building quality
CARE
close to home
an invitation to join Randolph Hospital in a vital campaign
When illness slows her step,  
or injury sets him back,  
let them get the care they need—  
without delay or confusing process,  
without ordeal or lengthy journey.

This is how it should be—  
quality outpatient healthcare  
that is convenient and close to home.  
Randolph Hospital will build  
a place committed to this cause.
As the community’s trusted provider of quality healthcare, we are expanding our outpatient and cancer care capabilities. The reason is simple, really.

*A person who needs healthcare should not have to struggle for it.*

And for medical treatments lasting less than one day—whether for cancer, a mammogram or minor surgery—the sooner a patient can get back home the better.

Outpatient medical care is the fastest growing category of service at Randolph Hospital. With your help, we will now make it easier, closer, better. Because while people who need healthcare are quick to trust *our family,* we know they want nothing more than to return quickly to *their own.*
Randolph Hospital provides quality healthcare you can trust, bringing state-of-the-art technology and outstanding medical expertise to this community. Over time, as new equipment and better processes for treating disease have become available, we have moved forward. We now offer highly advanced procedures, such as minimally invasive surgery and lightening-fast imaging technologies. We’ve received not only state, but also national recognition for being a top performer in providing quality patient care. Without question the pace of change in healthcare keeps getting faster and the opportunities greater. At Randolph Hospital, we pledge to respond intelligently to these developments and trends as we evolve on behalf of our patients.
Outpatient Center

Providing quality healthcare is about people, not numbers, but as more and more of our patients are treated on an outpatient basis—receiving care then going home that day rather than being admitted to the hospital—we must now face the limitations of our operational effectiveness. Built primarily to handle in-patient care, Randolph Hospital has seen outpatient visits more than double in the last 10 years. Even more remarkable, more than 90 percent of our patients are now treated through outpatient services whereas 25 years ago the majority of patients spent at least one night in the hospital. In 2005, there were over 94,000 outpatient visits to Randolph Hospital.

Cancer Center

For cancer patients in our community, Randolph Hospital has provided limited cancer services through the Randolph Cancer Center since 1999. Visits to the local cancer center have almost tripled in the last five years, now totaling more than 7,000 per year. Offering numerous important services, the existing cancer center is unable to provide radiation therapy—an essential treatment option for many cancer patients.

Randolph Hospital now asks for your help

as we build our new Outpatient and Cancer Center, which will more effectively serve the largest segment of our patient population. This addition will bring radiation treatment to cancer patients in Randolph County and will allow for future growth of new services.
Getting In Sync with Outpatient Needs

Most patients welcome the idea of outpatient service because it means their medical care will happen within the space of one day, perhaps within a few hours. What often complicates this process, however, is the frustrating and time-consuming endeavor of navigating the hospital. Many of Randolph Hospital’s outpatient services have reached capacity and lack the space needed to handle continued growth. Our new outpatient center will meet the pressing need for additional space while consolidating most outpatient services on one floor. This will make service much more convenient for patients.

Cancer is a Hard Enough Road

Getting treatment shouldn’t make it harder.

Despite Randolph Hospital’s award-winning off-campus cancer center, we presently cannot offer radiation treatment—a preferred treatment for more than half of all cancer patients. Cancer patients in Randolph County must arrange to travel out of town for radiation treatment, often several times a week for many months. Incurring the financial expense of travel is a serious hardship, but the physical and emotional strain on patients—and their families—is by far the more overwhelming burden. To ask weak, uncomfortable, upset and sometimes nauseous cancer patients to endure long car rides to get treatment is simply unacceptable. Alarmingly, some cancer patients in our community actually forgo radiation treatment—even with the availability of a free transportation system operated through the Randolph Cancer Center—because they cannot physically and or emotionally make the trips to locations where it is available.
The time is at hand.

To provide radiation treatment right here in Randolph County; to streamline our operational processes so outpatient services can be more convenient; and to provide space where new services can be provided as needed, Randolph Hospital will build a facility that offers 21st century cancer care and comprehensive, integrated outpatient services.

Outpatient services will now be seamlessly coordinated between physicians, nurses and support staff. No more will patients spend time wandering around various hospital floors and hallways. The new Randolph Hospital Outpatient Center will provide a wide range of services—including CTs and ultrasound imaging, mammography, a laboratory with multiple blood draw stations, minor surgical procedures including bronchoscopies and endoscopies—in one convenient and accessible location. This new building will also offer convenient parking to benefit both patients and their families.

The centerpiece of our new cancer center will be the addition of a Linear Accelerator—state-of-the-art radiation technology that will allow cancer patients in Randolph County to stay close to home and receive one of the most effective treatments available. Randolph Hospital is building a home for the Cancer Center, which will be operated in partnership with Moses Cone Health System. This experienced partnership will be expanded so that patients and their families can benefit from coordination of services on a regional basis and the latest in medical technology.

While extraordinary new capabilities in cancer care may be the most high profile feature of this campaign, the new Randolph Hospital Outpatient Center will offer tremendous advantages to all patients. By consolidating most outpatient services of Randolph Hospital under one roof providing them much needed space, we will better manage and deliver care to what is by far the largest population of people we serve.

More services.
More convenience.
Less time away from home.
Randolph Hospital will construct a 58,000 square foot addition on its existing campus adjacent and connected to the main hospital building. This new building will include:

**Imaging Services**: Most of the hospital’s existing imaging equipment—as well as a new mammography unit, CT scanner, and other radiology technologies—will be located in the new Randolph Hospital Outpatient Center. Since 83 percent of Randolph Hospital’s radiology services are performed on an outpatient basis, unifying these services in an outpatient setting will improve access for outpatients while reducing disruption by inpatients. This will not only offer more convenience to all patients, but will also increase the overall efficiency of hospital operations.

**Women’s Imaging Center**: A separate Women’s Imaging Center will include mammography, stereotactic breast biopsy and bone densitometry equipment, dressing rooms, patient education area, consult room and a technologist workroom while offering women a unique and comfortable place for care.

**Laboratory**: All outpatient lab specimen collection will take place in the Randolph Hospital Outpatient Center. The Outpatient Center will have three stations, plus a dedicated pediatric station. Locating specimen collection stations in the Outpatient Center will simplify testing procedures for patients requiring lab work before outpatient procedures, as well as those undergoing pre-admission work-ups before surgery.
**Special Procedures Unit (SPU):** SPU is a rapidly growing area within the hospital with 90 percent of procedures performed being outpatient. With increased patient volumes SPU has reached capacity and is unable to streamline current services, often times resulting in overcrowding. The new Randolph Hospital Outpatient Center will centralize these services, including endoscopies, transfusions, infusions, bronchoscopies and esophageal manometries, allowing for continued growth and better efficiency. Included in the SPU will be four procedure rooms and 12 private treatment rooms for procedure preparation and recovery, offering increased patient comfort and staff efficiency. These rooms will offer privacy for patients needing sedation and post-procedure monitoring.

**Pre-Admission Testing:** Pre-admission testing offers convenience to patients and efficiency for hospital staff as patients prepare for surgery. Lab work, history, physicals and consultation with physicians often take place days in advance of surgery. The new Randolph Hospital Outpatient Center will bring these services under one roof, streamlining the process for patients, families and staff.
YOUR HELP CAN MAKE IT HAPPEN.

The total cost of the Randolph Hospital Outpatient Center and the Randolph Cancer Center, including all equipment and furnishings, is estimated at $27 million. Randolph Hospital, through careful financial management and the excellent leadership of a volunteer board of directors and hospital executives, is able to borrow $23 million through a bond issue, bringing the hospital to its total prudent debt limit.

We must now raise the remaining $4 million through our “Building Quality Care Close to Home” campaign, Randolph Hospital’s first fundraising effort since 1988. Randolph Hospital does not undertake capital campaigns lightly, and we seek charitable community funding only when necessary.

The landscape of healthcare is constantly changing, shaped by new treatments and technologies, shifting demographics and the ever-present challenges of cost-containment. The success of Randolph Hospital—as a provider of quality care as well as a financially-sound organization—is a direct result of the confidence people have in our ability to make prudent healthcare investments. Each year Randolph Hospital, a not-for-profit organization, invests in the health of our community by providing millions of dollars in charitable care to those who need it most and by continually investing in new services and technology. The new Randolph Hospital Outpatient Center and the Randolph Cancer Center will be one of those investments – that makes a difference for everyone in Randolph County. For patients and their families – and anyone else who supports Randolph County and understands the humanitarian and economic importance of a progressive hospital – we know this is a great moment in the evolution of Randolph Hospital.

THE TOTAL COST OF THE RANDOLPH HOSPITAL OUTPATIENT CENTER AND THE RANDOLPH CANCER CENTER, INCLUDING ALL EQUIPMENT AND FURNISHINGS, IS ESTIMATED AT $27 MILLION. RANDOLPH HOSPITAL, THROUGH CAREFUL FINANCIAL MANAGEMENT AND THE EXCELLENT LEADERSHIP OF A VOLUNTEER BOARD OF DIRECTORS AND HOSPITAL EXECUTIVES, IS ABLE TO BORROW $23 MILLION THROUGH A BOND ISSUE, BRINGING THE HOSPITAL TO ITS TOTAL PRUDENT DEBT LIMIT.

WE MUST NOW RAISE THE REMAINING $4 MILLION THROUGH OUR “BUILDING QUALITY CARE CLOSE TO HOME” CAMPAIGN, RANDOLPH HOSPITAL’S FIRST FUNDRAISING EFFORT SINCE 1988. RANDOLPH HOSPITAL DOES NOT UNDERTAKE CAPITAL CAMPAIGNS LIGHTLY, AND WE SEEK CHARITABLE COMMUNITY FUNDING ONLY WHEN NECESSARY.

THE LANDSCAPE OF HEALTHCARE IS CONSTANTLY CHANGING, SHAPE BY NEW TREATMENTS AND TECHNOLOGIES, SHIFTING DEMOGRAPHICS AND THE EVER-PRESENT CHALLENGES OF COST-CONTAINMENT. THE SUCCESS OF RANDOLPH HOSPITAL—AS A PROVIDER OF QUALITY CARE AS WELL AS A FINANCIALLY-SOUND ORGANIZATION—is a direct result of the confidence people have in our ability to make prudent healthcare investments. EACH YEAR RANDOLPH HOSPITAL, A NOT-FOR-PROFIT ORGANIZATION, INVESTS IN THE HEALTH OF OUR COMMUNITY BY PROVIDING MILLIONS OF DOLLARS IN CHARITABLE CARE TO THOSE WHO NEED IT MOST AND BY CONTINUALLY INVESTING IN NEW SERVICES AND TECHNOLOGY. THE NEW RANDOLPH HOSPITAL OUTPATIENT CENTER AND THE RANDOLPH CANCER CENTER WILL BE ONE OF THOSE INVESTMENTS – THAT MAKES A DIFFERENCE FOR EVERYONE IN RANDOLPH COUNTY. FOR PATIENTS AND THEIR FAMILIES – AND ANYONE ELSE WHO SUPPORTS RANDOLPH COUNTY AND UNDERSTANDS THE HUMANITARIAN AND ECONOMIC IMPORTANCE OF A PROGRESSIVE HOSPITAL – WE KNOW THIS IS A GREAT MOMENT IN THE EVOLUTION OF RANDOLPH HOSPITAL.

CAMPAIGN CABINET

Mr. G. Douglas Aitken
Mr. William C. Krueger, Capital Quest
Mr. Ted Y. Matney
Mr. Michael C. Miller
Mr. Robert E. Morrison
Mr. G.M. “Mac” Pugh
Mr. William H. Redding
Mr. Robert C. Shaffner
Mr. Sherrill W. Shaw
Mr. Lynwood R. White

Mr. Robert L. Reese, co-chair
Dr. Charles W. Stout, co-chair

PLEASE JOIN US IN BUILDING THIS IMPORTANT HEALTHCARE RESOURCE FOR THE PEOPLE OF RANDOLPH COUNTY.
## Gift Plans

### Cornerstone Gift Plan
- **Gift Levels:**
  - $1,000,000 or more
- **Naming Opportunity:**
  - Entire Cancer Center
  - Entire Outpatient Center

### Vanguard Gift Plan
- **Gift Levels:**
  - $500,000 or more
- **Naming Opportunity:**
  - Cancer Center Vestibule
  - Outpatient Center Vestibule

### Heritage Gift Plan
- **Gift Levels:**
  - $250,000 or more
- **Naming Opportunity:**
  - Cancer Center Infusion Treatment Area
  - Laboratory
  - Radiology Center

### PaceSetter Gift Plan
- **Gift Levels:**
  - $100,000 or more
- **Naming Opportunity:**
  - Cancer Center Waiting Area
  - Cancer Center Nurse’s Station (2)
  - Cancer Center Simulator
  - Cancer Center Vault

### Visionary Gift Plan
- **Gift Levels:**
  - $50,000 or more
- **Naming Opportunity:**
  - Cancer Center Conference Room (2)
  - Cancer Center Pharmacy
  - Cancer Center Resource Room
  - Cancer Center Art/Music Therapy Room (2)

### Benefactor Gift Plan
- **Gift Levels:**
  - $25,000 or more
- **Naming Opportunity:**
  - Cancer Center Registration Room (4)
  - Cancer Center Staff Lounge
  - Cancer Center Consult Room (3)
  - Outpatient Procedure Room (4)
  - Outpatient Conference Room
  - Outpatient Nurse’s Station
  - Outpatient Staff Lounge (2)

### Chairman’s Circle Gift Plan
- **Gift Levels:**
  - $10,000 or more
- **Naming Opportunity:**
  - Cancer Center Executive Office (2)
  - Cancer Center Physician Office (3)
  - Cancer Center Exam Room (8)
  - Cancer Center Treatment Room (2)
  - Cancer Center Patient Dressing Room (3)
  - Outpatient Registration Area (7)
  - Outpatient Lab Treatment Room (12)
  - Outpatient Exam Room (2)
  - Outpatient Consult Room
  - Outpatient Reception Office
  - Radiation Receptionist Area

### Gold Circle Gift Plan
- **Gift Levels:**
  - $5,000 – $9,900
- **Naming Opportunity:**
  - Cancer Center Injection Station
  - Women’s Imaging Dressing Room (12)
  - Bone Density Room
  - Tech Work Area (2)
  - X-Ray Reading Room (3)

### Silver Circle Gift Plan
- **Gift Levels:**
  - $1,000 – $4,900
- **Naming Opportunity:**
  - Cancer Center Injection Station
  - Women’s Imaging Dressing Room (12)
  - Blood Draw Area (3)
  - Special Procedures Consult Room
  - Women’s Imaging Consult Room

### Bronze Circle Gift Plan
- **Gift Levels:**
  - Less than $1,000
- **Naming Opportunity:**
  - Donors in the Gold Circle Gift Plan will have their name recognized as part of a special plaque to be prominently displayed within Randolph Hospital.