

THE NEW PARKLAND HOSPITAL



I Stand for Parkland

What is Parkland?



At its core, Parkland is the safety net hospital for Dallas County—caring for those who have nowhere else to turn due to the complexity of the case or financial need. But, through sound fiscal management, strategic partnerships and passionate, driven leadership, Parkland has become the standard of excellence for public health care.

No other hospital surpasses Parkland's contribution to the overall health and stability of the region. It is the medical home for a large portion of the population and often the hospital of choice for residents seeking emergency or critical care.

Innovative research and programs at Parkland are designed to improve patient outcomes and are replicated nationwide. Parkland is renowned for practicing quality medicine with integrity and respect for all patients. **So why is there a need for a new hospital?**



17

Number of consecutive years that Parkland has been named one of "America's Best Hospitals" by *U.S. News & World Report*.

1,600

Number of patients who receive primary care at Parkland every day.



Every day at Parkland:

- As many as 650 are cared for on the inpatient units
- More than 1,600 receive primary care
- Nearly 1,700 are cared for by specialists in the outpatient setting
- Approximately 45 babies are born
- More than 40 surgeries are performed
- Nearly 400 are treated in the Emergency Department
- Approximately 15,000 prescriptions are filled
- More than 22,000 laboratory tests are performed
- Nearly 1,000 radiology exams are completed

“Parkland is at the very heart of the health care community in Dallas County. It is the center of the safety net that, in partnership with private nonprofit hospitals, provides care for tens of thousands of North Texans who have no means to pay for their care.”

Doug Hawthorne, Fellow, American College of Healthcare Executives | *CEO, Texas Health Resources*

for COMMUNITY

CONNECTING A COMMUNITY

A strong public hospital is essential to a healthy community along with good universities, reliable transportation systems and a vibrant arts scene. Parkland is a critical institution whose positive ripple effects reach every person in Dallas County and beyond.

On any given day, at any given time, any individual or family in Dallas County could be a patient in Parkland’s Level I Trauma Center, the first and busiest in the region, or Parkland’s Burn Unit, the second largest civilian unit in the nation. Even if you never set foot in Parkland, the overall health of the city benefits from its immunization programs and communicable disease treatment that keep illness from spreading.

Training

As the primary teaching hospital for The University of Texas Southwestern Medical Center, Parkland serves as a training ground for more than 50 percent of the physicians practicing in Dallas County.

Prevention

Through our network of community health centers offering complete primary care, Parkland reaches people where they live. This gives patients a medical home before they need emergency care, reducing the need for costly hospital visits.

Disaster Preparedness

Parkland stands ready to deal with the unthinkable. Highly trained teams are prepared to respond to every emergency, including a pandemic or a crisis related to a chemical or biological incident.

Economics

Parkland employs more than 9,000 people and generates more than \$3.3 billion in annual business activity in Dallas County.

Effect On Other Hospitals

If Parkland did not exist, other local hospitals would be overwhelmed by the volume and the cost of caring for the uninsured and the critically injured.

WHY A NEW PARKLAND?

The physicians and caregivers at Parkland are practicing medicine in a hospital built more than 50 years ago. The hospital, operating at full capacity with little flexibility, is quite simply at its limit.

Remodeling a 1950s facility and bringing it up to current medical code is not feasible. The hospital would lose 40 percent of patient care capacity, and such a project would be cost prohibitive.

Despite space constraints, Parkland is known for its compassionate and quality care and recognized as one of the best-managed hospitals in the country. Still, a new hospital is desperately needed.

With Dallas County's population expected to double by 2025, many of these residents will require health services available to them only at Parkland.

But achieving excellence goes beyond constructing a new state-of-the-art building. Parkland must seize the opportunity to review and improve the delivery of care, measurement of successes, quality, safety and access. Above all else, this momentous change at Parkland is about people.

Parkland will uphold its promise to strive for nothing less than excellence to be a hospital of choice. The new campus will be the most visible example. But what's housed inside those buildings will turn a promise into reality.

Parkland is not simply a tax-supported public hospital, but a nonprofit health care provider, educator, researcher and community servant.

In 2014, we will be a new Parkland—inside and out.

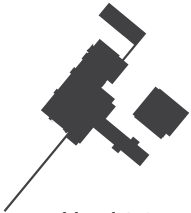




Parkland 1.1/1.2
1894-1953



Parkland 2.0
1954-2014



Parkland 3.0
2014

for EXCELLENCE

“Parkland affects us all. For us, this was a wise investment, a way to have the greatest impact on the greatest number of people.”

Serena Simmons Connelly | *Parkland donor
and honorary campaign chair*



New Parkland Hospital At-A-Glance

- 1.9 million square foot acute care hospital with additional space committed to a clinic, central plant and logistics center
- 862 private adult beds
- 96 neonatal intensive care unit beds
- 108 emergency treatment rooms
- 24 operating rooms
- More than 30,000 people will pass through its doors each day
- More than 130,000 patients will be treated in the emergency department annually

for HEALING

“Parkland strives to define excellence in health care. We understand the value it brings to not only patients today but to the community, patients and medical professionals of tomorrow.”

Ron J. Anderson, MD | *President and CEO, Parkland Health & Hospital System*



A HEALING SCIENCE

The new hospital will be a safe, welcoming, patient-centered healing environment that serves as a sustainable community resource for Dallas County. It will promote excellence in clinical care, teaching and research in a technologically advanced, easily accessible environment. The construction of the new Parkland hospital is incorporating the industry’s best practices.

Though evidence-based design in hospital construction is an emerging field, basic principles have shown to vastly improve patient outcomes. Elements include single patient rooms, reduced noise, natural lighting and wayfinding—all which help reduce errors and stress, promote sleep, increase safety and result in shorter stays.

Extensive use of “on stage/off stage” design will lessen foot traffic and noise in patient care areas, ultimately promoting a more peaceful healing environment. There will be an abundance of windows as well as more space for family and visitors to stay near their loved one.



77

Number of languages
spoken at Parkland.

Mockup of new hospital patient room

Sustainably Designed

- Targeting LEED (Leadership in Energy and Environmental Design) Silver certification
- Building oriented to efficiently manage and control solar heat gain
- DART Green Line Southwestern Medical Parkland station and bike paths reduce automobile traffic
- Run-off water recycled for landscape irrigation
- Bioswales treat storm water runoff
- Using recycled, local building materials reduces the carbon footprint



1 million

Number of annual patient visits at Parkland facilities.

for PATIENTS

**“We don’t want to build a hospital of the future,
we want to build a hospital *for* the future.”**

Walter Jones, Jr. | *Senior Vice President of Facilities,
Parkland Health & Hospital System*

A FLEXIBLE PLAN

As the centerpiece for the advancement of public health in Dallas County (and nationwide), the new campus embodies a smart, methodical approach to planning and construction.

Unlike traditional construction projects where team members work from various locations, the Parkland team is co-located at a single location. More than 200 people, including architects, construction managers and other key vendors, are housed in space adjacent to the new hospital site.

As a total campus replacement, Parkland’s concept of collaborative project delivery has garnered worldwide attention. The investment of co-location is a practice often discussed in project budgets, but rarely implemented.

While it’s not uncommon for hospital projects to solicit the advice of medical professionals and patients, Parkland’s nurse liaisons are also a fairly new phenomenon. From space planning

to information technology to medical equipment, nurse liaisons ensure every detail of this mammoth project is focused on patient care.

Valuable clinical input comes from the creation of mockup rooms, which are true-to-size models of patient care areas including an operating room, intensive care exam room, trauma room, labor and delivery suite, visitor elevator, neonatal intensive care room and emergency exam room.

Also essential to the project is the Patient and Family Advisory Committee. This group of former Parkland patients and families of former Parkland patients meets regularly with the design team to test new ideas and define best practices in the eyes of the patient.

Once clinical and patient input is integrated into the rooms, nursing staff return to practice mock medical codes and procedures to assure the design is functioning at its highest level.

for PUBLIC HEALTH

“As a respected public hospital, Parkland has a long and distinguished history, and its reputation has helped build Dallas into a destination city for health care.”

Joel T. Allison, Fellow, American College of Healthcare Executives |
President and CEO, Baylor Health Care System

1.9 million

The number of square feet in the new hospital.



CRITICAL IMPACT

A strong public hospital keeps the whole community healthier and provides a safety net for our most needy and vulnerable. When you consider the lives saved and illness prevented, the value becomes exponentially greater than the \$1.27 billion earmarked for the new hospital.

The national and international impact of the new hospital is staggering. To date, the new Parkland is the largest public hospital construction project in the nation. What is learned both in construction and operationally will be replicated to improve care at hospitals nationwide.

At the local level, the construction project will generate more than 10 million man hours. Parkland has taken great care to ensure all architects and engineers are based in Dallas/Fort Worth.

With the addition of more than 100 beds and more than 100,000 square feet of clinic space, the need for increased clinical staff is anticipated, providing many new jobs in our community.



What Will It Take to Build the New Parkland?

- One of the largest new hospitals under construction in the world
- More than five million man hours, with a peak on-site workforce of over 2,000
- Concrete material with a weight equivalent to 100,000 adult elephants
- Enough drywall to cover more than 200 football fields
- Reinforcing steel with a weight equivalent to 20,000 Volkswagens
- Enough electrical wire to stretch from Dallas to New York
- Roofing area equivalent to 200 homes
- 6,000 plumbing fixtures, 7,000 doors and 45 elevators

for FUTURE GENERATIONS

“A new Parkland is going to greatly improve the whole city... the way people look at Dallas, the way our children and their children are able to live here. From a legacy standpoint, it’s nice to have the conviction that you leave the place where you live better off for your children than it was for you.”

Jan and Trevor Rees-Jones | Parkland Donors

WHY ARE PRIVATE DOLLARS NEEDED FOR A PUBLIC HOSPITAL?

At the heart of Parkland’s success is a cadre of unsung heroes who will never lift a scalpel, write a prescription or start an IV. Our philanthropic community is critical to the mission. Donors are the underlying pulse that positions Parkland as one of the best public hospitals in the country.

The hospital’s vision extends far beyond providing basic patient care. Parkland’s trauma and burn centers, its community outreach and education programs, and its ongoing investments in research and technology drive its reputation as one of America’s best hospitals.

This quest for excellence is fueled by private support. Philanthropy is not about “paying the bills.” Parkland is managed prudently and efficiently with balanced budgets year after year.

The *I Stand for Parkland* capital campaign seeks to raise \$150 million toward the total budget of the \$1.27 billion project. The financing plan includes \$747 million of tax and revenue bonds and \$350 million from Parkland’s cash reserves.

Philanthropy is critical to funding the new hospital campus. The generosity of those who care deeply about the future of Dallas County—and who recognize the essential role Parkland plays—will benefit the entire region for generations to come.

Now is the time to Stand for Parkland.

To learn how to get involved or give to the capital campaign, call Parkland Foundation at (214) 266-2000 or visit IStandforParkland.org.



\$75 million

Total of two unprecedented lead gifts to the capital campaign.

information



I Stand for Parkland

Honorary Campaign Chair:
Serena Simmons Connolly

Campaign Co-Chairs:
Don M. Glendenning
Nancy Strauss Halbreich

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BARA

Balfour Beatty
Construction
RUSSELL
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Parkland Foundation thanks its architectural design team, HDR + Corgan, and its construction manager, the BARA joint venture, for donating their time and resources to produce this brochure.