

As Seen In
Madison
MAGAZINE

CHILDREN'S HOSPITAL
OPENING SECTION ●●●●●



CARE

High Touch Vs. High Tech

Above: The new hospital's design incorporates all things Wisconsin, including lighthouses and a stately sugar maple in the first-floor lobby. Each floor of the hospital reflects an individual region of the state—the cow etched into the elevator lobby on the second floor fits into the farmland theme.

From a ceiling-high lighthouse in the lobby, to Wisconsin-themed hallways, to an entertainment theater, the new American Family Children's Hospital puts kids and families first
By Nicole Resnick

ALL PHOTOS BY ADAM SENATORI



IN A CITY RENOWNED FOR ITS quality health care and groundbreaking medical research, one component of the overall package has lagged behind—its children’s hospital. Occupying space on the fourth floor of the UW Hospital and Clinics, UW Children’s Hospital has existed for decades as essentially a children’s ward within the larger adult facility, or, as the chair of UW’s general

surgery division and children’s hospital surgeon-in-chief Dr. Dennis Lund puts it, “a hospital within a hospital.”

“But we’re so much more than that,” says Lund. “We have over one hundred pediatric specialists here who provide specialized care for children. While we’ve had the people, we just haven’t been organized like a true children’s hospital.”

For this reason, and despite its impressive group of pediatric specialists culled from leading medical centers around the country, UW Children’s Hospital has lacked a solid identity—a place to call its own that’s dedicated solely to the care of children.

This is all about to change when the doors officially open with a dedication and open house at the end of July. Patients will be admitted to the new six-story, sixty-one bed facility by the end of August. The state-of-the-art facility was designed from the ground up with one goal in mind—to make this a place for kids and their families.

“We can now provide family-centered care of the highest quality so that a child shouldn’t have to leave Madison to get the best care in the United States,” says Dr. Ellen Wald, chair of pediatrics and physician-in-chief of UW Children’s Hospital.

Family-centered care is a key phrase, and it’s what today’s children’s hospitals are all about. While we live in an ultra-high-tech world, when it comes to treating children, the notion of “high touch” is often more important.

UW Children’s Hospital vice president David Berry points out that the new building has all the technological capabilities necessary in this era of modern medicine, and then some. “But we’ve worked even more diligently to make it kid-friendly and family-focused,” he says. “We built the building around the notion of family-centered care, and the most significant features are those that support patients and their families.”

Wald, excited to lead her team of physicians in their new home, offers this explanation of high touch: “In the end, it’s the human interactions that people take away from a place when they’re treated well, or when they find that everyone interacting with their child is nurturing.”

Family-Friendly Design

The new \$78 million building showcases an impressive number of high-touch features—the design is inviting and fun for children from the moment they walk in the doors. Each individual floor fits within a unifying theme of “All Things Wisconsin,” and includes fun subject matters like Badger sports, the north woods, prairies, and farmland. Numerous family lounges and play areas are equipped with amenities such as fireplaces, trees, outdoor balconies, and fish tanks. The idea is to keep the building interesting and friendly for patients and their families during an experience that might normally evoke fear and dread.

“The main thing is that this is space designed for kids and their families, and we can’t underestimate the importance of the families,” says Lund. Madison may not be a large city, but its children’s hospital draws from 1.6 million people in the surrounding region and states. Two-thirds of the hospital’s patients come from outside Dane County, and patients are admitted from all over the U.S. for complex surgical procedures, transplants, and cancer treatments.

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“Because kids can’t travel here alone, we need facilities to accommodate their families,” says Lund. “Parents and siblings have to move in too, and we need space right in the room along with the patient. One of the more extreme examples of long-term procedures—a bone marrow transplant—requires hospitalization for at least six to eight weeks. And most parents remain by their child’s side the entire time.”

The patient rooms in the old hospital averaged 125 square feet, whereas the new rooms each average 270

Above: Patient rooms incorporate “zones” for patients, families and caregivers. At right, a rainbow of bright, pastel colors mark inpatient and outpatient care rooms, many of which have unusual design features—like the star-studded ceiling of the echocardiogram room.

square feet in size. “These larger rooms are especially important, because many patients who come to this hospital for tertiary and quaternary care are here for weeks or months,” says Wald. “Families literally move in, and they need creature comforts like places to sleep, shower, store their things, even an Internet connection. It all makes the passing of that time so much easier.”

Their Own Space

Every aspect of the new hospital’s inpatient rooms was considered carefully. Jennifer Brazelton, administrative director of UW Children’s Hospital, explains that the concept of zoning in each room was born from much discussion and research. With the goal of keeping all users of a room in mind, each room includes a patient zone, a family zone and a caregiver zone.

The family zone is located at the back of a room, so family members have their own space but don’t feel they’re in the way. The patient zone is in the middle, so patients are accessible to both family and caregivers and can control features like the TV and lighting. The caregiver zone is closest to the door and is designed to allow physicians, nurses and other hospital staff to access whatever they need. “Everyone likes to have their space and feel more comfortable,” says



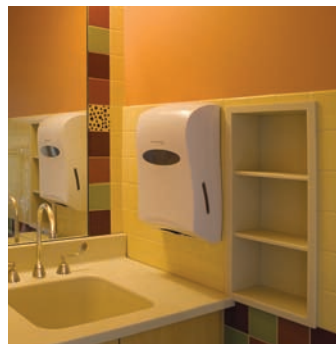
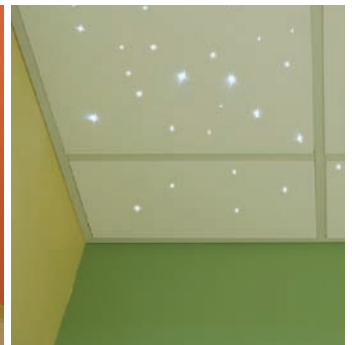
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— Dr. Dennis Lund

Brazelton. “We’ve incorporated this into the design of the room, and we’ve tried to be cognizant of everyone’s needs.”

The high-touch fingerprint is evident throughout the hospital—and well beyond patients’ rooms. Siblings are considered a high priority, as they often play an important

CONTINUED ON PAGE 12



No Lack of High Tech in this High-Touch Facility

With so much emphasis on the family-centered look and feel of the American Family Children's Hospital, it might be easy to overlook the cutting-edge treatments it offers. The list of notable programs and specialties that have helped shape the reputation of UW Children's Hospital is long. It includes a world-renowned pediatric organ transplantation program, the hospital's status as one of two Level 1 Pediatric Trauma Centers in the state of Wisconsin, a highly successful cochlear implant program, a leading program in cystic fibrosis, and prominent programs in pediatric cancers and genetics.

A new feature built into the hospital's design enables an innovative form of radiation therapy for children with advanced cases of neuroblastoma, a more commonly occurring pediatric solid tumor. Dr. Ken DeSantes leads the team of specialists offering MIBG (which stands for meta-iodo-benzyl guanidine) treatment, in which the neuroblastoma cells growing in a child's body selectively take up a radioactively labeled chemical.

MIBG was initially used for diagnostic purposes (in conjunction with a specialized camera), as it allows radiologists to view the location and extent of the disease. The radioactively labeled molecule can now be used for therapeutic purposes, effectively irradiating and destroying tumor cells. "Radioactive MIBG acts like a guided missile going directly into the cells and killing the tumor," explains DeSantes.

"Maternal fetal medicine is unique in that it bridges different disciplines in understanding the care of both the developing baby and the mother."

— Dr. Aimen Shaaban



during their typical three to five-day-long stay inside. "It's really a state-of-the-art therapy, and we can now be the premier facility to offer it," says DeSantes.

Another cutting-edge service is the Comprehensive Fetal Treatment Center. Explains the Center's director, pediatric surgeon Dr. Aimen Shaaban, "Maternal fetal medicine is unique in that it bridges different disciplines in understanding the care of both the developing baby and the mother." The Center oversees and treats both patients in each case, working to ensure smooth continuity of care. One hallmark procedure offered through the Fetal Treatment Center is the EXIT procedure, or Ex Utero Intrapartum Treatment. With EXIT, the baby is treated while partially delivered, but before the umbilical cord is cut. "It's an approach used for a number of different diseases, and often it can come down to a precious five-minute window of opportunity to get at this medical problem. Yet it can affect a child's and a mother's health forever," Shaaban says. ■

CONTINUED FROM PAGE 10



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Above: Wisconsin's prairieland is celebrated in the nurse's station in the Pediatric Intensive Care Unit: Note the prairie grass in the glass panels.

role in a sick child's healing and recovery, so the new building features thoughtfully designed play areas and family lounges. A teen lounge designed for older patients and their siblings is distinct from the younger kids' playroom, and is equipped with entertainment more suited to their ages. Family kitchens for preparation of simple meals, reading nooks, lactation rooms, and laundry facilities are available and help families live as normally as possible during their stays.

A Special Place

The lobby is also filled with inviting features for patients and their families. A light-house reaching to the ceiling provides soft seating for kids to color or read, while a life-size tree and park benches enhance the peaceful setting. Signature UW Memorial Union tables and chairs are

situated not too far from the new Picnic Point Café. Entertainment is provided in the family theater, where live performances and programming on a fifty-inch LCD screen offer families some welcome distraction.

"The overall theme, colors and visuals are intended to deliver the message that this is a special place designed and built just for you—the patient—and your family," says Berry. "The idea is that you



"This is a special place designed and built just for you—the patient—and your family"

— David Berry

don't have to be afraid because you're in a hospital, but, rather, that you can have fun."

Madison Metropolitan School District teachers provide instruction for patients at the hospital's school, where they'll now have the luxury of teaching in a bright and spacious room with windows.

The entire hospital is wireless, allowing families to remain connected to the outside world during their time in the building. Another valuable feature of the wireless capability—and something the old hospital didn't have—is that children hooked up to any kind of monitor can move freely throughout the facility while continuing to transmit their signals.

Brazelton, who's been intimately involved in planning the new hospital since it was merely a dream, is especially proud of certain unique features. The Safety Center, for one, is a separate room that displays everything a parent might need to childproof a home and make it safe. Parents can visit the Center and speak with a hospital staff member about any kind of gadget, from bathwater thermometers to stair gates, carbon monoxide monitors to outlet plugs. The Center is open to the public and aims to educate anyone in need of more information.

Berry is proud of the Positive Image Center, a new service created to help pediatric patients cope with their physical images when they've been altered by disease or treatment. For example, patients can obtain wigs, hats, and scarves when they suffer hair loss from chemotherapy or undergo neurosurgical procedures, and they can learn to apply makeup to mask scars or lessen the impact of other appearance-altering treatments.

Every high-touch feature of the American Family Children's Hospital illustrates how a children's hospital functions unlike an adult hospital. "From A to Z, from the small things to the bigger picture, everything in a children's hospital is different for the consumer," says Wald. "Even the size of lab samples and the drawing and processing of blood is different, and those who work in a children's hospital understand that."

Nicole Resnick is a contributing writer for Madison Magazine.