



# impact 09

Parkland Foundation

A special report outlining your gifts in action

The new Parkland hospital will be a safe, welcoming, patient-centered healing environment that serves as a sustainable community resource for Dallas County.

## MILESTONES FY 2009

**November 12, 2008** Earned the Gold Seal of Approval from The Joint Commission for Primary Stroke Centers.

**December 23, 2008** Nurse-Family Partnership, a new community health program for low income, first-time mothers of Dallas County, is launched.

**February 9, 2009** Named one of the 'Top 100 Hospitals to Work For' by *Nursing Professionals* magazine.

**February 12, 2009** Clinic opened for HIV infected post-partum women and their infants – the first in the Dallas area.

**February 19, 2009** Re-certified as a Level I Trauma Center by the American College of Surgeons.

**April 22, 2009** Design and construction firms are selected for new hospital campus.

**May 15, 2009** Dr. Ron Anderson named to *Modern Healthcare* magazine's "50 Most Powerful Physician Executives in Healthcare."

**May 18, 2009** One of only three hospitals in the nation performing and teaching an innovative laparoscopic gallbladder removal procedure.

**June 19, 2009** One of the first integrated health systems in North Texas to launch a completely wireless medical record system.

**June 30, 2009** Irving Health Center awarded the 2009 City-County Cooperation Award from the Texas Municipal League.

**July 16, 2009** Named one of "America's Best Hospitals" by *U.S. News & World Report* for the 16th consecutive year – 11th nationally in gynecology.

**August 21, 2009** Rated AAA by both Fitch Ratings and Standard & Poor's Rating Service.

**August 26, 2009** Bond sale successfully completed.

## EVERY DAY AT PARKLAND HEALTH & HOSPITAL SYSTEM, OUR DOCTORS, NURSES AND HEALTH CARE PROVIDERS ENTER THE DOORS OF OUR HOSPITAL AND CLINICS WITH ONE GOAL: IMPROVING — AND OFTEN SAVING — THE LIVES OF DALLAS COUNTY RESIDENTS.

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At the heart of our success is a cadre of unsung heroes who will never lift a scalpel, write a prescription or start an IV. Just as critical to our mission is our philanthropic community. Our donors are the underlying pulse that position Parkland as one of the best public hospitals in the country. Your continued support as an advocate for Parkland is instrumental to our journey toward continued medical excellence.

Parkland truly belongs to all of us. As an essential community resource, Parkland serves the masses of uninsured and critically injured patients that would overwhelm other local hospitals in both volume and cost.

In addition, as the primary teaching hospital for The University of Texas Southwestern Medical Center, Parkland trains more than 50 percent of the physicians practicing in Dallas County.

While we know you and your loved ones don't wake up planning to be in a car accident or expecting a cancer diagnosis, Parkland stands ready and waiting. Our Level 1 Trauma Center is the first and busiest in the region, treating 62 percent of trauma cases in Dallas County. We are a leader in disaster preparedness, implementing disaster response tactics that have been adopted around the world.

For the 16th consecutive year, Parkland Memorial Hospital was again named one of "America's Best Hospitals" by *U.S. News & World Report*. Only 174 U.S. hospitals received

this honor. We proudly serve as the safety net hospital for Dallas County's indigent population, but we are rapidly becoming the hospital of choice in many clinical disciplines.

In September 2008, two generous Dallas families made history by announcing pledges totaling \$75 million toward the building of a new Parkland, the largest-ever gifts to a public hospital capital campaign.

Annette and Harold Simmons and their family issued a challenge grant of \$50 million, which will be given over the next five years and is contingent upon other donors providing an additional \$100 million. Jan and Trevor Rees-Jones pledged \$25 million contingent on the passage of the bond issue for the new facility – which was overwhelmingly approved by 82 percent of Dallas County voters in November 2008.

"We are firm believers in Parkland, and in the power of public-private partnerships to transform communities," said Serena Simmons Connelly, director of the Harold Simmons Foundation. "I can't imagine anybody in this city who has not been touched by Parkland personally. They may not even know it, but they have. For us, this was a wise investment, a way to have the greatest impact on the greatest number of people."

Parkland achieved another first in August of 2009 – AAA credit ratings by both Fitch Ratings and Standard & Poor's Rating Service. Taxpayers will realize more than \$120 million in savings. "Parkland is the rare exception – the only AAA-rated hospital in the country – public or private," said John Dragovits, Executive Vice President and Chief Financial Officer.



- New Hospital Footprint**
- Existing Hospital Footprint**



**PLANNING AND DEVELOPMENT OF THE NEW HOSPITAL GAINS MOMENTUM**

The \$1.27 billion project includes a new hospital of approximately 1.9 million square feet in size. The hospital will consist of 862 private beds, 96 emergency rooms and 27 operating rooms. The remaining campus buildings in the project are an outpatient clinic, administrative offices, parking and a central utility plant.

More importantly, each of those 862 beds will be in a private patient room. Private rooms provide for a better healing

environment, as patients are able to get more rest and recover more quickly. Families will also be able to stay by their loved ones' bedside more comfortably.

Each room may be repurposed by simply moving staff and equipment as the needs for delivering patient care change in the future.

In addition, the hospital will contain 120 all-private Neonatal Intensive Care Units (NNICU) rooms, which are designed to enhance the bonding between infants and their parents. The rooms limit noise and disruptions found in traditional open NNICUs to assist in improving the development of vulnerable babies. Overall, individual rooms

make it easier for parents to stay with their children and be involved in their care.

"We designed the new rooms with the comfort of the families in mind," said Walter Jones, the Senior VP for Facilities at Parkland.

Jones and his team are also focused on incorporating green practices and sustainable design elements in the new facilities. A few of these characteristics will include:

- Maximizing the use of natural daylight in patient rooms and public spaces to increase energy efficiency

- Orienting the building on the site to efficiently manage and control solar heat gain

- Adjacency to the new DART Green Line Southwestern Medical Parkland station and bike paths to reduce automobile traffic

- Capping run-off water to be recycled for landscape irrigation

- Using bioswales to treat storm water runoff

- Using recycled, local building materials to reduce the carbon footprint

*(continued)*

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"We're committed to meeting the expectations for what constitutes a 'green' building," said Jones.

While sustainable design is very much part of the building equation, research shows the recovery and healing process can be aided by natural light, reduced noise, and physical and visual access to views and outdoor space.

To maximize the uplifting environment in the new hospital, extensive use of "on stage/off stage" design will be integrated into the

building plans. Elements of this design include separate corridors and elevators for visitors and staff. This aims to reduce foot traffic and noise in patient care areas, ultimately promoting the healing process in a more peaceful environment.

Healing gardens will also provide an on-unit respite for patients, family and staff. Courtyard gardens will be accessible from many units and are intended as an aid to reduce anxiety and stress in both patients and staff all while encouraging a healing atmosphere.



## THANK YOU

Our mission at Parkland Health & Hospital System is simple: provide the best health care to any and all who walk through our doors while training the next generation of medical professionals. A daunting task when you are delivering care to Dallas County's swiftly growing and medically underserved population in a 1950s facility. Parkland's capacity is exhausted nearly every day. Your generosity and recognition of Parkland's critical role benefit our community today and for years to come.



**I Stand for Parkland**

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[www.facebook.com/campaign2014](http://www.facebook.com/campaign2014)

### **PARKLAND** by the Numbers FY 2009

**41,364** patients admitted to the hospital  
**14,872** babies born  
**983,820** outpatient visits (or patients seen in our clinics)  
**108,717** patients treated in the emergency room  
**8,100,444** lab procedures performed  
**6,622,991** prescriptions filled  
**13,537** surgeries performed

### **FOUNDATION** by the Numbers FY 2009

Dollars raised **\$9,190,606**  
Support to Parkland Health & Hospital System **\$4,982,690**  
Total number of donors **1,486**