



MOVING ▶▶▶ **The Center for**
FORWARD ▶▶▶ **Advanced Medicine**



A Philanthropic Opportunity Prepared for:

Case Statement prepared by



What's wrong?"

It's the most urgent question patients ask.

Since appropriate treatment depends on accurate and timely diagnosis, getting the answer is when healing begins. The new Center for Advanced Medicine (CAM) at Fulton County Medical Center expands current patient care services, while introducing new service lines, all in a Person-Centered Care model that features state-of-the-art clinical space and equipment.

It's an opportunity to pioneer a new era in health care in Fulton County by helping to assure that the most highly developed diagnostic technology available will be on hand and close to home. Our new expansion project will safeguard the health and well-being of your loved ones and your community by helping to provide advanced care with advanced caring.

Touching the Lives of Everyone in Our Community

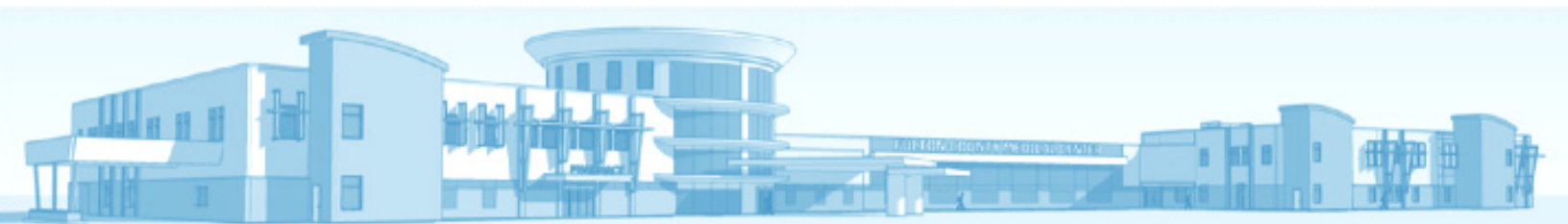
Our goal is simple and precise: giving members of our community the best care they deserve. Excellence isn't a 10 letter-word for good enough.

Clearly, diagnostic excellence is the key to quality care. The sooner a medical problem is diagnosed, the sooner care can start. The sooner care can start, the more options are available to patients and physicians. And in virtually every instance, the more options, the better the outcome.

Early and accurate diagnosis spares patients anxiety and pain, conserves time and money - and saves lives. That's a perfect combination.

Fulton County Medical Center defines Person-Centered Care in ways reaching far beyond high-tech tools:

- ▶ Person-Centered Care is about listening - really listening - to the concerns of patients and families, paying compassionate attention to the physical and psychological aspects of each individual situation.
- ▶ Person-Centered Care means discovering what's right as well as what's wrong, so that FCMC can help to improve the health of individuals, families and communities.
- ▶ Person-Centered Care also demands discovering barriers to health care access and originating programs that will eliminate them.



Building Forward ▶▶▶ A Detailed Look at the Proposed Center for Advanced Medicine (CAM)

Having diagnosis and Person-Centered Care as the focal points, the new Center for Advanced Medicine (CAM) will only further our mission with an emphasis on quality care.

What Does a New **\$20 Million Building** Mean for the Patient?

Expanded Services in the following areas:

- ▶ Primary Care
- ▶ Specialty Clinic
- ▶ Cardiology/Pulmonology
- ▶ Radiology
- ▶ Physical and Occupational Therapies
- ▶ Cardiac Rehab

From the patient's perspective, it means improved access to care in **60,000 square feet of new space**. All physicians will be in one location along with a pharmacy for easy access to prescriptions. The new building will provide an easier patient flow. There will be greater ease in way finding. All out-patient services will be toward the front of the building and easily accessed from one of the front doors.

What Can The Patient Expect?

A better flow of services. For example, if a patient comes for an appointment with his/her family physician, the patient will check in at a registration desk designated for only that doctor. The pa-

tient will be seated in a waiting area designated for family physicians. Because of the increased exam rooms, the wait time will be minimal. If that physician orders lab work, the work will be done either right in the exam room or within easy walking distance to the expanded lab area where there will be a private intake area. If the physician orders a prescription, the new pharmacy is located on the first floor that will have an expanded shopping area. In all, easy access, timeliness and improved patient flow with the person-centered care ideology at the forefront.

Are There New Services Being Offered?

Yes, an **Express or Urgent Care** will be available.

There will be a designated **IV Infusion** Department.

There will be a **Child Sanctuary Room** to provide a child-friendly, safe and neutral location where the child and non-offending family members receive support, crisis intervention and referrals for mental health and medical treatment.

There will be a **Work Hardening Program in Rehab Services** for individualized, job specific programs of activity with the goal of returning to work. Work Hardening programs use real or simulated work tasks and progressively graded conditioning exercises that are based on the individual's measured tolerances.



Here is an inside look at the Center for Advanced Medicine (CAM):

Primary Care (6,120 square feet):

- o 19 Exam rooms (10 x12 rooms)
- o 6 Private Offices
- o Central Nurse station with work area
- o Patient toilet rooms are equipped with specimen pass-thru to the Nurse station
- o In-room Patient Discharge: printer in each exam room

Specialty Clinic (5,608 square feet):

(Accommodating Orthopedics, Urology, OB/GYN, & ENT practices)

- o 17 Exam rooms which include (2) procedure rooms, (14) 10 x 12 Exam rooms and (1) Audiology Exam Room
- o Central Nurse Station with Work area
- o Patient toilet rooms are equipped with specimen pass-thru to the Nurse station
- o In-room Patient Discharge: printer in each room

Behavioral Health (1,161 square feet):

- o Intake
- o Group Therapy Room
- o 2 Consult rooms
- o 1 Physician office

IV Infusion:

- o 2 treatment bays
- o 1 Private treatment room
- o Large open bay area to accommodate 3 treatment chairs
- o Nurse station with nourishment
- o Med Room
- o Consult/Office

Cardiology/Pulmonology (4,951 square feet):

- o Shared waiting room with Radiology Department – 26 seats
- o Intake/Registration Stations – 4
- o Registration Kiosks
- o 10 Exam rooms
- o Reading room
- o Consultation Office
- o Nurse station with med closet
- o Relocation of the Nuclear Med camera, Stress room and Hot Lab within the Cardiology department. With this relocation, an injection alcove and gown waiting with dressing room have been developed.
- o Share Physician Work Room accommodating 5 work stations
- o Shared Tech Work Room for respiratory accommodating 6 work stations
- o Shared Staff Break Room with Staff toilet

Radiology (997 square feet):

- o Expanded Tech Work Room
- o Radiology Major Office
- o 3 Dressing Rooms with a central Gown Waiting Room with view window from the Tech Work to monitor patients while drinking contrast for testing
- o Mammography/Dexascan Room
- o Ultrasound Room with Patient Toilet
- o Centralized Reading Room
- o New Digital X-ray room on the Second Floor of additional 575 square feet

Child Sanctuary Room (263 square feet):

- o Observation room with a view window in the Quiet room
- o Quiet room with a toilet room
- o Located adjacent to the Emergency Department

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Express Care (2,218 square feet):

- o Curbside parking
- o Waiting Room accommodating 12 seats
- o Intake
- o 3 Exam Rooms
- o 1 Occupational Therapy Exam Room
- o Physician's Office
- o Tech Work area

PT/OT/Cardiac Rehab:

- o PT: Currently have 2 treatment rooms and 3 cubical treatments (5)
- o OT: Adding Splinting room and private room
- o Work Hardening program and space
- o Cardiac Rehab
- o Adding Pediatric storage
- o 2 speech rooms

Lab/Blood Draw (3,395 square feet):

- o Waiting Room – 8 seats
- o Private Intake
- o Private Phlebotomy
- o 2 Phlebotomy bays

Gift Shop (363 square feet):

- o Relocation of existing Gift Shop into the newly expanded area located off the entrance located adjacent to the Café

Café (382 square feet):

- o Franchise opportunity
- o Located off the entrance sharing the common area leading to the existing Courtyard for seating

Pharmacy (7,166 square feet):

- o Current Pharmacy 2,500 square feet

Meeting room – total of 2 @ Second Floor additions

Lobby, Stairs and Elevators 'Circulation' (11,836 square feet):

- o Main lobby circulation to the Radiology, Cardiology/Pulmonology, Express Care, Lab/Phlebotomy, Second Floor
- o Secondary lobby
- o 4 Elevators (one stretcher)
- o 3 Elevator equipment rooms

Human Resource [General Renovation Work] (1,033 square feet):

- o Relocated from the Second floor of the existing Specialty Clinic
- o Reception area
- o Waiting/Kiosk area
- o 4 HR Offices

Mechanical / Electrical / Janitor/ Storage/ Toilets (1,752 square feet)

Group Wellness Rooms 2nd Floor (2,856 square feet)

Mail Room (146 square feet)

Admin office areas, 2nd Floor addition

- o 7 Private offices (113 square feet each)
- o 1 Shared office (355 square feet)
- o 1 Private office (172 square feet)

Admin area First Floor new addition

- o 2 Patient Financial Offices

Central Scheduling (renovated HR department Second Floor existing Specialty Clinic)

- o (7) 4 foot w/ private work stations
- o Flexibility to subdivide open room with moveable partition



Investing Today to Advance Tomorrow

The success of a rural medical center requires that the people in charge know what services are appropriate for the community. It is what allows the medical center to be a viable organization.

Fulton County Medical Center (FCMC) has been fortunate to have a board of directors and department directors who have a keen sense of what the community needs. Paired with our Community Health Needs Assessment, we then determine what the best technology is available to provide with the service. When FCMC adds a service, we strive to insure that service will be comparable to any other regional provider.

Our professional staff is dedicated to providing quality care. They share the belief that it's their calling. After all, the people they see aren't only patients – they are friends, neighbors and family.

A non-profit organization, Fulton County Medical Center invests every penny of income over expenses in caring for the communities it serves. Unlike for-profit healthcare companies solely interested in the price of their stock, return on investment at FCMC is gauged by the health of people in Fulton County and the surrounding communities.

Last year alone, FCMC allocated more than \$103,575 for community benefit programs including free screenings, community health fairs, support groups and health insurance access. Moreover, combined with other services, benefits and health fairs, **FCMC gave back over 10 percent of its annual operating budget or \$4,000,000 in care to the community.**

Four-Star Ranking Is the Best Among Local Facilities

Fulton County Medical Center is a comprehensive health care resource. Awards and positive results for patients speak to the level of excellence this medical center continues to achieve. HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) is a national survey that asks patients about their experiences during their recent hospital stay. The results compare hospitals based on 11 important hospital quality topics. HCAHPS star ratings enable consumers to quickly and easily assess patient experience information and allow consumers to more easily compare hospitals using a 5-star scale (more stars indicating better quality care). **FCMC scored a four-star rating – best among local facilities.**

Patients and families say **they feel a bond with Fulton County Medical Center; they refer to it as “my hospital.”**

Not because it's so close— instead, **because it's so good.**

The expansion of Fulton County Medical Center with the Center for Advanced Medicine will allow us to continue to offer our patients the best service possible in a state-of-art, easy-to-navigate building. It's important FCMC keeps its synergy with its patients and community.

After all, FCMC was built by the community for the community. It has a long, proud past of 65 years serving the area. FCMC CEO Jason Hawkins has stated previously, “A hospital or medical center is a reflection of its community. We are not corporate and we're not about earnings and shares. We are Fulton County Medical Center with three focus points: accessibility, affordability and quality care.”



Spirit of Giving

The close connection between Fulton County Medical Center and its neighbors is renewed again and again through a unique spirit of giving, a relationship characterized by people caring for the medical center that cares for them.

Thanks to thousands of donors and thousands of gifts of all sizes, voluntary financial support—philanthropy - has paved the way for every major evolution of programs and services. Most recently, donors helped FCMC reach the goal of its \$127,000 campaign to construct a Long Term Care Canopy. In the same year, it was a \$57,000 campaign to purchase new equipment for Surgical Services. This spirit of giving took root in 1947 when a group of women – the Green Hill Civic Club, which later became the FCMC Auxiliary – raised \$329.22 as the first gift to construct the medical center in 1950.

Growing Challenges

Still, Fulton County Medical Center and those who count on it, face relentless challenges.

Almost daily, there is news about dramatic decreases in the amount of money private insurers and government programs alike are willing to pay for health care. FCMC is expertly managed, ably governed by a volunteer Board of Directors and financially stable. Even so, the economic climate in health care translates into a bleak reality---FCMC is reimbursed only a fraction of its costs of providing care, and costs continue to rise steadily.

Decreasing reimbursements and rising costs are paced by on-going growth of the region served by FCMC.

Moving Forward ▶▶▶

Yet, the need for expanded and new services has never been greater. The new Center for Advanced Medicine will provide such services. Now, philanthropic support - your support- is more vital than ever before.

Your gift to Fulton County Medical Center will positively impact lives---and save lives, too---for many years ahead. You will be helping to strengthen our ability to care and enhance the health of your community. And you will be helping to provide advanced care, benefitting you and those you love.

Your gift is also a compelling philanthropic investment.

Just as “What’s wrong?” is the most urgent question patients ask, the question of how Fulton County Medical Center will have the resources to do more for patients, families and communities is as urgent for everyone.

Your support is the answer.

WILL YOU HELP?



Prime Naming Opportunities

\$1M

Front Lobby (Main Entrance) - **Named**

\$500,000

Cardio/Pulmonary
Radiology
Outpatient Pavilion
Express Care

\$250,000

Lab/Blood Draw Suite
Behavioral Health

\$125,000

IV Infusion Center - **Named**
Children's Sanctuary Room

\$100,000

Main Corridor (hallway to IV Infusion, Express Care, Cafe) - **Named**

\$50,000

Cafe Seating Area - **Named**

\$25,000

Areas Within The Above-Named Departments

If you believe in the future, you've got to invest in something that builds the future.



For more information on the building plans, contact:

Jason Hawkins, CEO
jhawkins@fcmcpa.org
717-485-6218

Deb Shughart, CFO
dshughart@fcmcpa.org
717-485-6226

Kim Slee, COO
kslee@fcmcpa.org
717-485-6846

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For more information on making a financial gift, contact:

Mike Straley, Executive Director
FCMC Foundation
mstraley@fcmcpa.org
717-485-6842

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**Thank you
for your consideration.**





FCMC Foundation
214 Peach Orchard Road
McConnellsburg, PA 17233
www.fcmmcpa.org