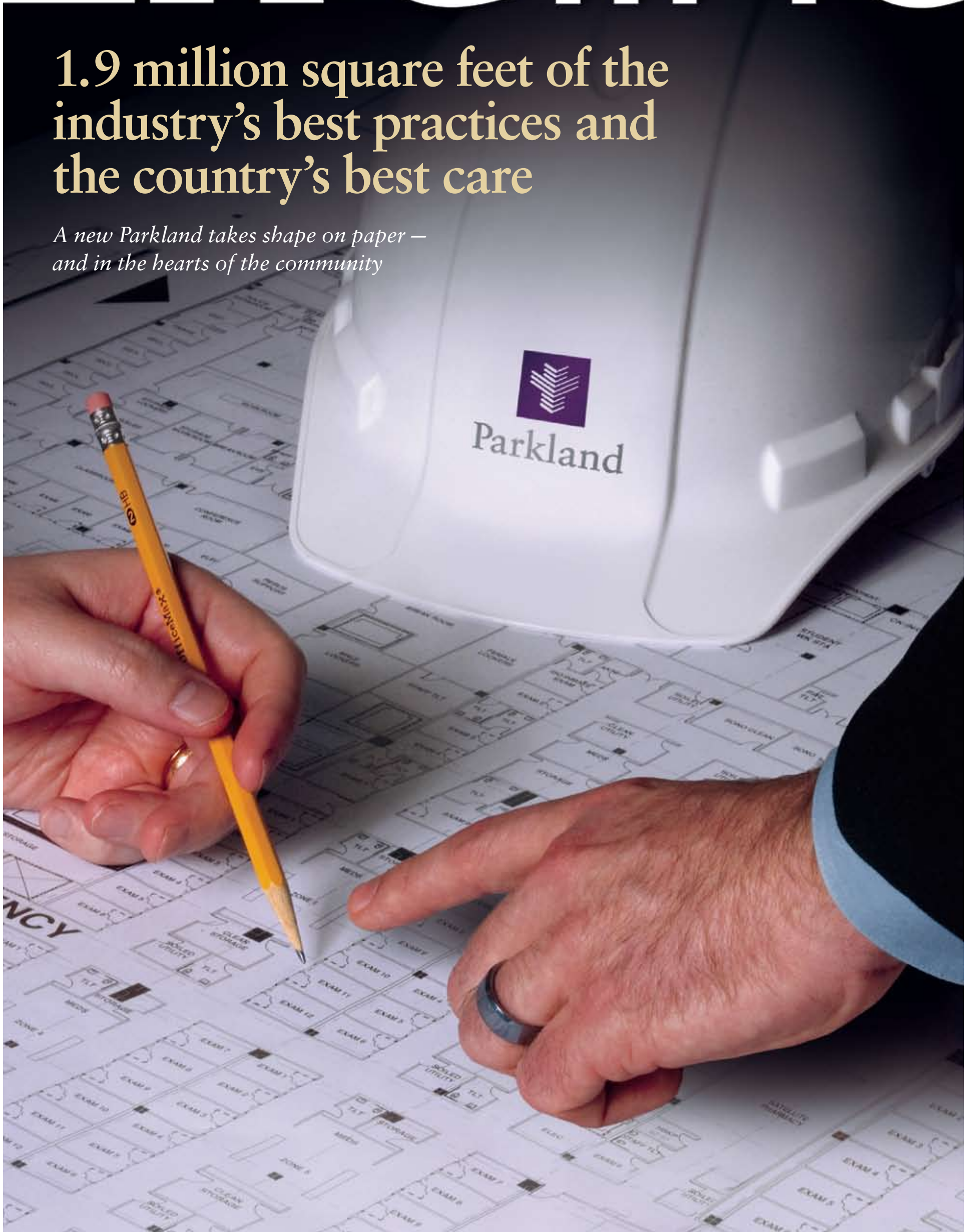


Lifeline

1.9 million square feet of the industry's best practices and the country's best care

A new Parkland takes shape on paper — and in the hearts of the community



DIRT WILL SOON BE TURNED AND CONCRETE POURED as Dallas County witnesses one of its most critically needed institutions rising high above Harry Hines. Walter Jones, senior vice president for facilities, and Louis Saksen, vice president of planning and facilities management, are tasked with fabricating one of the most advanced public hospitals in the country.

WHY DO YOU
— stand —
FOR PARKLAND?

It was Christmas 2002 when Karen Peterson succumbed to mesothelioma after a 22-month battle with the rare asbestos-related cancer.

Only three years earlier, Karen and her husband Jeff discovered their young son Eric was diagnosed with pediatric diabetes and leukemia. While Eric was successfully treated at the John Muir Medical Center in conjunction with University of California San Francisco and is now cancer free, Karen's last months were spent laughing with her boys and skiing the waters of Lake Tahoe and Oceanside.

Before her passing, Karen, Jeff, Eric and twin brother Kort, agreed as a family to do whatever they could to help these remarkable doctors, health care providers and organizations actively working to treat, and ultimately cure, these life-threatening diseases.

It was this promise that led the Peterson family to Parkland.

"We first learned of the great things Parkland was doing for pediatric burn patients in the *People* magazine article last summer," said Peterson. "Our foundation is always looking to help people who are making the difference and hospitals that are taking the initiative."

Impressed with the treatment of pediatric patients in Parkland's burn unit, The Peterson Family Foundation, in conjunction with the Carter Family Foundation, is funding a CimMed Facial Burn Mask system. This high-tech set of equipment is used for treating burn-related facial scarring earlier and easier than the traditional plaster masks.

"There is so much anxiety and pain that comes with losing a loved one," said Peterson. "I encourage anyone going through the same experience to get out and do good for others."

To learn more about The Peterson Family Foundation, visit their website at www.petersonfamilyfoundation.org.

With patient outcomes and functional demands driving modern hospital design, the construction of the new 1.9 million-square-foot Parkland hospital is incorporating the industry's best practices along with patient and community input to serve a rapidly growing population.

A HEALING SCIENCE

While evidence-based design in hospital construction is a relatively new field, the basic principles of this practice have proven to vastly improve patient outcomes. Elements include single patient rooms, reduced noise, improved lighting and way finding — all which help reduce errors and stress, promote sleep and healing, increase patient safety and result in shorter stays.

What makes the new Parkland hospital particularly unique is the integrated adoption of these best practices into the planning and design process.

"We presented our building plan to a peer review at the HEALTHCARE DESIGN.09 conference," said Jones. "We've asked the best in the business to find the holes in our proposed design and the opportunities for enhancement, and we were quite pleased with the insightful feedback."

Extensive use of "on stage/off stage" design will lessen foot traffic and noise in patient care areas, ultimately promoting a more peaceful healing environment. The new campus will also feature way finding signage and separate corridors and elevators for visitors and staff.

"The new Parkland is going to be one of the best laid out hospitals in the country," added Saksen. "I don't know of another hospital that will have this configuration."

PATIENT & FAMILY ADVISORY COUNCIL

In designing the new hospital, many valuable contributions have come from the Patient & Family Advisory Council, a group of former Parkland patients and families of former Parkland patients.

The 25 members meet regularly with the design team and weigh in on everything from the mock room designs to the furniture layout.

"This group has shown so much enthusiasm and is very involved in the process," said Saksen. "We're implementing changes based on their input."

The council is currently assessing the schematics of a patient room, operating room, intensive care exam room, trauma room, labor & delivery suite, visitor elevator, neonatal intensive care room and emergency exam room.

A FOREIGN CONCEPT

Often used in Europe, the concept of co-location refers to housing the entire project team under one roof. In this case, office space on Medical District Drive serves as the center for the 200 people designing and building the new Parkland.

"This set up fosters a lot of 'hallway conversation'," said Saksen. "It eliminates the need for constant meetings and you're able to get the answer when you need it."

And the only constant in the ever fluid construction plans is change. However, co-location affords the building team including HDR/Corgan, BARA, Gene Burton Associates, Teecom and CH2MHill daily face-to-face interaction without slowing the massive project.

"The investment to house the entire project team in one location really shows the commitment of Parkland to build a top-notch facility," said Saksen.

To learn how you can get involved with the capital campaign, contact Anne Leary at 214-266-2013 or aleary@parknet.pmh.org.



HOSPITAL PROJECT SCHEDULE



Regen Fearon, Roger Horchow and Lizzie Routman are committed to building a healthier Dallas.



Iconic Dallas family stands for Parkland

The Horchow family extends their long-standing support for a healthier Dallas

While the Horchow name is synonymous with Dallas style, the family is also dedicated to creating another of the city's legacies — establishing a healthier Dallas County through philanthropy.

Roger Horchow and his daughters Lizzie Routman, Regen Fearon and Sally McCauley are well-known and longtime patrons of UT Southwestern Medical Center and Zale Lipshy. Their gift to build a new Parkland hospital was a perfect fit for the family, channeling their passion for health care and education into a long-lasting contribution.

“Parkland is one of our most important assets, and as citizens of Dallas we're obliged to support such an essential part of our community,” said Horchow.

“UT Southwestern is one of the finest medical schools in the country, and it's necessary to both organizations to have a terrific hospital.”

“For us, Parkland's national reputation speaks for itself,” said Routman. “Other

hospitals default to Parkland as the standard. Medical students learn their trade here. It's just a stellar institution.”

When it comes to supporting the Dallas community, the Horchow family is dedicated to serving the greater good.

While the Horchows consider themselves blessed to have never been severely ill or injured to need Parkland's care, they understand Parkland serves a critical need in the medical community — particularly in trauma and burn care.

“Hopefully none of us will ever see the inside of Parkland as patients,” said Fearon. “But our support is about ensuring a healthy future for Dallas County.”

Horchow and his daughters hope their gift inspires people to follow their lead in pledging support to Parkland. When asked why others should support the hospital, Horchow said simply, “Parkland is for all of Dallas.”

Nancy Halbreich — investing in Parkland is an investment in our community

Why are you interested in Parkland?

Just as Dallas needs good universities, thriving arts organizations and reliable transportation systems, it also needs a strong public hospital. Parkland is a critical institution with a ripple effect reaching every person in the community, including those who never set foot in the hospital itself. For example, more than 50 percent of the doctors practicing in Dallas received their training at Parkland so it's very likely your physician is a product of this fine hospital.

How did you get involved with Parkland?

I joined the board of Parkland Foundation in 2004 because I believe in its mission to provide high quality medical services to everyone in Dallas County. I don't think people should get sicker — I don't believe people should die sooner — because they are poor. We live in the wealthiest country in the world and we should take care of the indigent and vulnerable. To do less is unacceptable.

What will a new facility mean?

The current Parkland opened in 1954 to serve a county population one fourth the size of today's population. With more than one million patient visits a year, the current facility was built to handle half the volume. Walk down the halls of any ward and you will see how overcrowded we have become. Our master plan will accommodate current and future growth of Parkland and Dallas. Our doctors will be able to provide better care for more people. The new facility will also have an enormous effect on the other area hospitals as we will be able to care for more of the indigent population.

You and your foundation made a generous gift. Why?

My father, sister and I believe so strongly in what Parkland does. My mother did too, and I know she would be as proud as we are to have the Strauss name associated with this extraordinary institution.

What does I Stand for Parkland mean to you?

Dallas is such a generous community. Now is Parkland's time to tap into that spirit of giving. Many donors have already stepped forward to lead the way. We are not simply a tax-supported public hospital but ultimately a community supported nonprofit health care provider.



NEW PARKLAND SNAPSHOT

Square Footage 2.4 million
(includes hospital, outpatient clinic and office space)

Cost \$1.27 billion

Funding \$747 million bond issue
\$350 million cash reserves
\$150 million philanthropy
\$23 million interest & financing

A letter from Dr. Anderson

Without a doubt, Parkland is known for its Level I trauma care. But it's not enough to save lives. We must also bring life back to wholeness, in turn, allowing people to be productive citizens again.

Over the years, I've witnessed the evolution of care, and the changes have led to increasingly remarkable rates of success for salvaging life. We can diagnose earlier. Drugs work better. Surgery is less invasive. Survival rates are significantly higher. This is because of scientists and researchers who have developed new treatments and therapies, as well as the bedside caregivers who reach our many patients.

Philanthropists play an incredible role in this journey as well. They help by allowing the work done in research labs to be brought into patient care for broader populations.

Such is the case at Parkland. For example, patients with facial burns require a mask to reduce scarring during recovery and rehabilitation. The mask must be crafted uniquely to fit each individual patient's facial features. Previously, this involved plaster casts and sometimes sedation. However, a donation by The Peterson Family Foundation brought Parkland patients a new electronic system using laser technology. This system makes a huge difference for the comfort of these patients, especially children.

You too can help not only save lives, but bring them back to wholeness. All you have to be is a person concerned about the well being of others.

These are the people who have jumped at the opportunities to help others not only survive but thrive. You don't have to be a doctor or a scientist to make a huge impact.

Ron Anderson M.D.



GIFTS SECURED

AS OF APRIL 1, 2010

\$50 Million	Harold Simmons Foundation
\$25 Million	The Rees-Jones Foundation
\$1.5 Million	Nexen Petroleum, U.S.A.
\$1.25 Million	Parkland Auxiliary
\$1 Million	The Harlan R. Crow Family, The Trammell S. Crow Family, The Stuart M. Crow Family Hirsch Family Foundation Eugene McDermott Foundation Dr. Bob & Jean Smith Foundation
\$827,858	Crystal Charity Ball
\$500,000	The Theodore & Beulah Beasley Foundation, Inc. Roger Horchow/Horchow Family Charitable Trust Hawn Foundation
\$250,000	Marguerite Hoffman Advised Fund of the Dallas Women's Foundation Pollock Family Foundation
\$200,000	Constantin Foundation The Gil & Dody Weaver Foundation
\$150,000	Two Anonymous Gifts
\$100,000	Three Anonymous Gifts Balfour Beatty/Shari & Eric Krueger Dr. & Mrs. D. Shelton Blair Boone Family Foundation Rosemary Briggs Gerry & Charles Cristol The Dallas Foundation Robert E. Glaze Lebowitz Family Foundation/ Naomi Aberly and Laurence Lebowitz Mike A. Myers Vin & Caren Prothro Foundation Dr. Karl and Carolyn Rathjen Theodore & Annette Strauss Foundation/ Nancy & Jeremy Halbreich Joan & Alan Walne Bill & Katie Weaver Charitable Trust Ellen & Don Williams
\$75,000	Anonymous Gift
\$50,000	Sue Ann & Ron J. Anderson, M.D. Drs. Shirley & Dale Coln Joann and John Dragovits Carol and Don Glendenning Susie & T. Hardie John Haupt Hoglund Foundation Cynthia & David Krause Linda and Dalton Lott Nancy Perot Mulford Drs. Maureen Murry and Compton Broders Ruth C. & Charles S. Sharp Foundation
\$35,000	Bill and Anne Montgomery
\$30,000	James M. Collins Foundation Paula and Tom Turicchi
\$25,000	Cynthia & Louis Beecherl, III Datum Engineers/AG&E Engineers/ Charles Gojer & Associates Rod Cain Jones Wendy Lopez/Lopez Garcia Group Mary Blake and Chuck Meadows Ed Ramirez Pat & Pete Schenkel Steinhart Family Advised Fund of the Dallas Foundation Diana and Richard Strauss Roslyn Dawson Thompson and Rex Thompson
Other Gifts – \$497,991	

TOTAL – \$89,623,094



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Endowment matches community spirit for those in need

Kathy Muldoon and Dr. Bob Hendler focus assistance on Dallas' underserved

Growing up, Kathy Muldoon and Dr. Bob Hendler were each taught to consider the needs of others. It was no surprise when Muldoon and Hendler married in 2000 they would wish to continue, as a family, to assist those in need.

Hendler, a Parkland resident and fellow from 1974 to 1979, and Muldoon, a seasoned financial planner, both agree a Parkland endowment was the ideal way to share their spirit of community for years to come.

“My time at Parkland was the most influential experience in my professional career as a physician,” said Hendler. “An endowment allowed us to create a means to help the underserved and medically needy population cared for by Parkland.”

An endowment is a permanent fund to benefit the Parkland area of service chosen by the donor. The principal of the gift is invested and grows over time. The original principal is never spent; instead, the earnings gained on the principal each year are used to benefit the donor's selected cause. Muldoon and Hendler chose to benefit the Women and Infants Service.

In 2008, a client of Muldoon's made an anonymous gift of \$500,000 to create 40 endowments, through a new matching program, that would be used to support areas of the donor's choosing. Through these gifts, donors may establish an endowment with a gift of \$12,500 and be matched \$12,500 to meet the \$25,000 endowed gift fund minimum. It was the generosity and creativity of this gift that spurred the couple to establish a permanent fund that will continue their support for Parkland long after they are gone.



“The matching program at Parkland is an extraordinary opportunity to support the community we all belong to,” said Muldoon. “We have friends and family who are here with us today because of the very skilled care they received at Parkland.”

“Parkland is one of the finest practical health care examples in the United States,” added Hendler. “This institution is worthy of everyone's support,

and we are so privileged to participate in preserving Parkland's long-standing legacy of excellence.”

To learn more about creating an endowment at Parkland Foundation and taking advantage of the matching opportunities, please contact Melissa Atkinson, Vice President of Gift Planning, at 214-266-2004 or email matkin@parknet.pmh.org.

Visit the new Parkland Foundation website at www.IStandforParkland.org

CAMPAIGN VOLUNTEERS AS OF APRIL 1, 2010

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