

# impact

advancing health care through philanthropy



SWEDISH

Fall 2010

## SPECIAL CAMPAIGN ISSUE

Ensuring quality health care for the next 100 years

THE **CAMPAIGN** FOR **SWEDISH**

## Building Swedish for the future

As 2010 draws to a close, we can look back with pride on two important milestones: the celebration of our 100<sup>th</sup> year of service to the community, and the launch of the public phase of our seven year, \$100 million *Campaign for Swedish* after raising a remarkable \$65 million during the *Campaign's* quiet phase which began in 2007.

Both of these occasions provided an opportunity to reflect on how far both Swedish and health care have come since Nils Johanson, M.D. and his fellow Swedish immigrants built their 24-bed Swedish Hospital on Belmont Avenue.



Several times during the past few months, I have found myself looking at a remarkable set of photographs that have been displayed at various locations around Swedish. They show a succession of early Swedish buildings, each of them larger than the one that preceded it. Each "Swedish" in this series represented state-of-the-art medicine for its day, and I found myself wishing I could go back in time and show the caregivers standing in front of those old buildings some of the blueprints, drawings, and architectural

plans for Swedish building projects that cross my desk every day. I imagine they would be amazed, and very proud.

As I write this, we are moving forward on numerous construction projects at Swedish. These include the *True Family Women's Cancer Center* at our First Hill campus; an extensive redevelopment of the Ballard campus, which will add a new emergency department and a five-story outpatient center; our new campus in the Issaquah Highlands; and two new Swedish ambulatory care centers (ACCs) in Redmond and Mill Creek. Additionally, in September, Stevens Hospital in Edmonds became our fifth campus.

By growing to meet the needs of the community, we remain true to the tradition that Dr. Johanson and his supporters began in 1910. Their goal, like ours, was to build a more accessible, more efficient and more modern Swedish in order to provide better care to patients in our region. To do this, we are developing innovative programs and centers to support the Swedish of the future. This includes addressing needs in heart failure, multiple sclerosis, brain cancer, women's cancers, and the medical needs of underserved members of our community. Our comprehensive, system-wide approach makes Swedish a national model for more effective health-care delivery.

A number of these exciting developments are described in this issue of *IMPACT*, and generous philanthropic support from donors like you has been a key factor in making them possible. On behalf of all of the people who work at Swedish, thank you for the time and financial support you donate to help us pass on to future generations the Swedish legacy that we have inherited. We wish each of you and your families good health and happiness during the coming holiday season and in the year ahead.

Warmest regards,

Rod Hochman, M.D.

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### ON THE COVER

Swedish patients have always been — and continue to be — at the core of what we do.

One family's matriarch shares a special moment with her great-grandson.

Cover photo by  
Stephanie Beaty/Lifeography

Welcome to Swedish Medical Center's *IMPACT* magazine. This publication is designed to provide you with the latest information about Swedish services and events, health care and medical topics, and the activities of the Swedish Medical Center Foundation and its supporters. *IMPACT* is published as a community service by Swedish Medical Center. For questions or comments, or to be removed from our mailing list, please contact Lindsay Hopkins, editor, Swedish Medical Center Foundation, 747 Broadway, Seattle, WA 98122-4307.

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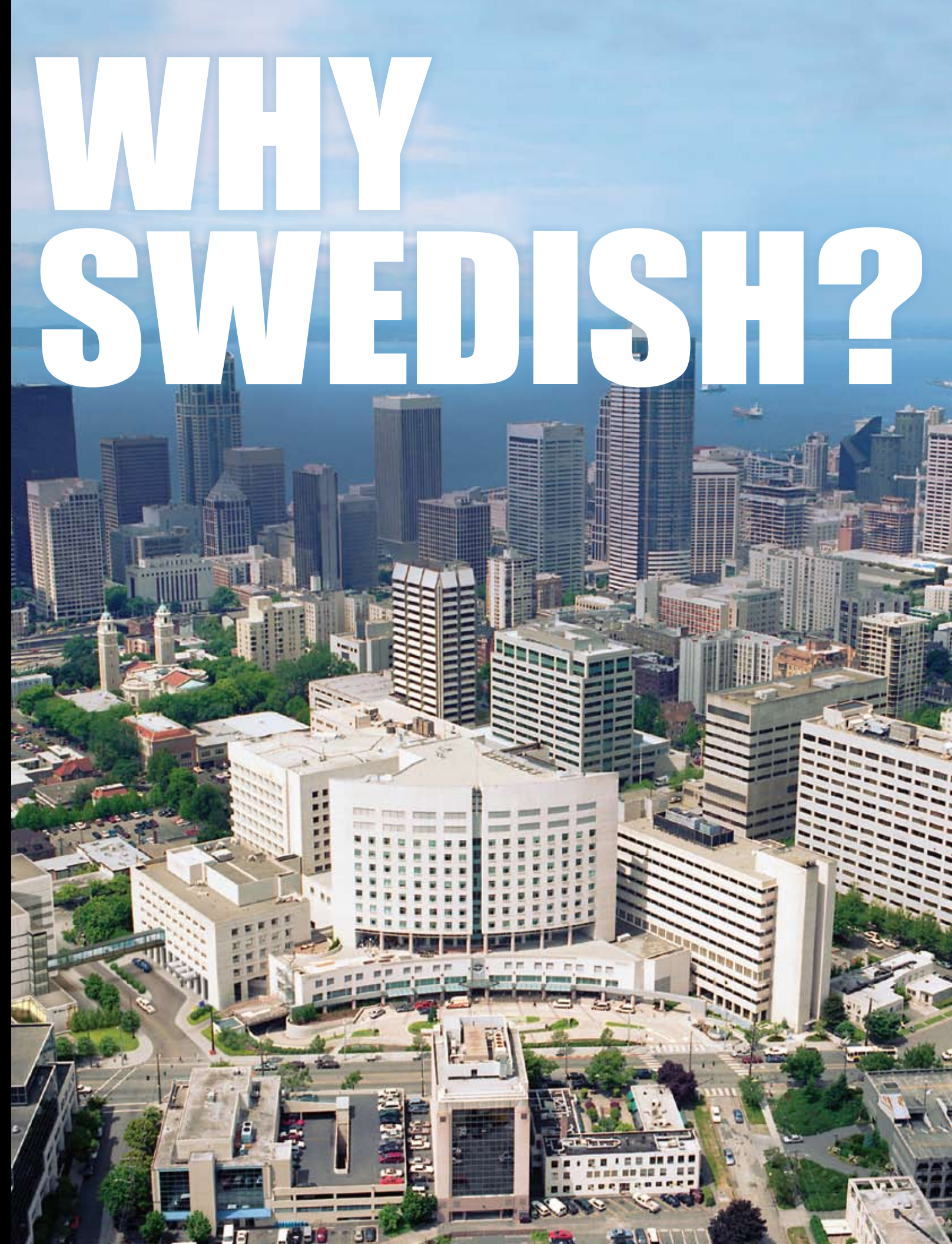
Dear Friend of Swedish  
When you've been around often life-changing things.  
Especially when you're Swedish Medical Center.  
Thanks to vast improv...

THE **CAMPAIGN** FOR SWEDISH

# WHY SWEDISH?

IN ORDER TO CONTINUE IMPROVING THE LIVES OF THOUSANDS IN OUR COMMUNITY AND THE OVERALL HEALTH CARE OF OUR REGION, SWEDISH IS EMBARKING ON A **SEVEN YEAR, \$100 MILLION FUNDRAISING CAMPAIGN.**

IT'S A BOLD ENDEAVOR DURING TRYING ECONOMIC TIMES — ONE THAT MAY CAUSE YOU TO ASK:



THE ANSWER IS FOUND IN OUR HISTORY, OUR LEGACY AND THE RESPONSIBILITY WE HAVE TO CONTINUE PROVIDING THE BEST POSSIBLE CARE FOR YOU, YOUR FAMILY, YOUR COMMUNITY — AND FUTURE GENERATIONS.

By Janet Simmelink

When 10 Swedish physicians each contributed \$1,000 to start Swedish Hospital in 1910, they launched a legacy they could have never foreseen.

But to those progressively-minded physicians, the need was clear: A hospital that could provide quality health-care to the rapidly growing Seattle community. It was a challenging time, and an exciting one. Inspired by their vision of what could be, the 10 pooled their resources, determined to build the premier hospital in the region.

And they succeeded.

For the last 100 years, Swedish has faithfully served the community, bringing thousands of new lives into the world and improving the health and well-being of countless others.

Today, Swedish is the premier non-profit health-care delivery system in the Northwest, with three hospital locations in Seattle, a hospital in Edmonds, an emergency room and specialty center in Issaquah (soon to be a full hospital), Swedish Visiting Nurse Services, and a region-wide network of more than 40 primary-care and specialty clinics, and partnerships with a multitude of community organizations.

Medicine today — and the world in which it is practiced — is infinitely more complex than it was in 1910. Now, as then, it is a challenging time, but an exciting one. Now, as then, Swedish continues to be forward-thinking. And now, as then, the need is clear: to ensure that Swedish continues to have the resources to deliver the best possible health care to people throughout the Pacific Northwest.

### WHY NOW?

When it comes to practicing medicine, just about everything has changed. We still have renowned physicians and premier facilities, but today we must also think in terms of “health-care delivery” because of the importance of providing quality care to those who need it, in a timely, cost-effective manner.

Today we are faced with escalating costs, increasingly complex regulatory mandates, and the growing needs of an aging population. But we are also energized by the

life-saving potential of new technologies, the exciting possibilities of innovative research, and the opportunity we have to reach more people in need.

Swedish has been proactively addressing numerous challenges — from the installation of our electronic medical records system to the building of free-standing emergency rooms and ambulatory care centers through the region. It is imperative that we continue to be as innovative and forward-thinking now as our founders were 100 years ago.

To continue to build upon our legacy as the Northwest’s premier medical system, we must ensure that we have the resources needed to create the best facilities, incorporate the best technologies and attract the best physicians, nurses and staff to care for our patients. With the current and future needs of the region in mind, we have identified key projects and areas that will rely on philanthropy for funding, and have set a target of \$100 million to be raised by the end of the *Campaign* in 2013.

### WHY ME?

Philanthropy is playing an increasingly important role in helping non-profit health-care organizations like Swedish meet the region’s many health challenges. The *Campaign for Swedish* is the most ambitious campaign in our history, yet even in these difficult economic times, more than \$65 million has already been raised.

Since January 1, 2007, we have been quietly and steadily making progress toward our goal. Our past donors, community supporters and our own staff have come together to support a variety of key projects, some of which are described in the following pages.

Just like those 10 forward-looking physicians, we hope you will consider joining us by making your own investment in Swedish. All gifts, large and small, contribute to the overall health of our community — our neighbors, our friends and sometimes, even our own family members.

The next 100 years of serving our community begins now. We invite you to be a part of it.



# PHILANTHROPY BUILDING THE TRUE FAMILY WOMEN'S CANCER CENTER

**THE SWEDISH CANCER INSTITUTE** was the first cancer care facility west of the Mississippi when it opened in 1932. Today it is the largest cancer-treatment program in the Northwest, caring for more patients and more types of cancer than any other organization in Seattle. Expanding treatment options, technologies and clinical trials — especially in the area of women's cancers — will help the Swedish Cancer Institute move from a regional leader to one of the world's top resources for cancer care.

You can have a great support system — a loving partner who willingly juggles a demanding job, the housework and the kids' schedules so you can rest. Co-workers who cover the meetings you just can't make. Friends who take turns chatting or fetching ice while you're hooked up to your chemotherapy pump.

You can get your care at Swedish, a great medical system with renowned physicians and experienced, compassionate nurses and technicians. A plethora of services, from support groups to art therapy. Even terrific food delivered to your treatment room.

You can have all of this and still be completely overwhelmed in your fight against cancer.

"There are so many lost people out there because they just don't know what to do — especially when they are first diagnosed," says Martha Harris, a Seattle

business woman, active community volunteer, and cancer survivor. "It can be overwhelming not just for patients, but also for your friends, family members and caregivers."



*Martha Harris: philanthropist, entrepreneur, and cancer survivor.*

Thanks to the generosity of many in our community who have donated over \$10 million to date to build the *True Family Women's Cancer Center*, women who have been diagnosed with cancer will now have a welcome haven where they can receive help managing their cancer care.

The concept at the heart of the Center involves bringing together the myriad components of cancer care into a single setting where a staff of nurse "navigators" can help guide patients and their families in finding the resources they need.

This new "portal" will allow women coordinated access to screenings and diagnostic imaging, second opinions,

procedures, treatments, specialists, research and clinical trials as well as integrated services from naturopathy and massage to cancer support groups. The Center will also be equipped with a comprehensive library and resource center.

"More than a third of all Swedish cancer patients are being treated for women's cancers, such as breast, cervical, ovarian and uterine cancer — and women make up more than half of our patients who have been diagnosed with cancers of all kinds," says Pat Dawson, M.D., head of Swedish's breast cancer program. "Some of these women have great support systems in place, and some do not, but thanks to the incredible generosity of this community all will have access to the care and resources they need, and someone to help navigate them through the process."

Slated to open in early 2012, the 24,000 square-foot facility will be located on the second floor of the 1101 Madison building. It will be part of the renowned



*The Pink Chair Campaign was designed to raise awareness of the True Family Women's Cancer Center. Chairs can be found at each of Swedish's campuses, as well as in several area businesses, theaters and museums, including the Martha E. Harris Boutique in Seattle's Madison Park neighborhood.*

Swedish Cancer Institute (SCI), one of the largest, most comprehensive cancer programs in the Pacific Northwest.

Martha Harris, who was diagnosed with mantle cell non-Hodgkin's lymphoma about seven years ago, refers to the staff of physicians, nurses, technicians and others at SCI as a "family of professionals who care." She gives particular credit to oncologist Hank Kaplan, M.D., for helping lessen the fear of her cancer diagnosis and helping her to keep believing in herself. Even while fighting her own cancer battle, she has become a volun-

teer supporting the creation of the *True Family Women's Cancer Center*.

"I'm so excited to see this new Center go forward," Martha says. "The comprehensive care aspect is just huge. And it's not just for the women who are patients, but for caretakers and family members, too. When you are faced with a new situation — or uncertain about the next step — there is going to be someone there to help guide you. It will be such a great help to the whole family, and I think that's what it's all about."

## Make an impact

Thanks to the generosity of community members, over \$10 million has been raised for the *True Family Women's Cancer Center*.

The project launched in 2009, thanks to a generous \$2 million leadership gift from the True family, including Patty True, and her two sons and their families: Doug and Janet True and their children Effie and Dustin; and Bill and Ruth True, along with children Kimberly, Sophie and Peter. Other cornerstone gifts include:

\$1 million from Robin Knepper

\$1 million from  
The Norcliffe Foundation

\$1 million from Seattle Radiologists

\$1 million from Sellen Construction

\$850K from the  
Estate of Brian McGinty

\$700K from the  
Chap and Eve Alvord family

\$500K from Radia

The capital costs for opening the *True Family Women's Cancer Center* have come entirely from philanthropy, as will much of the support for innovative new programs at the Center. Construction is expected to be completed by the end of 2011, with operations beginning early in 2012. For information on how you can help, please contact Becca Kelly, senior director, major gifts, at (206) 386-2138 or [becca.kelly@swedish.org](mailto:becca.kelly@swedish.org).

# Make an impact

Community support plays a vital role in the growth and success of the Swedish Neuroscience Institute (SNI), and philanthropy allows Swedish to continue providing the best care to patients suffering from a full spectrum of neurological disorders. The *Campaign* seeks gifts to support various SNI priorities, including:

The Ben & Catherine Ivy Center for Advanced Brain Tumor Treatment:

Offering personalized treatments based upon innovative research and new clinical trials.

The Swedish Multiple Sclerosis Center:

Will offer comprehensive care — from nutrition and exercise to the latest research trials — for patients affected by MS and their families.

Neuroscience Intensive Care Unit:

Will meet the increased demand for specialized neurosurgical care.

Center for Hearing and Skull Base Surgery:

Will offer the latest surgical options and implantable technologies for patients with hearing loss, ear disease and skull base tumors.

To learn more about how you can support the important work of the Swedish Neuroscience Institute, please contact Randy Mann, senior director, Campaign, at [randy.mann@swedish.org](mailto:randy.mann@swedish.org) or call (206) 386-6791.



## MEETING THE VITAL NEED FOR NEURO INTENSIVE CARE

**THE SWEDISH NEUROSCIENCE INSTITUTE** is widely considered the premier treatment center in the Pacific Northwest for complex brain tumors. Its stroke-treatment program, meanwhile, is the only one on the West Coast to receive the distinguished Codman Award for quality of care. Swedish is also one of the pioneers in deep brain stimulation to offset the debilitating effects of Parkinson's disease. These trailblazing accomplishments — along with proximity to other Seattle organizations doing pioneering work in biotechnology and software engineering — make Swedish the perfect home for a world-class center for neuroscience.

The human brain: It's the complex command center for thousands of signals per second, the place where our thoughts and memories reside, an often mysterious frontier of medical science. Today, many of the brain's secrets are being unlocked, giving new hope to patients with complex neurological disorders and diseases previously considered untreatable.

"There are so many exciting new developments coming for cerebral vascular disease and neuro intensive care patients," says David Newell, M.D., co-executive director of the Swedish Neuroscience Institute (SNI). "New devices, new treatment protocols, and advanced life-saving techniques all offer the opportunity for better outcomes for our patients."

At SNI, there are 40 to 50 active research programs underway at any given time. Just one example is a recent successful study using micro ultrasound catheters to reduce hemorrhaging in the brain caused by stroke. Dr. Newell was the principal investigator of the study, which was funded by the governor's Washington Life Science Discovery fund.

While exciting, all of the new and imminent improvements in neurological care add to the growing demand for an expanded neuro intensive care unit (ICU) at Swedish. The demand is also fueled by the huge increase in the number of neurosurgical and stroke patients coming to Swedish.

"Swedish has made the commitment to be a leader in the field," says Dr. Newell.

"In the past five years we've recruited several renowned physicians, expanded our programs, added new operating rooms and integrated our services. Jon Husbey, M.D. has been instrumental in advancing neuro critical care at Swedish, and Arthur Lam, M.D., the leading expert in neuro critical care and anesthesia, has recently joined us as director of neuro anesthesia and neuro critical care. Patients are coming to Swedish from all over the Northwest as well as Idaho, Montana and Alaska. As a result, all of our ICU beds are frequently filled."

When the current neuro ICU is full, patients are typically cared for in the cardiac ICU, Dr. Newell explains. It is a workable solution, but not an optimal one. Through the help of philanthropy, Swedish is planning to build an expanded neuro ICU to provide constant monitoring and rapid response for post-surgical and stroke patients and those with brain hemorrhages, aneurysms, spinal cord injuries and head traumas.



The Swedish Neuroscience Institute, established in 2004, has become a recognized world-class center for neurological health.

The new neuro ICU will include 24 intensive care beds — more than twice the number currently available. Each of these beds will be equipped with a full range of advanced monitoring and treat-

ment technologies so seriously ill patients will not have to be moved for treatment. It will also be designed to accommodate new technologies as they become available.

The expanded neuro ICU will be a fully integrated component of SNI, which is located on Swedish's Cherry Hill campus.

Led by Dr. Newell and co-director Marc Mayberg, M.D., SNI provides a full range of services — from sophisticated diagnostics to advanced rehabilitation resources — and offers the most progressive medical and surgical treatments in virtually every neurological field.

"We're very excited about being able to create a world-class, state-of-the art neuro intensive care unit to care for our patients and to prepare for all the developments that are rapidly coming," says Dr. Newell. "There is so

much happening in the field, and because of the innovative research we do here, we are on the cutting edge of technology and advancements in clinical care."

# GLIMPING THE FUTURE OF ORTHOPEDIC SURGERY AT SWEDISH

**THE SWEDISH ORTHOPEDIC INSTITUTE** is the largest and most comprehensive provider of orthopedic care in the region, with a reputation for quality that draws patients from throughout the Pacific Northwest. While Swedish-affiliated physicians are already performing more than 6,000 procedures a year — including 2,700 joint replacements — that number is expected to rapidly expand as baby boomers enter their late 60s and 70s. A new 84-bed dedicated orthopedic inpatient facility, which opened in 2008, is helping Swedish build on its success and become a global center of excellence.

When James Crutcher, M.D., looks up at the Swedish Orthopedic Institute, he sees much more than one of the nation's premier orthopedic facilities: He sees a glimpse of the future of orthopedic medicine in Seattle.

The 372,000 square-foot Institute is the first dedicated orthopedic facility in the Pacific Northwest and one of the largest in the United States. Designed to give patients a seamless path from pre-surgery education to post-surgery rehabilitation, the Swedish Orthopedic Institute (SOI) features 10 operating rooms, 84 inpatient beds, an outpatient pharmacy and much more. Thousands of orthopedic surgeries are performed there every year, and patients receive their care from specially trained staff.

It's an impressive building which houses an impressive team. But Swedish's former chief of orthopedics believes it's time to take orthopedic care at Swedish to the next level.

“Our concept was to create a center of excellence for orthopedic surgery, a place where the special needs of orthopedic patients could be met,” Dr. Crutcher says. “We succeeded in doing that, and now have a truly great facility.

It's aesthetically pleasing, extremely functional, and one of the most sophisticated facilities on the West Coast. We're now able to provide our patients with high quality, streamlined care, with everything they need under one roof. The next step is to do the research necessary to develop new advances in orthopedic care.”

For decades, Swedish has been a major orthopedic center in the Northwest. It was the site

of Seattle's first artificial hip implant, and Swedish-affiliated physicians were involved in the early development of today's leading edge joint-replacement instruments and techniques, which are now used in orthopedic surgeries worldwide. Dr. Crutcher believes the time is right for the next wave of innovation.

“We have a great facility and are now at a stepping-up point to launch Swedish to another level,” says Dr. Crutcher. “We do more than 2,700 joint replacements a year, which makes us uniquely positioned to develop major advances in that area. Advances in surgical techniques, devices,

patient care algorithms, pain management — all are possible to further develop here.”

Like many other physicians at Swedish, Dr. Crutcher feels so passionately about improving patient care that he and



*Jim Crutcher, M.D., attending orthopedic surgeon at Swedish, discusses pre-op procedures with a patient.*

his wife, Jill, have contributed \$50,000 to the *Campaign for Swedish*. They designated their gift for research, technology and innovation at the Swedish Orthopedic Institute.

“I was inspired by the *Campaign for Swedish* and the fact that there is an orthopedic component to it. Helping to improve the quality of life for people is near and dear

to my heart. I made my contribution to the *Campaign* in celebration of the completion of the Orthopedic Institute, and to be part of funding the research that will help us further improve outcomes for our patients. So many people have had — and will have — an orthopedic procedure done, and I'm hoping others will also be inspired to help grow our clinical research program.”

To learn how you can make a gift to the Swedish Orthopedic Institute, please contact Kate Purcell, director, major gifts, at [kate.purcell@swedish.org](mailto:kate.purcell@swedish.org) or (206) 386-3194.

## Make an impact

Like Dr. Crutcher, all physicians at Swedish have a deep commitment to improving the lives of the patients they serve. To date, over \$7.5 million of the more than \$65 million raised in the *Campaign for Swedish* has come from physicians and physician groups.

Physicians give because they are passionate about what can be accomplished as the result of the *Campaign*. Being on the “front lines,” they know how to make the most impact in the care of their patients. Their personal philanthropy is further evidence of their commitment to having the highest quality of care always available at Swedish.

And their commitment inspires others. For example, Greg Foltz, M.D., a neurosurgeon, and his wife, Luba Foltz, M.D., an OB/Gyn, have donated \$250,000 to support research at the Ivy Center (*see page 6*) and the development of a new neonatal intensive care unit (*see page 10*). Their gifts have helped to inspire thousands of others in the community to support these programs.

Participating physicians represent the major institutes at Swedish, and their support has gone toward a variety of projects.

“We are grateful not only for their clinical leadership but also the tremendous financial support these physicians have given to Swedish and the patients we serve,” says Swedish's CEO Rod Hochman, M.D., who, with his wife, Nancy, has made a \$350,000 gift to the *Campaign for Swedish*, with \$100,000 designated to the Swedish Community Specialty Clinic (*see page 15*).

# The Gossman Center

IMPROVING CARE AND SAFETY FOR OUR PATIENTS

The tiny newborn is in medical distress. She's stopped moving and her vital signs have dropped. A team of trained professionals surround her. One, a veteran neonatal nurse, inserts a miniature intubation tube down her throat so she can breathe. Another begins chest compressions, gently using his thumbs to provide the rhythmic pressure. The team leader calls out further instructions and other procedures are expertly employed.

Then, as the infant stabilizes, a voice is broadcast over the room's speakers announcing that the exercise is over. Week after week, similar scenes unfold at the Gossman Center for Advanced Pediatric and Perinatal Simulation at Swedish. In addition to emergencies involving newborns, training ranges from life-threatening postpartum hemorrhaging to emergency caesarian sections.

In real life, when a code is called, the appropriate professionals respond from various parts of the hospital. Experience is vital, and at the Gossman Center, these skills can be practiced in an exceptionally realistic environment.

The Center features newborn, child-size, and adult mannequins — simulating a variety of unexpected emergencies for the medical team to handle.

A key component of the *Campaign for Swedish*, the Gossman Center was made possible through donations large and small, totaling \$2.4 million to date, and including a \$1 million gift from Bill and Cheryl Gossman. Since opening in late 2008, hundreds of neonatal, obstetric and pediatric physicians and nurses have gained valuable experience in the high-tech learning environment. Today, the Center is poised to expand training for other types of situations, from preventing central-line infections to responding to various codes in emergency rooms.

Ongoing funding is needed to continue the important work at the Gossman Center. For information on how you can help, contact Becca Kelly, senior director, major gifts, at [becca.kelly@swedish.org](mailto:becca.kelly@swedish.org) or (206) 386-2138.

## NEW SWEDISH NICU ROLLED OUT AS TINY PATIENTS ROLL IN

**THE WOMEN & CHILDREN'S PROGRAM** at Swedish is the only medical center in the region that provides the complete continuum of care — from pregnancy to delivery, from intensive care for newborns to ongoing specialty treatment for children and pregnant women. Because of our unique ability to offer this full spectrum of care, Swedish delivers over 7,000 babies per year, almost ten percent of whom spend some time in the neonatal intensive care unit (NICU). Swedish has taken steps to expand its program to ensure we can serve all who require our care.

There's a quiet yet palpable excitement permeating Swedish's new neonatal intensive care unit. New equipment gleams. Hardwood floors shine. Comfortable rocking chairs stand ready. Then the doors swing open and neonatal nurses Alix VanHollebeke and Gretchen Diers wheel in the first little patient: a baby boy with brown eyes and lots of hair. One of the nurses begins to hum the graduation march and soon everyone present has joined in.

Soon, two more babies arrive on the unit. For their part, the tiny subjects of all this attention are oblivious to the focused activities around them. Breathing in, breathing out. Gaining strength and health so they can go home in a few days or weeks. That's their job, and they are doing it well. They will not remember the moment their presence christened the much-anticipated new NICU, but

the neonatal nurses caring for them most certainly will.

"It's a very exciting transition, one the nursing staff has been anxiously awaiting and is very grateful for," says Shiela Gould, nurse manager of the new unit. "It's been a real community effort to fund it, and a Swedish effort to make it operational. Staff from so many departments — from the pharmacy to respiratory therapy to environmental services — have all worked together to get us ready for this day."

Swedish is the leading birthing center in the Pacific Northwest, and one of only a few sites in the state certified to care for the most premature or seriously ill newborns. With the opening of this new unit, the number of NICU beds has been increased to 76, and more than 10,700 square-feet has been added. Located in the South Tower of Swedish's First Hill

campus, the new space also includes a family lounge and an educational conference center for staff.

The unit is state-of-the-art. Its opening is also a huge relief.

Because Swedish has the largest perinatal medicine program in the state, many mothers at risk of premature birth and other difficulties plan to deliver here. Having one of the most advanced NICUs in the region also means that babies born in other hospitals are often transported to Swedish's NICU for care. As the numbers have grown, the ability to care for all of these delicate patients has been increasingly challenging. Often, babies born in other hospitals who need NICU care have had to be transported to other hospitals, some as far away as Spokane.

"It's really best for a NICU to operate at about 80 percent capacity," says Gould. "That way, we can be ready for whatever comes our way during the day.

But for the last few years we've been operating at 90 percent. We've made it work, but many times we've had to scramble for beds to accommodate all

tremendous relief."

Many generous donors were instrumental in the opening of this vital new unit. While Swedish provided funding for renovating the physical space and expanded its staff accordingly, the community stepped forward to outfit the unit with \$1.5 million-worth of state-of-the-art technology and equipment. Special thanks go to the Andrew Family, Eastside Emergency Physicians, Mark and Sarah Everitt, Drs. Greg and Luba Foltz, Dr. Rod and Nancy Hochman, Pediatrics and Obstetrics Medical Group and Wells Fargo for their generous leadership gifts to the project.

"This simply could not have happened without the support of the community and the donors who made it possible," Gould says. "This is not just a hospital achievement, it's a community that has come together to create something very special and much needed. We're all just so grateful to have this dream become a reality."



The new Neonatal Intensive Care Unit, which opened in September, allows Swedish to provide the best care possible to all babies in need.

# BUILDING A COMPREHENSIVE HEART FAILURE CENTER AT SWEDISH



**THE SWEDISH HEART & VASCULAR INSTITUTE**, already the regional leader in cardiovascular care, is poised to become a center of excellence known throughout the world. New, state-of-the-art cardiovascular operating rooms and leading-edge diagnostic technology are moving the Institute to this next level. As an aging population requires cardiovascular care, the continued expansion of the Swedish Heart & Vascular Institute is more necessary than ever.

**Heart failure.**

To the lay person, the term implies the sudden stopping of a beating heart. But in fact, heart failure is often a chronic, long-term disease that affects five million people in the U.S. — 40,000 in the Puget Sound area alone. Unlike other forms of heart disease, the incidence rates for heart failure are rising in the U.S., largely due to an aging population and unhealthy lifestyles.

Simply put, heart failure occurs when the heart cannot pump enough blood to meet the body's needs. While acute heart failure can result from a heart attack or other trauma, chronic heart failure causes myriad symptoms that can grow increasingly worse over time.

The Swedish Heart & Vascular Institute (SHVI) has long been at the forefront of cardiovascular care, with more than 60 specialists working throughout the region and in partnership with three other area hospitals. Swedish's heart programs — from wellness and diagnostics to surgery and rehabilitation — have saved and improved the lives of thousands of people suffering from cardiovascular diseases.

An important missing piece, however, has been a comprehensive center that specifically addresses and coordinates all aspects of care for patients



*Howard Lewis, M.D. (left), executive director of the Swedish Heart & Vascular Institute, consults with colleagues before a recent surgery.*

with heart failure.

Now, thanks to a \$1.5 million grant from the John L. Locke Jr. Charitable Trust, Swedish is moving forward to create a comprehensive Heart Failure Center on its Cherry Hill campus.

This investment provides the cornerstone for the \$5 million in philanthropic gifts Swedish hopes to raise in support of the project. Strategic goals for the new Center include:

- Integrating the activities of all caregivers in the Swedish network who treat heart failure, from cardiologists to the home care staff
- Expanding innovative preventive and wellness strategies for patients with chronic heart failure
- Working closely with emergency department teams to provide quick access to a wide range of effective treatments for patients with acute heart failure

- Establishing a heart failure research program

“It has become increasingly clear that the most effective care for heart failure patients happens in a comprehensive, multidisciplinary environment,” says Howard Lewis, M.D., SHVI's executive director. “Care for these patients is most successful in programs that provide both appropriate, coordinated



*Swedish physicians provide advanced cardiovascular care to patients, from prevention and diagnosis to treatment and rehabilitation.*

and ongoing disease management support. And that's what the new Heart Failure Center will provide.”

For more information on how you can help support the work of the SHVI and the building of the Comprehensive Heart Failure Center at Swedish, please contact Randy Mann, senior director, Campaign, at (206) 386-6791 or [randy.mann@swedish.org](mailto:randy.mann@swedish.org).

INNOVATIVE PROGRAM TO FUND RESEARCH BY

## “Rising Stars”

When it comes to caring for our cardiovascular systems, there's a long list of procedures and innovations that most of us don't fully understand, but are there should we ever need them. Just a few examples include:

- Repairing a faulty seal in the two upper chambers of a heart — without open heart surgery
- Using a tiny rotating burr to cut out plaque in clogged arteries
- Using techniques that eliminate the need for a heart-lung machine during surgery
- Using magnetic guidance to move catheters to treat artery disease
- Placing genes and proteins in the heart to provide needed blood flow

Over the years, the Swedish Heart & Vascular Institute (SHVI) has been a national leader in developing these and hundreds of other innovative cardiovascular treatments.

Thanks to the recent generous gift of \$1 million from Joe Clark, CEO of Aviation Partners, SHVI's already impressive list of researchers and research studies will be expanded with the creation of the “Rising Stars Clinical Research, Quality and Innovation Program.”

Clark, a long-time friend and associate of John L. Petersen, M.D., has a keen interest in finding ways to prevent heart disease, detect it early, and find new treatment options.

The Rising Stars program will provide funding to allow physicians who have completed fellowships in cardiovascular medicine to dedicate up to two days a week entirely to research. Projects will focus on new and better ways to:

- Detect heart disease and determine its severity
- Prevent or delay the progression of heart disease
- Develop and examine the effectiveness of new drugs, devices and procedures
- Improve the health and well-being of patients



# CARING FOR OUR COMMUNITIES

**SWEDISH COMMUNITY HEALTH** While medical centers earn their reputations on the strength of their specialty practices, the glue that binds an entire organization together is the collection of everyday skills involved in running a first-rate community hospital. At Swedish, nursing excellence, modern facilities and state-of-the-art surgical equipment are all essential to the overall quality of care. As a non-profit hospital, Swedish is committed to funding the millions of dollars required to pay for care for those in our community who could not otherwise afford it.

When Swedish was founded 100 years ago, much of the community it served could be viewed from the top of First Hill in Seattle. Today, our concept of “community” has greatly expanded, and so has our commitment to provide quality health care to patients throughout the Pacific Northwest.

## BRINGING EXPERT CARE CLOSER TO HOME

Swedish is dedicated to offering the services people need close to where they live — all the while supporting them with the vast resources and expertise of the Swedish system.

**IN BALLARD:** Well before it became part of the Swedish system, the Ballard campus had roots deep in the community. Swedish has honored that commitment and is building upon it. In September 2009, construction began on a new, five-story outpatient center and medical-office building which will house a new emergency department, new imaging facility,

Swedish Physicians Primary Care, Swedish Ob/Gyn Specialists, Swedish Midwifery and other specialty clinics.

**IN EDMONDS:** On September 1, 2010, a key partnership with Stevens Hospital went into effect and the new Swedish/Edmonds campus is now serving communities in the south Snohomish area. The partnership will allow the former Stevens Hospital to provide more local services while giving residents greater access to the latest medical treatments and the comprehensive services of the Swedish system.

**IN ISSAQUAH:** To meet the needs of the fast growing community of greater



Swedish/Issaquah rendering provided by CollinsWoerman

Issaquah/Sammamish, Swedish is opening a new medical center in the Issaquah Highlands. Construction began in 2009 with a two-phase approach: Phase I, a state-of-the-art medical-office building and outpatient center, is slated to open in 2011. The new campus will include ambulatory-care services dedicated to outpatient primary care and specialty services, including physician offices, outpatient surgery, infusion therapy, laboratory, pharmacy and advanced imaging services. In 2012, the 175-bed acute-care community hospital will open — the first new hospital in King County in 25 years. Swedish has had as strong presence in Issaquah since they opened a free-standing ER in 1985. The award-winning ER was designed as a “no wait” facility, where patients are taken directly to examination rooms to get the quickest and best medical care possible. It has been such a successful model that two new facilities currently underway in Redmond and Mill Creek/Everett were designed in the same fashion.

**IN REDMOND AND MILL CREEK:** Both in Redmond and in the Mill Creek/South Everett area, construction has begun on state-of-the-art facilities to serve those communities. Each will include: a free-standing ER with 18 exam rooms, primary and specialty care offices, an advanced diagnostic imaging center and on-site laboratory services. All physicians at these facilities will have access to Epic, Swedish’s

secure electronic health record system, so vital information can be easily conveyed among a patient’s authorized caregivers.

## REACHING OUT TO UNDERSERVED COMMUNITIES

When a Breast Care Express rolls into a remote fishing village or onto the parking lot of an urban community center, it carries advanced technology, trained personnel — and hope.

For a woman with breast cancer, early detection provides her the best chance for living a long and full life. Since 2004, thousands of women in Western Washington — many in remote locations — have had access to digital mammography screening thanks to the generous supporters of Swedish’s mobile mammography program.

The broad goals of Swedish’s mobile mammography program are the same as for all of our community health programs: to increase outreach to underserved communities, to reduce economic disparities in health care, and to provide the information people need to improve the health of their families.

Every day, throughout the region, these goals are being met in numerous ways. Just a few examples include:

**CHARITY CARE:** A crucial part of Swedish’s mission is our charity care program, which provides free or discounted hospital services for those who cannot afford care. In 2009 alone, Swedish provided more than \$21 million in direct charity care and more than

\$68 million in total “community benefits.”

**NEW “MEDICAL HOME” MODEL:** The Swedish Community Health Medical Home Clinic in Ballard was designed to provide the community with unprecedented access to primary health care. Because its reimbursement system involves a flat monthly fee-per-patient, doctors are not pressured by high patient-volume quotas and therefore have much more time to spend with each patient. The program’s focus is on wellness, disease prevention and day-to-day management of chronic illnesses, a cost-effective approach that saves money while improving the quality of patients’ lives.

**“GLOBAL TO LOCAL” INITIATIVE:** Working in partnership with the Washington Global Health Alliance, Seattle-King County Public Health, and Healthpoint, Swedish is launching the Global to Local Initiative. The initiative is adapting successful global health strategies to help meet the health-care needs of local underserved populations. Key strategies include: training local people to serve as community health workers; integrat-

ing public health and primary medical care; linking health with economic development; mobilizing community-based organizations; generating focused campaigns around priority health issues; and using communications technology to transform practices. The pilot project is being launched in Tukwila and SeaTac, both of which have large, culturally diverse populations with limited access to health care.

**SWEDISH COMMUNITY SPECIALTY CLINIC:** In a time when the need for specialty medical care for low income patients far exceeds local resources, Swedish has opened a community specialty clinic on our First Hill campus where advanced medical care is provided at no cost by volunteer specialists. Services at the 4,000 square-foot clinic, which was developed in partnership with King County Project Access, include: surgery, orthopedics, dermatology and podiatry. Other services performed in the volunteer specialists’ own clinics are cardiology, gynecology, neurology, occupational and physical therapy, ophthalmology and urology. On-site dental services will be added in 2011.

**SERVICES TO LOW-INCOME FAMILIES:** From infants to the elderly, Swedish cares for the economically disadvantaged at all stages of life. Swedish Family Medicine Residency clinics, for example, employ residents from the nation’s top medical schools to care for people of all ages and backgrounds, logging more than

41,000 patient visits each year. Swedish and its numerous community partners also have special programs to help low-income mothers keep their unborn and newborn babies healthy. And at Ballard High School in

Seattle, Swedish provides students with physical- and mental-health services at no cost.

For more information about any of these programs, and to find out how you can help, please contact Maggie Angle, director, major gifts, at (206) 386-6770 or [maggie.angle@swedish.org](mailto:maggie.angle@swedish.org).



John A. Miyano, M.D., an orthopedic surgeon, volunteers his time and expertise to patients at the Swedish Community Specialty Clinic.



THE HUMAN BODY IS A REMARKABLE EXAMPLE OF COMPLEX COMPONENTS WORKING TOGETHER FOR THE GREATER GOOD OF THE WHOLE. THE SAME COULD BE SAID ABOUT SWEDISH.

SO BY FINANCIALLY SUPPORTING A PARTICULAR SPECIALTY AREA, YOU ARE ALSO MAKING THE ENTIRE ORGANIZATION A STRONGER, MORE CAPABLE INSTITUTION. ALONG WITH THE MAJOR INITIATIVES ALREADY LISTED, THERE ARE MANY MORE.

**WE WOULD LOVE THE OPPORTUNITY TO TELL YOU ABOUT THEM.**

**SWEDISH CANCER INSTITUTE**  
The True Family Women's Cancer Center  
Cancer Research, Patient Support, and Education Endowments  
Breast Care Express

**WOMEN & CHILDREN'S PROGRAM**  
Women and Children's Pavilion  
Gossman Center for Advanced Pediatric and Perinatal Simulation  
Maternal and Fetal Comprehensive Care Clinic  
NICU Expansion  
Post-Partum Care Clinic

**SWEDISH NEUROSCIENCE INSTITUTE**  
The Ben and Catherine Ivy Center for Advanced Brain Tumor Treatment  
Swedish Multiple Sclerosis Center  
Neuroscience Intensive Care Unit Remodel and Expansion  
Neuroscience Education, Outreach, and Welcome Center  
Neuroscience Telemedicine Program

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"Rising Stars" Research Program  
Patient Support, Training, Education and Outreach  
Comprehensive Heart Failure Center  
Hybrid Operating Room

**SWEDISH ORTHOPEDIC INSTITUTE**  
Research and Innovation  
Professional and Community Education  
Surgical Technology Advancements  
Endowed Medical Director of the Swedish Orthopedic Institute  
Orthopedic Institute Endowments and Program Support

**COMMUNITY HEALTH PROGRAMS**  
Global to Local Initiative  
Swedish Community Health Medical Home Clinic  
Swedish Community Specialty Clinic

**SYSTEM-WIDE INITIATIVES**  
Unrestricted Support  
Nursing Excellence  
Surgical Specialty Care  
Art Endowment

**CAMPUS-SPECIFIC INITIATIVES**  
Swedish/Ballard  
Swedish/Edmonds  
Swedish/Issaquah

THE **CAMPAIGN** FOR SWEDISH

Janet Simmelink is a long time contributor to Swedish Medical Center Foundation's donor publications. She can be reached at [simmelink@comcast.net](mailto:simmelink@comcast.net).



General Electric Chairman and CEO, Jeffrey Immelt, addresses business leaders and policy makers at Swedish's recent health-care symposium.

# Swedish hosts national symposium

Two day summit focuses on innovative ways to fix our country's system of health-care delivery.

On October 11-12, 2010, dozens of the nation's leading thinkers in health care gathered at the Bell Harbor International Conference Center in Seattle for thought-provoking discussions on the most pressing issues in health care.

While the remedy is debated, one thing is certain: real solutions will require dramatic changes in the way health care is delivered. Fortunately, individual communities throughout the country are examining groundbreaking ways to make improvements at the local level, from providing more health care in the home to using technology to remotely consult and treat patients in rural areas. As a result, they are reducing the cost of health care in their communities while also improving quality and increasing access.

To help providers, business leaders and policy makers from different parts of the country learn more about these local pilot projects, Swedish Medical Center hosted the "Innovation in the Age of Reform" Symposium which featured more than 40 speakers, including:

- Jeffrey Immelt, GE Chairman and CEO
- Anthony Rodgers, CMS Deputy Administrator Center for Strategic Planning and Innovation

- Paul Speranza, U.S. Chamber of Commerce Senior Councilor and Vice Chair of Wegmans Food Markets

- Barbara Spurrier, Mayo Clinic Center for Innovation Administrative Director

- Bruce Leff, M.D., Johns Hopkins School of Medicine Associate Professor  
"With this event, our goal was to bring together leading thinkers in the field, policy makers, business leaders, clinicians and the educators who are responsible for training the health-care workforce of the future to discuss the issues and learn from each other. We were very excited about the line-up and knew it would lead to provocative dialogue and ultimately help facilitate real solutions," says Swedish CEO, Rod Hochman, M.D. "Given the state of health care and the economy, this is a challenging time for everyone, and not just for physicians and health-care administrators. Business leaders are severely hindered by the rising cost of employee health plans, and even with new legislation, there will still be many individuals who will not have adequate access to health care. Everyone is affected by the health-care crisis, so it will take all of us working together at the local level to truly fix the problem." **I**

The event concluded with 12 key steps that individual communities can take to improve the way health care is delivered at the local level:

- Be transparent
- Collaborate across a community
- Make the consumer/patient the priority
- Create incentives for healthy behavior
- Economic and educational advancement improve health
- Understand that it's not only about the hospital
- Focus on wellness, prevention and chronic disease management
- Utilize collaborative, connected electronic health records
- Make payment reform a priority (pay doctors based on quality, not volume)
- Eliminate variation and promote communication
- Practice reverse innovation (such as using low-tech solutions)
- Do everything within the framework of a rigorous science of health-care delivery

For more details about the symposium's findings, visit [www.swedish.org/2010symposium](http://www.swedish.org/2010symposium).



Ovarian cancer patients, survivors, and supporters enjoy the festivities at the 2010 Swedish SummeRun.

## 16th annual *Swedish SummeRun*: a day to celebrate friends and loved ones

### Hitting the streets for ovarian cancer research.

With a record-breaking 3,600 participants raising over \$430,000, the 2010 *Swedish SummeRun* presented by BDA enjoyed another incredible year.

All event proceeds benefit the Marsha Rivkin Center for Ovarian Cancer Research (MRC) and its mission, to advance treatment and early detection of ovarian cancer through innovative research pilot studies, education efforts, and early detection screening for women throughout Washington State determined at high-risk for developing ovarian cancer.

Swedish Cancer Institute oncologist and MRC founder and chairman, Saul Rivkin, M.D., and his family started the *Swedish SummeRun* in 1993 in memory of his wife, Marsha, and in recognition of the ongoing fight against this devastating disease. Since its inception, the *Swedish SummeRun* has raised nearly \$4 million for ovarian cancer research.

Leslie Schafer served as the 2010 *SummeRun* Survivor Honoree. Leslie provided invaluable assistance in event promotion, and stressed the importance of fundraising for ovarian cancer research during radio interviews and speaking engagements. Together with her sisters and team captain co-chairs, Jackie Kotkins and Lisa Cowen, Team Leslie rallied 385 family and friends to participate in this year's run — surpassing their previous year's record as the largest single team participation in *SummeRun* history.

For the second year in a row, Team Mary Anne was the top fund-raising team, contributing over \$29,200 at the 2010 *Swedish SummeRun*. Team Mary Anne was started in 2004 by Mary Anne Kobylka and a group of her friends. Mary Anne passed away in 2009 after a courageous battle with ovarian cancer, but her friends and family have contin-

ued the Team Mary Anne tradition. In the seven years they have participated, Team Mary Anne has been honored as the top fund-raising team four times and raised almost \$250,000 in support of ovarian cancer research.

Once again, we would like to offer our heartfelt thanks to Team Leslie and Team Mary Anne for their amazing contributions, team spirit and support for two amazing women. And to all the teams, participants, and volunteers that made this year such a success, thank you for your support and lasting impact in the fight against ovarian cancer.

Special thanks to the 2010 *Swedish SummeRun* presenting sponsor, BDA, as well as our other top sponsors: Kaye-Smith, KWJZ, GrandMasters, Swedish Medical Center Auxiliary/First Hill, Talking Rain, and Seattle Nuclear Medicine. ■

*The Marsha Rivkin Center relies on community partnerships in its fight against ovarian cancer. If you would like to pledge your support through an outright gift, a life income arrangement such as a charitable gift annuity, or a gift in your estate plans, please contact Ellen Kuo, development director, at (206) 386-6928 or ellen.kuo@swedish.org.*

## 3rd annual Seattle Brain Cancer Walk celebrates record success



Honorary event chairman John Barrows, his wife Katie, and their four children celebrate the ribbon cutting at the 2010 Seattle Brain Cancer Walk.

### Fundraising and sponsorships continue to soar for relatively young event.

With over 2,000 participants and a fundraising total of more than \$420,000, the 2010 Seattle Brain Cancer Walk enjoyed a third consecutive record-breaking year. Event proceeds benefit the Ben and Catherine Ivy

Center for Advanced Brain Tumor Treatment and its partnering institutions in the Seattle area. Funds will support clinical trials, immunotherapy research, and genetic classification to improve predictive therapies. This progress brings hope

to families, friends, and the 220,000 Americans — 1,200 in the Pacific Northwest — who are diagnosed with a malignant brain tumor each year.

The event was held at the Seattle Center's Mural Amphitheatre and featured a stroll along the Seattle Center paths, live performances, fun activities for children, and a memorable Tent of Honor where participants shared stories of those who inspire the fight for a cure.

Honorary Chairman of the event, John Barrows, shared his own personal story, emphasizing the importance of raising funds for brain cancer research. On Walk day, more than 90 friends and family joined Team Barrows to show their support.

Special thanks to corporate sponsors, The Case Foundation, Northwestern Mutual, Genentech, and E. K. Riley Investments for their leadership and generous support. ■

## Make an **impact**

### Team Northwestern Mutual

Brain cancer can profoundly affect the lives of individuals as well as families and groups of friends of a patient. In some cases it can even touch a whole workplace. Northwestern Mutual Insurance Company's Seattle office, the 2010 *Spirit of Volunteers* Sponsor for the Seattle Brain Cancer Walk, is one such place.

Kim Hogle, a Northwestern Mutual employee, lost four friends to brain cancer in the space of three years. Her experience led her to spearhead the first-ever Seattle Brain Cancer Walk in 2008. A number of her co-workers joined her for the first Walk, and this group started a tradition that continues to have a positive impact in the community.

This year, Northwestern Mutual's Mike O'Brien, driven by a desire to support his brother-in-law's battle with brain cancer, rallied his colleagues to raise their level of participation in the Walk by volunteering and raising funds. Team Northwestern Mutual provided over 70 volunteers for the event and became this year's top fundraising team with over \$49,000 in donations.

Thanks to their leadership and ongoing commitment to the Walk, Team Northwestern Mutual is helping brain cancer researchers in Seattle move one step closer to a cure. As a group, they also shared an intense emotional experience: "We are all still on the high we got from being a part of a great cause," said O'Brien. "The Seattle Brain Cancer Walk was a very galvanizing event for everyone in our office."



# One family's steadfast commitment transforms an organization



Tireless champions for ovarian cancer research, Eddie Fisher (left) with his sons Craig and Rod.

families to go through the pain and suffering we had experienced,” explains Craig. With an outpouring of support from their extended family and community, the Fisher family added a dinner auction to the golf tournament. With 200 people in attendance, the event raised over \$200,000. “Ovarian cancer is not one of the top cancers on people’s mind and we wanted to do what we could to see this change,” adds Rod Fisher. “We knew that we needed to grow our effort for better awareness and support more vital research towards a cure.”

Nine years later, the efforts of the Fisher family have established what has become one of the Rivkin Center’s most prominent events. “The Fisher family’s accomplishments in encouraging community support of our organization are without equal,” says Clint Burwell, executive director of the Marsha Rivkin Center. “Their commitment has transformed the scope of our fundraising and has, in turn, proven pivotal to the expansion of our scientific program. We are all so fortunate to have this remarkable family within our community.”

In recognition of their invaluable support, the Rivkin Center has established the Babs & Eddie Fisher Family Endowment. This \$1 million endowment continues Babs’ caring legacy, and is a fitting tribute to Eric, Rod, Craig, and Eddie Fisher and their friends, family and community supporters. “It’s always a little strange to think of four grown men pushing for ovarian cancer support,” laughs Rod, “but we are a family ready for the fight. Mom continues to be our inspiration.”

In further appreciation of the Fisher family’s dedication, the Swedish Medical Center Foundation has awarded the Fisher Family the 2010 Elmer J. Nordstrom Distinguished Service Award for outstanding volunteerism, honoring Eddie’s service on the Marsha Rivkin Center’s Board of Directors and the family’s lasting contributions to Swedish and the community.

“We do what we do because we completely believe in Dr. Rivkin and his mission,” says Eddie Fisher. “This is our family’s passion, and the fact that I get to do it alongside my three sons is a great honor.” ■

**W**hat began nearly a decade ago as a gathering of Babs Fisher’s loved ones in support of her fight against ovarian cancer, The Fisher Family and Friends Auction & Golf Invitational has grown to become one of the Marsha Rivkin Center’s largest fundraising events. Since its inception, the event has raised nearly \$3 million in support of ovarian cancer research.

“My mom’s charitable work touched so many within our community,” says Craig Fisher, one of Babs’ three sons. “Her dedication to community service inspired us to turn this painful diagnosis into something positive. Mom always taught us that nothing was impossible and you can always do something — even getting your friends and family to make a difference.”

In 2001, Craig, along with brothers Eric, Rod, and father, Eddie, focused their energy on raising money and awareness for ovarian cancer research and started the first Fisher Family Golf Invitational to benefit the Marsha Rivkin Center. With the help of 80 family members and close friends they raised \$30,000 that year.

When Babs lost her courageous fight in 2004, the Fisher family decided that they needed to do more. “We did not want other

Spotlight on the Fisher family: continuing the legacy of a courageous wife and mother.

When MS affects so many of our neighbors, shouldn’t world-class care be available close to home?



With more than 400,000 Americans living with multiple sclerosis — and a large percentage of them right here in the Pacific Northwest — Swedish is responding to the needs of our community by creating a state-of-the-art MS Center.

The new, 10,500 square-foot MS Center at Swedish’s Cherry Hill campus will go beyond providing high-quality medical care by nationally-recognized neurologists and access to cutting edge clinical research. It will also focus on helping patients and their families live more fully with MS by providing the tools and resources necessary to meet the unique needs of each patient.

Just as it takes a community of care providers to help MS patients live full lives, it also takes a community of donors to make this new Center a reality. Your support is needed. Please make a gift today to help the thousands of people living with MS in the Puget Sound region.



**SWEDISH**  
MEDICAL CENTER  
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To learn how you can help, contact Kate Purcell, director, major gifts at (206) 386-3194 or [kate.purcell@swedish.org](mailto:kate.purcell@swedish.org).



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