

**FOR IMMEDIATE RELEASE**

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## **Broadlawns Medical Center Receives \$2.4 Million Pledge for Facility Improvement Project from Iowa Health – Des Moines**

**DES MOINES, Iowa** (January 16, 2009) — **Broadlawns Medical Center** and **Iowa Health – Des Moines** today jointly announced a \$2.4-million pledge from Iowa Health to assist with the Broadlawns Community Capital Campaign to be formally launched this spring. The pledge, which marks the third major gift from community organizations, will occur in two parts.

Today, Iowa Health made an immediate gift of \$1 million to the capital campaign with its board presenting the check to Jody Jenner, CEO of Broadlawns. This is the largest gift to date to Broadlawns for their Capital Campaign. In addition, Iowa Health will provide a \$1 match for every \$2 received by the Broadlawns' Community Capital Campaign. The Iowa Health match component will leverage community contributions into as much as an additional \$1.4 million.

“The economy is uncertain today, and we know that resources are limited, but it is important for us to support Broadlawns as they are a critical healthcare resource in our community,” said Eric Crowell, president and CEO of Iowa Health – Des Moines. “We have a long-term affiliation with Broadlawns, and we plan to work together for many years to ensure access to healthcare for all members of our community.”

Broadlawns is already poised to take advantage of the match with a \$100,000 Legacy Grant award recently announced by Prairie Meadows. Variety Club announced a \$860,000 contribution in September 2008 slated for the construction of the new pediatric clinic.

“Iowa Health’s generous gift and match, along with these other two grant awards, form the cornerstone of our community capital campaign,” Jenner said. “We thank the Iowa Health board and leadership for making this investment in our facilities and community health care in Polk County. We believe the return on this gift will be significant as everyone is ensured quality and consistent access to medical services.”

Since announcing their affiliation in 2005, Iowa Health has helped Broadlawns through consolidating laundry services, reference lab services and physician recruitment.

*Iowa Health – Des Moines, a subsidiary of Iowa Health System, is the largest private medical service provider in the state, averaging more than 32,500 inpatient admissions and 300,000 outpatient admissions each year. It includes Iowa Methodist Medical Center, Iowa Lutheran Hospital and Blank Children’s Hospital and more than 35 primary care physician clinics throughout central Iowa. For more information, visit [www.iowahealth.org](http://www.iowahealth.org).*

*With a history as a community health center dating back to 1903, Broadlawns Medical Center first opened its doors as a hospital to the residents of Polk County on April 13, 1924. Today, this acute care hospital serves the medical, surgical, mental health and primary care needs of patients throughout Polk County. In addition, it has a 60-member physician practice overseeing numerous specialty clinics and outpatient services. Broadlawns Family Medicine Residency Program graduates physician leaders who serve communities across Iowa and the country.*

**MEDIA NOTE:**

The following photo is attached as a separate jpg.



Kent Henning, vice chair of Iowa Health System –Des Moines; Jody Jenner, president & CEO of Broadlawns Medical Center; Eric Crowell, president & CEO of Iowa Health-Des Moines; and Bruce Sherman, Board Chair of Iowa Health System-Des Moines