sickle cell disease, lymphoma, leukemia, and more.

New funding will: Provide us the space, technology, and equipment to strengthen our fight against pediatric cancer with the addition of upgraded facilities, new support programs, and additional faculty.

2. PEDIATRIC MENTAL AND BEHAVIORAL HEALTHCARE

Fact: West Virginia and the nation face epidemic crises in pediatric mental and behavioral health, including pediatric substance abuse.

Currently: Through innovative treatments, therapies, and research, Children's supports patients and families who struggle with behavioral, developmental, and addiction disorders.

New funding will: Provide a dedicated inpatient unit for the most severely affected patients, and recruit additional faculty and staff to meet this unprecedented demand.

3. FACULTY RECRUITMENT

Fact: Providing high quality, advanced care comes with the need to evolve continually. This includes attracting and hiring outstanding physicians across our many subspecialties and supporting endowed positions, which are pivotal in the recruitment of new faculty to Children's and West Virginia University.

Currently: We have only one endowed pediatric, obstetric, or gynecologic faculty position and are in need of at least six additional to attract and retain specialists dedicated to changing the future of prevention and care.

New funding will: Endow chairs and support in three subspecialty care areas where needs are most pressing: Gastroenterology, Neurology, and Pulmonology. These chairs themselves will be a powerful recruitment tool and, combined with additional support for new faculty, will attract talent who will deliver the very highest level of healthcare available anywhere, helping our kids to be healthier and stay out of the hospital. Funding will also make a vital impact in the recruitment of additional specialists in Gynecologic Oncology and Maternal-Fetal Medicine.

4. DEVELOP A STATEWIDE CHILDREN'S HEALTH PROGRAM IN WEST VIRGINIA

Fact: WVU Medicine Children's serves all 55 counties throughout West Virginia.

Currently: Patients in some parts of West Virginia leave the state for care when they could receive care at WVU Medicine Children's. A unified statewide children's health program in West Virginia is being developed to bring synergy between episodic healthcare and preventive care, leading to a healthier population.

New funding will: Promote our working relationship with providers across the state through the newly formed, statewide West Virginia Children's Hospital Collaborative. Further, within the WVU Health System, we are creating a "distributed women's and children's hospital" in which mothers and babies can often stay closer to home but have the highest level of care available at WVU when they need it.

While you have been reading...

...parents have just been told their son has cancer.

He will be admitted to one of the protective environment rooms in our Acute Care Unit. In these rooms, the air pressure inside is greater than it is outside. Air flows out instead of in so that germs in the air will be kept away from the patient. Such an environment is especially important for patients being treated for cancer because their immune systems are often compromised.

...a baby born at 28 weeks gestation –

which is three months too early – is receiving highly specialized care in our Neonatal Intensive Care Unit (NICU). Our NICU provides specialized care for dangerously ill newborns delivered at WVU Medicine Children's or transferred from other hospitals. In addition to those who are premature, infants who have low birth weight, who require surgery in their first few days of life, or who have other respiratory, neurological, infectious, or heart problems are all cared for in the NICU.

...a mother who had a high-risk pregnancy is about to deliver her baby in our Maternal Infant Care Center (MICC).

Pregnancies are considered high risk when certain complications – such as diabetes, high blood pressure, placental abnormalities, and other issues – pose a danger to the baby, the mother, or both. Seven out of every 10 births in the MICC are considered high risk. The MICC provides high-quality, family-centered maternity care and is equipped to handle any birthing situation.

...a critically ill child is receiving specialized care in the Pediatric Intensive Care Unit (PICU).

Children who have undergone various types of surgery, including heart surgery, neurosurgery, orthopaedic surgery, trauma surgery, and more receive treatment in this unit. PICU faculty and staff deliver around-the-clock often life-saving healthcare for the sickest of the sick and caring for the patient's whole family in one of its stressful times.



Ways you can help

Individual giving

- Annual gifts • Endowments • Naming rights
- Stocks and other securities • Planned giving

Corporate and foundation giving

- Matching gifts • Naming rights • Project support

*For more information, please contact
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For more information on how to give to WVU Medicine Children's Capital Campaign, please contact Janette Gidley at jgidley@wvumedicine.org or 304-598-4346.



 **WVU** **Medicine**
Children's

WVUKids.org/GrowChildrens