Campaign for the Carl N. Platou

EMERGENCY CENTER

at Fairview Southdale Hospital

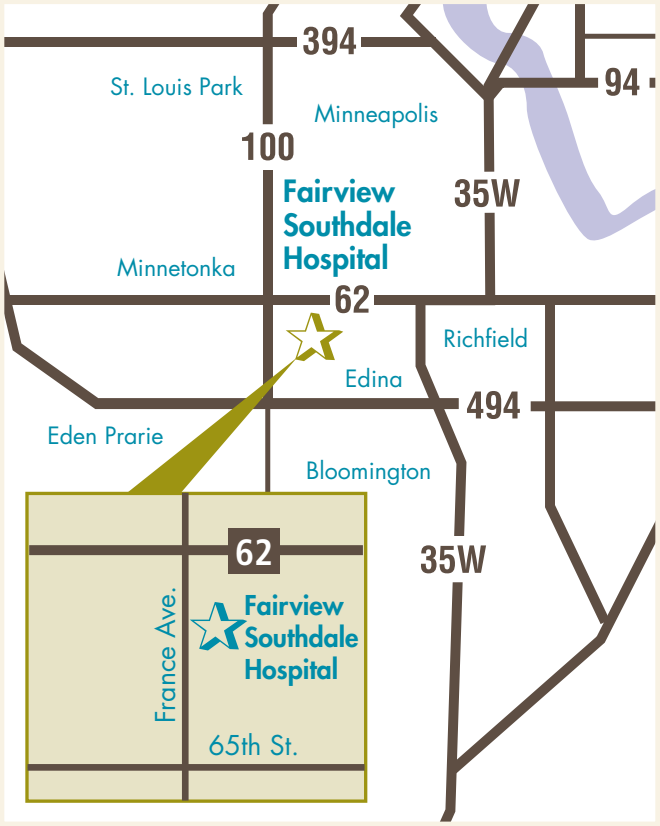
Critical care when our community needs us most. **Now, we need you.**

Project facts at-a-glance

Emergency services: The front door to Fairview Southdale Hospital

- **43,000 visits each year** (nearly 50 percent more than original capacity)
- **26 percent of emergency patients admitted for further care**
- **Top two most frequent health needs:** Chest pain, abdominal pain
- **Total trauma injuries in 2012:** 976, 2/3 of which arrived by ambulance
- **Total ambulance arrivals in 2012:** 10,429

Communities served



Best-in-class doctors and staff

- 30 emergency medicine doctors, 72 nurses, 50 other staff in emergency department

National recognition for exceptional health care

- Ranked one of the best hospitals in nine specialties (*U.S. News & World Report*)
- "A" rated hospital for patient safety (*Leapfrog Group*)
- "Top 100 hospital" for cardiovascular and stroke services (*Thomson Reuters*)
- Exemplary cardiac survival rates found by Cardiac Arrest Registry to Enhance Survival (CARES) study
- A National Cardiac Center of Excellence (*Blue Cross Blue Shield*)
- A Primary Stroke Center, a certification recognizing speed and quality of stroke care (*Joint Commission*)

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Expanding a flagship community asset

Current facility	New Carl N. Platou Emergency Center
Unchanged since 1985	Your support will help us open our doors
15,000 square feet	Approximately 65,000 square feet
30 patient rooms	42 patient rooms
Small, crowded patient rooms	Patient rooms twice as large
Helipad across street	New centrally-located helipad on roof
Inefficient admitting area	Welcoming and efficient admitting area
Central location	Easy to get to and easy to get through quickly—the most accessible emergency department in the Twin Cities

Project financials

Philanthropic goal: $15 million

Total project cost: $42 million

Financial pressures

- Growing numbers of uninsured patients
- Serving an aging population needing an increasing scope of care
- Rising costs
- Limited capital available for investment
- Decreasing government support

Leadership

- **Bradley Beard**
  President
  Fairview Southdale Hospital
- **Larry Laukka**
  Campaign Chair
- **Shawn Teal**
  Director of Development
  Fairview Foundation
- **Charles (Chuck) Mooty**
  Interim CEO
  Fairview Health Services
- **Dan Anderson**
  President, Fairview Community Hospitals and Chief Operating Officer
- **Richard Howard**
  President
  Fairview Foundation

Campaign Committee

- **Larry Laukka, Chair**
- **Steve Bakke**
- **Bradley Beard**
- **Warren Beck**
- **Greg Buck**
- **Robb Gruman**
- **Ruth Hustad**
- **Linda Mona**
- **Teri Popp**
- **Fred Richards**
- **Daniel Rectenwald**
- **Shawn Teal**
- **William Utz, MD**
- **Maribeth Woitas**

Physicians Advisory Group

- **William Utz, MD**
- **Stephen Battista, MD**
- **Brad Williams, MD**
- **Sam Leon, MD**
- **H.L. Saylor, MD**

About Carl N. Platou

The Carl N. Platou Emergency Center bears the name one of Fairview's great leaders. Carl N. Platou led Fairview on a path of extraordinary growth and exceptional innovation for nearly 40 years. He was the visionary force behind the founding of Fairview Southdale Hospital in 1965.

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