

COMMUNITY NEWS FROM
BROADLAWNS MEDICAL CENTER FOUNDATION

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BMC FOUNDATION TURNS 5

**Broadlawns Foundation Says Thank You,
Reaches Out to the Community in its
Fifth Year of Existence**

DES MOINES, Iowa (January 22, 2007) – Five years and more than a million dollars later, Broadlawns Medical Center Foundation is thanking the community, as it asks for its continued support.

The foundation, which to date has raised more than \$1.1 million in direct-cash gifts, celebrated its fifth birthday as the calendar flipped to a new year amid requests for continued financial support. The foundation is assuring its donors that any equipment they help purchase to replace aging technology will be relocated to the Lutheran Hospital campus if that move is approved.

"We greatly appreciate all the community-wide support that we have received," said Dave Merritt, the outgoing co-chair of the foundation board who has held that role since its inception. "At the same time, there remains a need to replace basic equipment that has lasted beyond its prime. The generosity and commitment of our foundation members will help in the need to continually modernize our technology and assist in our ability to deliver quality health care services to the residents of Polk County."

The \$1.1 million donated has provided invaluable updates to the hospital, including a recently purchased central fetal heart monitoring system, a pediatric clinic makeover, a BiliBlanket Meter, an electrocardiogram machine, dental equipment, patient beds and the replacement of 18-year-old x-ray equipment. Every department serving patients at Broadlawns has benefited in some way from the donations.

Despite the generous contributions, Broadlawns needs continued financial support because the annual cost of operating the hospital—now more than \$84 million—is outpacing tax dollar support. The hospital receives \$45 million a year in property taxes from Polk County residents and approximately \$33 million from patient services including Medicare, Medicaid and other payers. Broadlawns also receives several million dollars annually in operating grants, yet the total falls short of the need.

Other challenges come into play. Sixty-six percent of Broadlawns' revenue each year is written off to cover the cost of caring for uninsured and underinsured patients. That leaves little money for updating aging equipment, some of which has parts that are no longer manufactured. A previous facility master plan determined it would cost Broadlawns approximately \$80 million to fully update its capital equipment and plant if it is to stay in its present location.

"As Polk County's community hospital, Broadlawns Medical Center provides care regardless of a patient's ability to pay. Fifty-six percent of our patients are uninsured and come from all walks of life," Broadlawns CEO Jody Jenner said. "Broadlawns provides a service like no other hospital in town. We respectfully ask that everyone take a moment to consider a gift to the Broadlawns Medical Center Foundation

and help us care for the medical needs of our community. Every gift is important, and every gift is appreciated."

At the moment, Broadlawns seeks a new anesthesia delivery system, surgical table and imaging system for its surgical department. Broadlawns employees recently donated \$45,000 toward the cause, but \$105,000 is still needed.

A prime example of the foundation's value to Broadlawns came in 2005, when Broadlawns employees and physicians raised \$48,000 to remodel five rooms in the pediatric clinic. The clinic makeover included new child-sized equipment, wall art and examination tables in the shapes of different animals, which coordinated with the clinic's different room themes. "All five rooms have been very well received, and they will continue to entertain and accommodate children of all ages for many years to come," said Shelly Jordan, director of fund development. "Thanks to the generosity and kindness of BMC employees, the 'Pediatrics Extreme Makeover' benefits the entire family, lessening stress on pediatric patients and their families."

With a history that reaches back to 1903 as a community health center, Broadlawns Medical Center first opened its doors as a hospital to the residents of Polk County on April 13, 1924. Over the years, Broadlawns has adapted to the changing demands of public health care, yet remained true to its mission of offering quality health services to all Polk County residents and training to tomorrow's health care professionals. The Broadlawns Medical Center Foundation was founded in 2001 and was the beginning of an unprecedented effort to improve community support for Broadlawns. In 2002, the foundation began formal operations and identified its goals of raising community awareness about the services and needs of Broadlawns as well as raising funds for much needed capital.

Contact the Broadlawns Medical Center Foundation at 515-282-3200 or www.broadlawns.org to make a gift online.

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