



WVUMedicine[™]
Children's

**GROW HOPE.
GROW HEALING.
GROW CHILDREN'S.**

The Campaign for a New
WVU Medicine Children's Hospital



Children's
Miracle Network
Hospitals[®]

TABLE OF CONTENTS

The Case for Support.....	2-9
Architectural Renderings.....	10-18
Naming Opportunities.....	19-27

Children's Hospital

The Case for Support



 **WVU** Medicine[™]
Children's

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 281,000 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.

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.



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 13 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 13 medical facilities in West Virginia

Patients served annually

90,000 Unique Patients

450 Premature Babies

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

281,000 Patient Visits

17,820 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



West Virginia's **ONLY**



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



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.

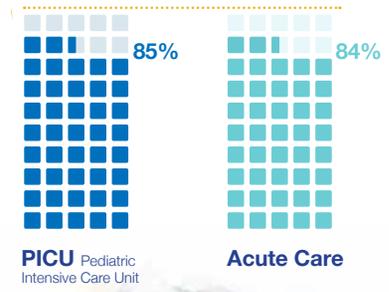
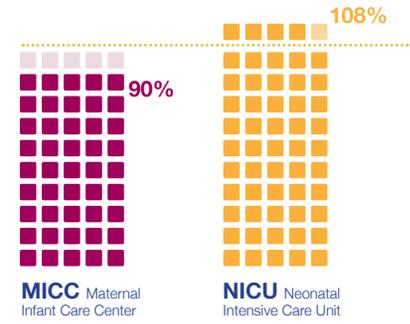
It is your story, and it is truly remarkable. But, now there is a new page to turn, a new chapter to write. And, we need your help.

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 80 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:





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.

Grow Hope. Grow Healing. Grow Children's.

Your investment will help the new WVU Medicine Children's Hospital journey toward becoming West Virginia's only Pediatric Level 1 Trauma Center.

This fully integrated facility will provide specialized, high-level care in areas such as comprehensive heart, pulmonary, neuro, cancer, orthopedic, dental, craniomaxillofacial, ENT, ophthalmology, gastrointestinal, urology, surgical, and trauma.

The 150-bed, nine-story tower adjacent to J.W. Ruby Memorial Hospital in Morgantown, is scheduled to be completed in early 2021. This Tower will include:

- Diagnostic imaging and a laboratory
- Dedicated Emergency Department
- Operating rooms, cardiac catheterization, interventional radiology, and endoscopy facilities
- A 34-bed Pediatric Acute Care Unit, including six beds available for Hematology/Oncology
- A 31-bed Pediatric Intensive Care Unit, including six beds available for epilepsy monitoring
- A 54-bed Neonatal Intensive Care Unit
- A 30-bed Birthing Center
- A Medical Office Building, Cancer Institute, Heart and Vascular Institute, and Maternal-Fetal Medicine clinics
- Dental and eye procedure rooms
- Inpatient and outpatient pharmacy facilities
- Family Resource Center
- Cafeteria

All inpatient rooms will be private, except for nine NICU rooms for twins.

Our new state-of-the-art hospital will serve the state and region providing care to our smallest citizens, while keeping our families close to home through our clinics and community hospitals.

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

Please help us build hope and healing for generations to come. For more information on how you can become part of this life-changing moment in time, contact Cindy Liberatore, WVU Medicine Children's Development, 681-285-9239.

Proposed breakdown of \$60 million in private funding

In addition to the \$50 million urgently needed to build our new hospital, we seek \$10 million in philanthropic support to enhance the important programmatic work of WVU Medicine Children's. Among the areas of greatest need are the following:



Faculty Support



**Research and
Recruitment Support**



**Clinical Program
Support and
Education**



Child Life



**Equipment
Purchasing and
Repair**



Family Resource Center

Children's Hospital

Architectural Renderings




WVU Medicine
Children's



ENTRANCE LOBBY



PATIENT ROOM

PATIENT ROOM USING AMBIENT LIGHTING





FAMILY LOUNGE AND WAITING AREA

PEDIATRIC INTENSIVE CARE UNIT ROOM





NEONATAL INTENSIVE CARE UNIT ROOM

LABOR AND DELIVERY ROOM





FAMILY RESOURCE CENTER

THIS IS OUR MOMENT.

**Some opportunities come
but once in a lifetime.**

For the love and health of our children.
For our families.
For generations to come.

Situated on our main campus, our new state-of-the-art hospital will serve the state and region providing care to our smallest citizens, while keeping our families close to home through our clinics and community hospitals.

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

Please help us by making an investment today.

WVUMedicine.org/growchildrens



TO HELP BUILD HOPE & HEALING
Please contact: **Cindy Liberatore**
Managing Director of Development
cynthia.liberatore@wvumedicine.org
(681) 285-9239



One Waterfront Place, 7th Floor
P.O. Box 1650 | Morgantown, WV 26507-1650
304-284-4000 | www.wvuf.org