

As Seen In
Madison
MAGAZINE

CHILDREN'S HOSPITAL
OPENING SECTION ●●●●



IMPACT

Hope And Health Restored: He's an official cancer survivor, but the road to recovery for little James wasn't an easy one. His family is forever grateful to the people at UW Children's Hospital for their care and compassion. Turn to page 22 for the Gilmores' happy ending.

From Kids *to* Community

What the new American Family Children's Hospital means to the people of Madison and the region it serves

By Nicole Resnick

(STORY BEGINS ON PAGE 16)

DRUMMING UP EXCITEMENT ABOUT A new children's hospital can pose some challenges. For those who have never been touched by the trauma of needing such a facility, it's difficult to truly understand and relate to its value. But for those who've personally dealt with a seriously sick or injured baby or child, it's easy to comprehend how the quality of care a children's hospital provides can impact lives. ¶ Beyond the medical treatment dispensed by the hospital's doctors, nurses and support staff, the physical surroundings, amenities and overall feel of the facility may impact patient outcome and shape a family's overall experience in the world of pediatric health care. That's precisely why the American Family Children's Hospital addresses the needs of everyone involved in a sick child's care from the moment they walk through the door.



"It's extremely important from the perspective of the Department of Pediatrics that we have our own separate identity"

- Dr. Ellen Wald

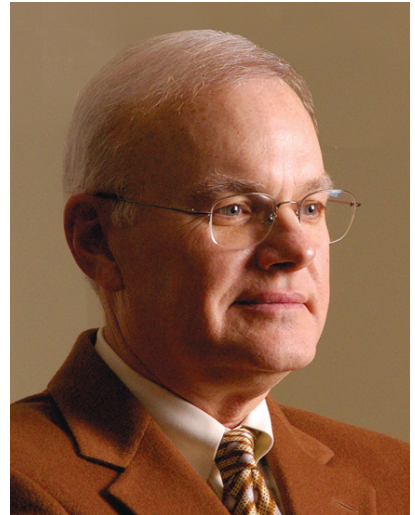
For those who work long hours in the Children's Hospital—physicians, nurses, technicians, administrators, central service workers—having a facility they can call their own is sure to enhance their work performance. The larger, brighter, thoughtfully designed space is a tremendous improvement over the hospital's former location. What used to occupy a single floor and a smattering of other units in the vast adult UW Hospital and Clinics structure has now expanded to an entire building—a free-standing tower six stories high encompassing 252,000 square feet of space.

Dr. Ellen Wald, chair of pediatrics and physician-in-chief of UW Children's Hospital, says, "It's extremely important from the perspective of the Department of Pediatrics that we have our own separate identity. We've gotten lost here on the fourth floor of UW Hospital, and this will finally give us a face for the things we can do for children."

Quality of Life

The Madison community has been fortunate to have some version of a children's hospital for over three-quarters of a century. And for families new to the city or those considering relocating here, specialized care for kids is an attractive offering. Ask any realtor and they'll tell you that parents ask about two things: the quality of education and health care for their kids.

Jennifer Brazelton, UW Children's Hos-



“The new hospital brings an additional quality to this community that helps make it such an outstanding place,”

- Mark Bugher

pital administrative director and a mother herself, knows that recruits to Madison’s workforce often inquire about the quality of pediatric health care in our city.

“People place cities that can provide that kind of health care higher on their lists than cities that don’t have it,” she says. “Parents are parents, first and foremost, so they’re always thinking of their kids. That’s often the most important thing to them, so this new hospital is very important for our community.”

Civic leaders whose work entails measuring the pulse of Madison’s economy and growth also understand why the American Family Children’s Hospital is considered such an asset. “The new hospital brings an additional quality to this community that helps make it such an outstanding place,” says Mark Bugher, chair of Madison’s Economic Development Commission. “We’re rapidly becoming viewed as the science, technology and health-care center of the Midwest, and the Children’s Hospital adds another piece to that very important picture of our community.”

Adds Bugher, “As we attract the best and the brightest employees to work in this hospital, we impact the quality of life that we have to offer here in Madison.”

Jobs and the Economy

The new Children's Hospital's impact on our local economy starts within the building and reverberates beyond its brightly painted walls. The massive construction project alone stoked employment; between 150 and 250 construction workers from J.H. Findorff & Son and other firms have been on-site for over two and a half years. Jim Yehle, project manager at Findorff, says the Children's Hospital project has been one of the company's largest jobs ever and represents a massive feat of coordination.

Now that the new hospital is functioning independently of the adult hospital, a number of new jobs have been created. Separate services including a pediatric outpatient pharmacy, a children's gift shop and a café translate into the hiring of more employees. One of the hospital's new features, the Family Resource Center, is recruiting a full-time librarian.



“Over time, year by year, as we grow in terms of the number of kids we serve, we’ll add more jobs into the community

– Donna Sollenberger

The number of new professional positions will continue to expand along with the hospital itself. Phase II of construction has already begun, and when it's complete the American Family Children's Hospital will offer a suite of state-of-the-art pediatric operating rooms and a twenty-four bed surgical unit. This in turn will require the hiring of pediatric nurses, anesthesiologists, and surgical support staff.

“Over time, year by year, as we grow in terms of the number of kids we serve, we’ll add more jobs into the community,” says Donna Sollenberger, president and CEO of UW Hospital and Clinics. “This is what keeps the economy fueled in Dane County.”

Sollenberger points to several studies showing the impact a new health-care facility can have within a local economy. In Madison hospitals and clinics, there are currently more than 18,000 health care employees—that's one health-care worker in every twelve households. Most important, for every one job the hospitals and clinics create, an additional 1.9 jobs are generated in the metropolitan economy. “New positions have been created just to take care of the building,” says Sollenberger. “New environmental services workers, security officers, and positions in plant engineering—all of these are necessary to keep the building running.”

The economic advantages of having a new children's hospital will flow into the greater community as well. UW Children's Hospital already attracts patients from outside Dane County—more than two-thirds of those



admitted—but the new facility is expected to have an even greater draw. Families that travel here and need to stay for extended periods of time inevitably patronize local restaurants, shops and attractions; this all adds up to more dollars downtown.

An Elevated Image

In today's competitive health care industry, image also matters. Sollenberger gets to the point: “Our new children's hospital raises our image, and it also shows the commitment our community has to children. Now Madison is known not only for its excellent education, but its excellent health care as well.”

That reputation will help the hospital continue to attract and retain top-notch pediatric specialists. Brazelton says, “We're building a world-class facility that matches our world-class staff and quality of care. This new hospital is definitely one more attraction for

our staff, and it's a visible sign of the commitment the institution has for this program.”

And in a city that prides itself on all things UW, the new children's hospital is another notch in the belt. Much like the recent renovation of Camp Randall Stadium and the bloom of new multi-million-dollar campus dorms and research centers, the effort required to meet the goals of the Children's Hospital campaign has brought together countless generous members of the UW family. Alums, their families, even those who simply have some kind of Wisconsin connection have contributed in the spirit of further elevating UW's reputation.

Dr. Dennis Lund, chair of general surgery and surgeon-in-chief of Children's Hospital, served on planning committees when the new hospital was nothing more than an idea. He still speaks of the rallying that occurred as

soon as the campaign got off the ground. "It all moved along faster than I could have ever dreamed," says Lund. "I had hoped to break ground by 2009, but the facility will already be finished by then."

Sollenberger has met with the same reaction. She recalls the energy and support she felt throughout repeated rounds of travel for fundraising purposes. Such events had her meeting and greeting UW alumni from coast to coast, and everywhere she was moved by the stories of support and the interest in the campaign.

"This project is different from others we've been involved with, and it has appealed to donors all across the country, with all kinds of UW connections," Sollenberger says.

While the American Family Children's Hospital will profoundly impact patients and their families, hospital employees, and the local economy, the process that led up to the hospital's grand opening has been beneficial on a broader level. "The whole campaign in our community, and with UW alumni across the country, has

increased everyone's awareness of the specific needs of kids and health care," says Sollenberger.

"This particular project has really resonated with UW alums, and they've proven that they want to give back," she adds. "It's brought more philanthropic dollars into our community and heightened our image on a national level."

With the hospital's rooms still smelling of fresh paint, Lund is full of praise. "This is a tribute to how people in Madison and at the UW pulled it all together in such a short period of time. We got a critical mass of people who had the same vision—and not just the doctors, but the community and businesspeople as well—and could see the dire need."

"It's just a tremendous resource for all of Madison—for its kids, families, and the entire community," says Lund. "And most important, building this facility was just the right thing to do."

Nicole Resnick is a contributing writer for Madison Magazine.

The Greatest Impact of All: Patients and their Families

UW CHILDREN'S HOSPITAL has long impacted kids' lives, from the tiniest babies to the most courageous young adults facing disease, even when the facility existed as a single floor in an adult hospital. The new Children's Hospital has the potential to do that much more. For the best insight into just how it can make a difference, it helps to speak to the families who owe their children's lives to Madison's quality health-care providers.

Jim Gilmore tells the story of his son James, only thirteen months old at the time he was diagnosed with cancer. Back then, in January 2002, Jim's wife was five months pregnant with their second child, so the frightening diagnosis, on top of another pregnancy, was overwhelming to say the least. "The diagnosis came completely out of left field," says Gilmore. "It was all so sudden, and between the anxiety and the stress, it all seemed so daunting. Yet once we met with the doctors at Children's Hospital, we



Above: Five years after James Gilmore was diagnosed with leukemia, he's doing fine. Dad Jim was so affected by the experience, he left his job to work for UW Hospital and Clinics.

The design of the American Family Children's Hospital's new rooms ensures that families undergoing such an experience are more comfortable, and the family lounges, kitchens and laundry facilities make life much easier and more "normal."

knew right away that we were in the right place."

With a diagnosis of AML (acute myeloid leukemia), James lived at Children's Hospital for four months as he underwent three rounds of very intensive chemotherapy. Either Jim or his wife Kim was always at their son's bedside, never leaving him alone for an evening. With room for only a single cot, the two took turns spending the night in the cramped room.

The design of the American Family Children's Hospital's new rooms ensures that families undergoing such an experience are more comfortable, and the family lounges, kitchens and laundry facilities make life much easier and more "normal."

Now, five years later, James is healthy and thriving. The Gilmores just marked the critical five-year anniversary of his remission, qualifying James as an official cancer survivor. His family, including younger brother Karl, who coincidentally left the hospital after his birth on the same day James was officially discharged, could not be more grateful for the care James received.

"While no parent ever wants to be told their child has cancer, if you must experience it, you can't be in a better place than Children's Hospital," says Gilmore. "The caring, commitment,

dedication, and compassion the staff gave our family during that difficult time is something you can never forget, regardless of the outcome. It impacts you as a person and it literally transforms your life."

Gilmore was so affected by his experience that he left his job following James's recovery, and sought a position at UW Hospital and Clinics, where he felt he could best use his experience and skills to help develop the hospital's community outreach efforts. Gilmore is currently development program manager, where he works closely with Nancy Francisco-Welke of the UW Foundation in development and fundraising. "My whole experience with my family and Children's Hospital just changed my way of thinking and my priorities. This hospital has become my focal point."

— Nicole Resnick

Open for Business

Help celebrate this milestone by attending the **American Family Children's Hospital Community Open House**. Families can try their hand at the scavenger hunt throughout the Wisconsin-themed hospital; jam out to Ken Lonquist, The Figureheads and the Goongoo Peas; or even bust a move playing Dance Dance Revolution. The event is free.

What: American Family Children's Hospital Open House

When: July 29, 1–5 p.m.

Where: 1675 Highland Ave. There's event parking and free shuttle service available at Lots 60 and 76. Guests can also access parking on the eastern side of Highland Avenue (UW Hospital's main entrance).