

# Future Forward Heart & Cancer Care

The Campaign for High Point Regional



 **HIGH POINT  
REGIONAL**  
UNC HEALTH CARE



The Campaign for High Point Regional

Our Mission is to provide exceptional health services to the people of our region.





The Campaign for High Point Regional

# Letter from the President and CEO

*“We have an opportunity to ensure an exceptional future of high quality health care for our families, our community and our region right now.”*

**THANK YOU VERY MUCH FOR YOUR ONGOING**

**SUPPORT OF HIGH POINT REGIONAL.** Since my arrival to High Point, I have been truly amazed at how much our hospital has developed over the years thanks in large part to the dedication and support of individuals like you in our community.

This is a very exciting time for High Point Regional and the UNC Health Care System as we strive to be the Triad’s premier health care provider. While the world of health care continues to rapidly change, we are managing the changes and are preparing for more to come by remaining true to our mission.

Today we are moving forward with exciting, new and necessary initiatives that will enhance existing services and accelerate the addition of new clinical programs to meet this community’s needs. To address our challenges and plans for the future, High Point Regional has developed a comprehensive Master Facility Plan that features expansion and modernization of our facilities, advanced technologies and innovative programs to best serve our patients and their families. This plan combined with our routine capital budget needs over the next five years will require an extraordinary investment of \$300 million.

As part of our strategic partnership, the UNC Health Care System has committed \$150 million toward these critically needed infrastructure improvements to our hospital. While this is essential to High Point Regional’s ability to grow and continue providing excellent care to the region, it is not enough in today’s costly and ever changing health care environment to fund all of the necessary projects to remain a *state-of-the-art* health care facility. For this reason we are embarking upon a major capital campaign, the **Campaign for High Point Regional**, to play a key role along with the UNC Health Care System in funding these exciting plans and to prepare us for the future generation of health care.

Thank you for your consideration in joining us!



**Ernie Bovio**  
**President and Chief Executive Officer**  
**High Point Regional - UNC Health Care System**



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# Our Commitment to Community

*There are few relationships as important as the one between hospital and community. It is a bond interwoven through generations, from the celebration of birth, through the various experiences of life.*

High Point Regional’s mission is to provide exceptional health services to the people of our region. We are committed to their health and to maintaining our position as the recognized leader of the highest quality, value-based health care available. We are passionate about assuming this role to benefit the greater High Point community. Doing so with the utmost and friendliest patient care and respect is our aim every day. Our capital campaign is a product of these responsibilities and one that we believe will benefit us all.

In 1985, we built a health care facility that was commensurate with the needs of that era. In the 30 years since, the world has certainly changed, but nowhere is it more apparent and dramatic than in medicine.

Today, we must adjust again with investments that are critical for the health and well-being of our families for generations to come. **In cardiology, oncology and surgery, we must make**

**future forward improvements to meet the emerging needs of our patients.** We must have health care providers with the skills this era demands and arm them with the best tools available so they can provide the utmost level of care for our patients.

## The benefits will be plentiful for us, for our community, and especially for our patients:

- Comfort for those requiring life-changing treatments.
- The ability to stay close to home while family members and friends have access to visit and support them.
- Assurance that the physicians are the best, because recruiting and retaining such doctors will be enhanced by technologies and innovations available right here in High Point.

## High Point Regional at a Glance



Founded  
1904



2,300  
staff



351  
private beds  
for medical  
and surgical  
patients



120,000  
patients  
annually



Serves a  
growing region  
encompassing  
475,000  
people

## Six primary service areas:

- 1 Carolina Regional Heart Center
- 2 Hayworth Cancer Center
- 3 The Neuroscience Center
- 4 The Esther R. Culp Women’s Center
- 5 The Emergency Center
- 6 The Piedmont Joint Replacement Center

Other services include the Rehab Center, the Millis Regional Health Education Center, the Regional Wound Center, the Diabetes Health & Wellness Center, The Vascular Center and High Point Behavioral Health.



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High Point Regional sets itself apart by putting patients first.



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## THE CRITICAL NEED

# The Future of Health Care in Greater High Point

*The Campaign is designed to re-orient, renovate and modernize a number of core clinical areas to meet the growing health care needs of this community.*

In recognition of growing physical facility needs, High Point Regional's Board of Trustees and Senior Administration developed a comprehensive Master Facility Plan. This includes modernization of our facilities, advanced technologies, and innovative programs to better serve patients and their families.

**This campaign provides the opportunity for our community to join in funding these exciting plans.**





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## THE CRITICAL NEED



### Third Floor Modernization and Expansion | Immediate Need: \$50 million

High Point Regional will completely reconstruct and renovate the third floor of our facility, which houses our operating rooms. This will greatly enhance several centers of excellence, notably the Carolina Regional Heart Center, and ultimately benefit our patients and their families, physicians and staff.

#### Future Forward Heart Care

- Two New Electrophysiology Labs
- Four New Cardiac Catheterization Labs
- Software Upgrade Critical to the New Technology
- Mediguide Equipment for 3-D X-Ray Images
- Extra Space for Future Growth

#### Superior Surgical Technology

- Hybrid Cath Lab/Operating Room for Broad Range of Complex Surgeries
- New Surgical Platform with Superior Technology
- New Day Hospital for Improved Patient and Family Experience

### Hayworth Cancer Center Enhancements | Immediate Need: \$5 million

The Hayworth Cancer Center will be updated with the latest in detection and recovery technology. The improvements will help High Point Regional continue its tradition of cutting-edge cancer treatment and commitment to hopeful, healing patient care.

#### Future Forward Cancer Care

- Technology Advancement: Replacing the Linear Accelerator (LINAC)
- Redesign and Renovation of the Radiation Oncology Department
- New Oncology Urgent Care Program



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The hospital served 10,000+ heart patients last year, and electrophysiology cases have risen 1400% in the last 25 years.

“We’ve had our experiences with heart disease in our family and the sheer weight of the consequences can sometimes overwhelm you. We are grateful to High Point Regional for the compassionate care and support, and the incredible skill of our doctors. It was a differentiating factor when deciding to stay close to home for our care.”

- Cardiac patient

### **The Carolina Regional Heart Center**

The 132,000 square-foot, state-of-the-art Carolina Regional Heart Center is one of High Point Regional’s foremost centers of excellence, providing a full spectrum of cardiac services staffed by cardiologists and cardiovascular and thoracic surgeons.



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## THIRD FLOOR EXPANSION

# Future Forward Heart Care

The modernization and renovation project will consolidate all of High Point Regional's cardiovascular services together in one location. This transformation will provide streamlined care that is timely, patient centered and state-of-the-art. It will also **reduce the distance between outpatient and inpatient services**. This is important for cardiologists and it is **more convenient and comfortable for patients and their families**. One of our advantages is a compact, user-friendly campus, and this project continues that theme for our heart patients.

As heart disease becomes more prevalent and our population ages, demand for advanced techniques in minimally invasive procedures and the ability to handle more complex procedures have dramatically increased. Advances in electrophysiology have occurred regularly during the last several years, enabling physicians to more easily, quickly, and clearly locate abnormal sites inside the heart that may be causing serious arrhythmia or other cardiac issues. **High Point Regional must acquire the latest equipment to provide physicians with the tools to do this.**

In response, plans call for a department that will feature:



Two  
New  
EP  
Labs



Four  
Cardiac  
Catheterization  
Labs



Software  
Upgrade  
critical to this  
sophisticated  
technology



Mediguide  
Equipment  
that allows physicians to  
review 3-D X-ray images  
for complex procedures



Extra Space  
for future growth,  
including additional Cath  
Labs as the need arises

### Cardiovascular Vision

The Carolina Regional Heart Center is regularly recognized for national quality and outcome awards and rankings. Maintaining this high level of prestige requires us to consolidate all cardiovascular services into one location to enhance the quality of care and make way for future innovation and expansion. This includes performing

minimally invasive *Aortic valve replacement* and *Mitral valve repair*, which are currently not performed at High Point Regional. The improvements will also enhance the nationally recognized Cardiac Arrest Center, Atrial Fibrillation Center and STEMI program.



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## THIRD FLOOR EXPANSION

# Superior Surgical Technology

*Minimally invasive surgical techniques improve the healing process and ultimately save lives. Many advances have been made in surgical technology in the decades since High Point Regional's current operating suites were designed. Now is the time to invest in the latest surgical technology to provide the best care possible for our patients.*

### Hybrid Cath Lab/Operating Room

The addition of new technologically superior operating rooms will raise the level of complexity for surgical cases and provide the opportunity for High Point Regional to offer a broader range of complex surgical procedures.

**A new special procedure, multipurpose operating room, approximately twice the size of our current operating rooms, will be added to the third floor.** It will be designed to house the robotic equipment and technology required for today's sophisticated, minimally invasive surgeries, such as the Artis Zeego Robot.

The new suite will generate further growth by encouraging those who might have otherwise traveled outside the area to stay in High Point for their medical care. Contemporary facilities and greater patient volumes enhance the opportunity to recruit surgeons who bring expertise and new specialties to the community to better care for our patients. There are numerous benefits for our patients as well, including shortened recovery time and length of stay.

### New Surgical Platform

In addition to the new Hybrid Cath Lab, **all nine of the current operating suites will be enlarged into state-of-the-art facilities.** At 750 square feet, each new operating room will measure nearly twice the size of our current rooms. These technologically superior operating rooms will allow High Point Regional to perform a broader range of complex surgical procedures. In addition, the renovated space will include **a new holding suite, PACU/recovery suite, pre-admissions suite and administration area.**

**The Hospital's Endoscopy Suite will also be relocated to be adjacent to the new operating rooms** creating a more effective and efficient surgical platform for physicians and staff.

### New Day Hospital

**The third floor will be expanded over the Emergency Department to create space for our new Day Hospital.**

Designed to enhance the experience for patients and their families requiring same-day procedures, this new space will feature 20 holding bays, a spacious registration area and a waiting area for family members and visitors.



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With the reputation of our expert surgical team and a newly expanded and enhanced surgical suite, the number of patients seen will continue to increase.



New Technology >> Improved Facilities >> Advanced Surgeries >> Physician Recruitment >> Excellent Patient Care



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## HAYWORTH CANCER CENTER ENHANCEMENTS

# Future Forward Cancer Care

*Cancer is the #2 killer of Americans behind heart disease. It has affected almost everyone either personally or through relationships with family and close friends. We must strike back with every tool available for the benefit of our community.*

The Hayworth Cancer Center provides patients and families with a reassuring environment that promotes healing and wellness. The Commission on Cancer of the American College of Surgeons awarded the center with certification as a Community Hospital Comprehensive Cancer Program with the highest possible commendation.

**Our cancer center is uniquely prepared to fight cancer with comprehensive and contemporary facilities and extraordinary clinicians.** It is the beacon of hope for so many stricken with the disease in our community. Therefore, High Point Regional must remain on the cutting-edge positioned to meet patient needs with the latest detection and recovery technology.



10,628 newly diagnosed cancer patients since 2005



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**The Hayworth Cancer Center is the first comprehensive cancer center in North Carolina to offer diagnosis, inpatient and outpatient treatment, clinical trials and support services in a single, convenient location.**

In response, plans call for a department that will feature:



## Technology Advancement

High Point Regional will replace the current 2007 Linear Accelerator (LINAC) used for radiation treatments with a new, more sophisticated model. It will provide patients and families the opportunity to stay close to home for the most sophisticated treatments and surgical procedures.

It also will offer capability in:

- Stereotactic Radiotherapy, to dramatically reduce radiation exposure and deliver higher doses.
- Stereotactic Radiosurgery, to greatly assist with less invasive head and neck surgeries.



## Redesign and Renovation of the Radiation Oncology Department

The new look will reflect an advanced, healing environment that projects an image of progressive care and sends a message of hope.



## New Oncology Urgent Care Program

This program for non-life-threatening after hours/weekend patient emergencies offers immediate, no-wait intervention in a familiar setting with oncology-trained medical professionals. Cancer patients and their families will have 24/7 access to personalized care without the stressful experience associated with a typical emergency room visit. Since cancer patients typically have a lower immune system during their treatments, this will also protect them from being exposed to other potential illnesses.



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# Our Partnership With You

*High Point Regional has maintained an extraordinary reputation, partnering with the community for more than a century. As we evolve as a premier health care system, we must invest in our facilities and our people.*

This \$55 million improvement initiative counts on collaborative effort. Just as the UNC Health Care System is partnering with High Point Regional to support our overall investment need of \$300 million, even more we need the generous giving of our community to attain the future forward improvements outlined in this campaign.

These improvements represent the next generation of health care in our area and an unprecedented leap in technological advancement for High Point Regional. It cannot happen without your help. The success of the campaign will ultimately depend upon the enthusiasm and commitment of our friends who see the extraordinary value of this project.

We invite you to step forward with us in supporting this exciting endeavor to meet the health care needs of you, your family and your neighbors, today and tomorrow.



## Molly Millis

Honorary Chairman,  
The Campaign for High Point Regional

"There is nothing more important for our community than ensuring our citizens have access to a high quality health care facility they can depend on to meet their numerous medical needs, from routine care to critical and potentially life-altering medical interventions. Under the leadership of Ernie Bovio, our hospital has commenced a much needed and exciting transformation using innovative approaches to meet this need in our community. Great plans are in the works to ensure patients can receive the absolute best care without having to travel away from home, and with your help, these things can become a reality. I applaud HP Regional's efforts in bringing transformational health care to our community, and I ask that you support this exciting and critically important campaign."



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# Campaign Leadership



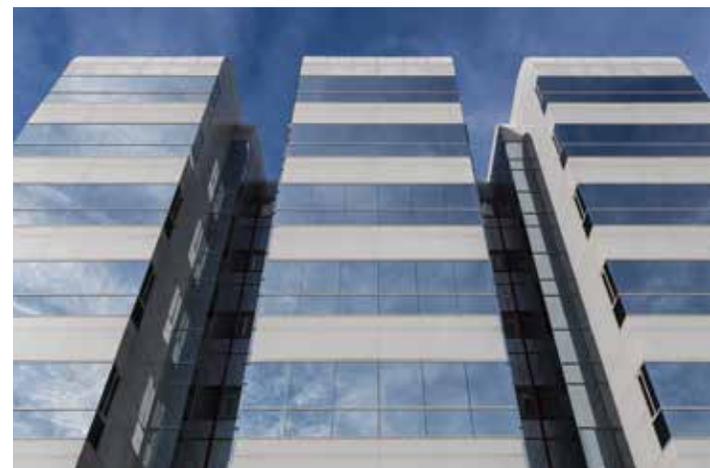
**Ned & Katherine Covington**  
Campaign Co-Chairs

"We believe that a thriving hospital is an integral part of a thriving community. So many wonderful initiatives are underway in our city, and all of them work together for a stronger High Point, including our investment in High Point Regional. This is OUR hospital, and with your help, we can expand on the UNC Health Care System's contribution with the assurance that we are poised to meet future needs, including having the best doctors who practice with the latest equipment and technology in a state-of-the art facility. This project has personal significance for us. We both recently required treatment for cancer and know firsthand how important it is to have superb and compassionate care. How fortunate we were to receive that level of care right here at High Point Regional."



**Barbara & Paul Coughlin, MD**  
Campaign Co-Chairs

"One reason we moved to High Point in 1984 was the hospital's stellar reputation. Two of our daughters were born at High Point Regional, and we have both had surgery there, so we know firsthand the incredible skill and care provided by the staff. Today, we are equally as excited about the hospital's future. The partnership with the UNC Health Care System, leadership of Ernie Bovio and other exciting improvements allow the hospital to continue its superlative care. The relationship with High Point University's new pharmacy and physician assistant programs adds to our growing medical community. The time is now to invest in the latest technology and attract medical staff of the highest caliber. A great hospital is essential for our personal health and the vitality of our community. Together, with your help, we can make High Point a leader in medical care."



## Campaign Leadership Committee

Frosty Culp, DDS

Darrell Frye

Ken Smith

Don Webb



**HIGH POINT  
REGIONAL  
HEALTH FOUNDATION**

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