

# Caring

Spring 2008

## Broadlawns Medical Center Announces Proposed Plan for \$44 Million Renovation Project

Broadlawns Medical Center has announced a proposed \$44 million project to expand and renovate its aging facility at its current location. The plan must be approved by its board of trustees and does not rely on any taxpayer funding.

"This exciting plan includes the much-needed modernization of Broadlawns' overall facilities to enable our staff to continue providing high quality patient care for the residents of Polk County, without requiring any new taxes," said Jody Jenner, president and CEO of Broadlawns Medical Center.

Over the last several years, Broadlawns' leadership has been exploring options to modernize the aging facilities. One recent

widely discussed option included relocating the medical center to the Iowa Lutheran Hospital site in Des Moines' Eastside. That is no longer a viable option because Iowa Health-Des Moines has decided to maintain its operations there.

"The facility needs for Broadlawns are pressing," added Jenner. "Our staff is coping with a burgeoning demand for services that is rapidly outstripping the facility's capacity. Outdated buildings and equipment are putting a strain on the staff's profound commitment to provide high quality patient care."

The Broadlawns Site and Facilities Plan is comprehensive, realistic and practical, aligning well with Des Moines' Northside

economic development plans.

"The hospital and clinics will remain at the current location. Through new construction and renovation, we will be able to provide improved access and efficiency with new outpatient-centered physician clinics for primary care, including family medicine, internal medicine and pediatrics," explained Frank Harrison, chair of the Board of Trustees.

Additionally, podiatric medicine, obstetrics, and general and orthopedic surgery will be expanded. The emergency department will be renovated and expanded, outpatient-based surgical and radiological services will be improved, and both inpatient and outpatient mental health

*The quote "Charity begins at home" comes to my mind and to me Broadlawns is like my second home. Our patients deserve the best. Many of my patients have said to me that they could go to other facilities but they choose Broadlawns because they love the people here and the care they receive. They also like our small size. One of my patients stated, "It's like family here." I agree!*

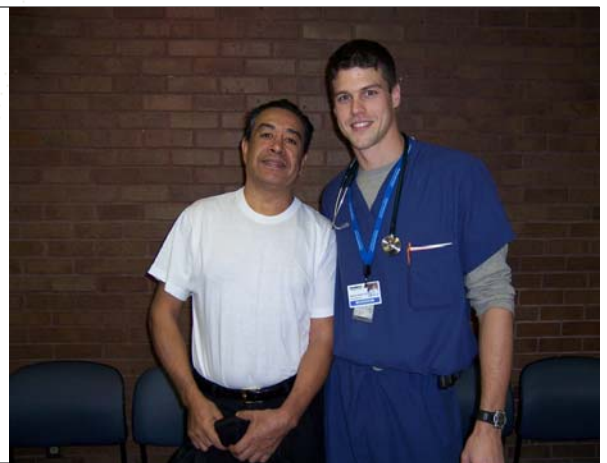
Thanks for supporting our mission!



Julie Deuel, Foundation board member and co-chair of the 2008 Combined Giving Campaign

### A Grateful Patient

Froyland Bermudes gets teary eyed with appreciation for Dr. Anthony Coppola, especially when he came to visit him in the hospital when he knew he had no family and few friends. He thanks Dr. Coppola for saving his life. A life Froyland says he is determined not to waste.



## Celebrations of Caring

Thanks to an anonymous friend who made possible the purchase of the ARANZ Medical *Silhouette* camera. For more information visit [www.broadlawns.org](http://www.broadlawns.org)

Thanks to our employees for their donations toward new telemetry equipment and for mental health services.



Thanks to our friends at Barnes & Noble Jordan Creek for donating children's books in both Spanish & English to our Pediatric and Emergency Departments.

**Thanks to Prairie Meadows for the generous gift of \$10,000 for Broadlawns Diabetes Care Coordination Project.**

### PLAN, from Page 1

services will be increased. This plan will be completed in three phases. The financing strategy for the estimated \$44 million plan would require no new tax dollars.

Phase I groundbreaking, which is expected in Fall 2008, would renovate the most seriously outdated areas where space issues are most critical, such as the emergency department and radiology.

The first phase is estimated at \$22.6 million and would be paid for with loans secured against revenues. The existing long-term debt will be laddered down and fully paid off in 2012. Private donors are critical to this plan and will lessen borrowing needs as well as free up funds for other vital patient care delivery needs not included in this project.

Phase II is tentatively scheduled to begin Spring 2010, with Phase III esti-

mated to begin Summer 2011.

"This is a realistic plan that will ensure a promising future for this valuable community hospital," said Jenner. "This plan promises modernized facilities to meet the future health care needs of our community without requiring any new tax dollars."

To learn more about the upcoming project, please contact us at 515-282-5755.

Thank you to the Family & Consumer Science classes at **Valley High School** for making warm, fuzzy and brightly colored baby blankets. With more than 500 babies born each year this is a great help to our new moms!



### Thanks Schooler!

Many thanks to Sue Schooler and the staff at Schooler Medical for their Giving Tree Drive they held for Broadlawns. They collected more than 100 items to assist our patients during the winter season.



Support Broadlawns online through The Principal Charity Classic at: [www.principalcharityclassic.com/pcc-birdies.php](http://www.principalcharityclassic.com/pcc-birdies.php)

## Make A Difference Today!

You are invited to join us for **Breakfast at Broadlawns, 7:30 a.m.**

**Wednesday, June 4**

**Wednesday, Sept 10**

**Wednesday, Dec 3**

RSVP to Barb at  
515-282-5706.

**Volunteer today!**

To help today call  
Melinda at  
515-282-5726



**Employee Events Committee Members accept a donation from The Church of Jesus Christ- Latter Day Saints for the Tree of Giving.**



**2008 Fall Gala  
Friday, September 19th**

## The Foundation Proudly Welcomes New Board Members



Susan Freed, J.D.  
Davis Brown Law Firm



Stephanie Ganske, R.N.  
Schooler Medical



Sgt. Joe Gonzalez  
Des Moines Police  
Department, HOLA Unit

### Board of Directors

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Rev. William Jacobs



A warm and fuzzy thank you to our friends at **NCMIC** for their donation of hundreds of teddy bears and other furry friends. These warm the heart of a child and make their experience to the medical center a happier one!

Spring 2008



**Shelly L. Jordan**  
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for BMC Foundation, can be  
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[sjordan@broadlawns.org](mailto:sjordan@broadlawns.org)

To make a difference in  
the lives of our patients  
today, call, visit or mail  
your gift to:

Broadlawns Medical  
Center Foundation  
PO Box 5008  
Des Moines, IA  
50305-5008

**Broadlawns Medical Center  
Foundation's** mission is to support  
the success of the Medical Center in  
promoting both the financial viability  
and image of the organization.

Visit us at  
[www.broadlawns.org](http://www.broadlawns.org)

*Thank  
You!*

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