



where **EXTRAORDINARY** lives

The Campaign for Beth Israel Deaconess Medical Center

Beth Israel Lahey Health 
Beth Israel Deaconess Medical Center

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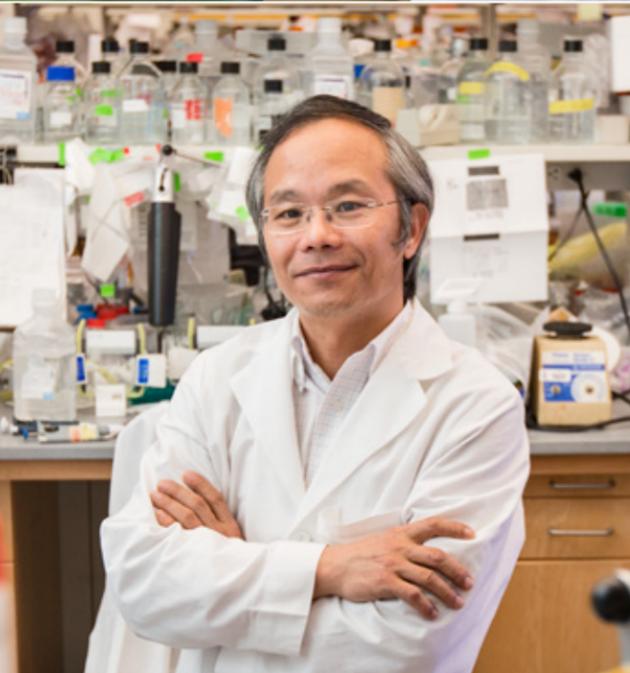
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“This will not change who we are. This will change what we are able to do.”

—Kevin Tabb, M.D.
President and Chief Executive Officer
Beth Israel Lahey Health



OUR VISION

A New Paradigm in Health Care

At Beth Israel Deaconess Medical Center (BIDMC), we have a vision: to shape a new paradigm in health care, not only to serve our patients and families here in Boston but to serve as a model for clinical institutions everywhere—regionally, nationally, and globally.

With Beth Israel Lahey Health, we have established a premier system for delivering medicine—one that will offer high-risk patients exceptional treatment in the most sophisticated academic medical centers, while providing high-quality routine care in more convenient and accessible settings out in the community. We will support this strategy with our own brand of technological innovation and out-of-the-box thinking. With our core values of equity, respect, and engagement. With the skills and ingenuity of our committed caregivers, researchers, students, and staff.

Broadly speaking, we will create a transformational approach to health care, an approach that is as far-reaching as it is interconnected. While it will be built on landmark partnerships and affiliations—both enduring and recent—no single entity within our new system will be an island operating unto itself. Instead, BIDMC will serve as a hub of intellect and innovation in a larger network that encompasses a multitude of extraordinary organizations, communities, and people.

We firmly believe that we should not only prepare for our future in health care, making ourselves sufficiently strong to weather whatever storms may come. We are working to actively form our future in health care, making ourselves leaders in how patients are treated in every sense of the word.

The time to realize our vision is now.

OUR STRATEGY

Bringing Our Vision to Life

To bring our vision to life, we have joined forces with like-minded institutions and individuals who share our passion for making medicine not simply great but extraordinary. Today, we have embarked on an historic partnership that combines our strengths, marshals our resources, and disseminates our ideals for the greater good. Through a collaboration with Lahey Health along with New England Baptist, Mount Auburn, and Anna Jaques Hospitals, we have created the region's premier integrated health care system: Beth Israel Lahey Health.

United, we are the second largest health care system and the second largest employer in Massachusetts, encompassing more than 850 primary care physicians and more than 3,500 specialists. Together, we are strategically positioned to bring our unique brand of care to a broad and diverse population of patients across the Commonwealth, responding to their evolving needs with seamlessly coordinated services and exceptional caregivers.

But our partnership is much more than attaining breadth of geographic coverage or number of employees. This collaboration is an alliance in the truest sense, combining our complementary missions and our common values. We are all in the business of delivering state-of-the-art patient care that is naturally instilled with skill, compassion, and respect.

Together, we have an auspicious opportunity to drive health care to be more efficient, more effective, more sustainable.

An opportunity to push the boundaries of discovery, education, and technology to improve outcomes and find cures.

An opportunity to make the patient experience different, superior—extraordinary.



Beth Israel Lahey Health

The Region's Premier Health Care System

- Four academic and teaching hospitals
- Eight community hospitals
- Specialty hospitals for orthopedics and behavioral health
- Comprehensive ambulatory and urgent care centers
- More than 35,000 employees, 850 primary care physicians, and 3,500 specialists
- 75 percent of patients in Eastern Massachusetts live within five miles of one of our primary care physicians

“Everything we do is aimed at exceeding the expectations of our patients and families.”

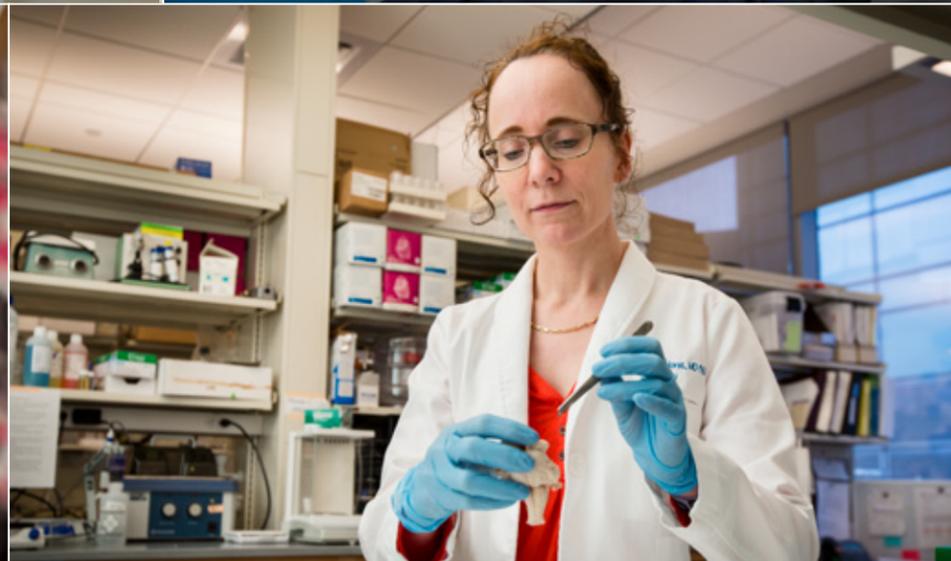
—Peter J. Healy
President, Beth Israel Deaconess
Medical Center



Kevin Tabb, M.D.
President and Chief Executive Officer,
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LEADING THE WAY

Staying at the vanguard of change takes vision. Bringing a vision to life takes leadership.

When Kevin Tabb, M.D., arrived to take the helm of BIDMC in 2011, he recognized that we could be a part of something extraordinary. With extensive expertise in physician network strategy and quality initiatives, he understood the impact of the rapidly evolving health care landscape and the changing function of the academic medical center within that new environment. It quickly became apparent to him that BIDMC—with its nimble and collaborative size, its special culture of compassion and respect, and its unique position among the Harvard affiliate hospitals—could play an instrumental role in defining a new paradigm in health care. In partnership with leaders across the region, Tabb launched Beth Israel Lahey Health (BILH), a pioneering integrated health care system offering a full continuum of clinical services, with BIDMC as one of its founding members.

Peter J. Healy took on the role of president of BIDMC in 2016 as Tabb transitioned to managing the system. With 30 years of leadership experience at both community and teaching hospitals, Healy has strategically strengthened the vital areas of patient care services, operations, management, and finance to enhance BIDMC’s patient-centered mission and promote quality improvement. He is also heading the BIDMC Experience, a landmark project designed to create an ideal state of everyone’s experience at the medical center—be it patient, family member, employee, or clinician—using industry best practices, quantitative and qualitative analyses, and focus groups.

Both Tabb and Healy believe health care should empower patients, personalize treatment, and improve access to the right type of care for each individual in each particular moment in time. It should foster innovation and teamwork to stimulate discovery. It should nurture the intellect and the skills of the next generation of clinicians. It should remember the power and the purpose of medicine.

BIDMC is turning *should* into *will*.



**WHERE
EXTRAORDINARY LIVES**



OUR CAMPAIGN

Where Extraordinary Lives The Campaign for Beth Israel Deaconess Medical Center

As we embrace a more strategic, patient-centered model of health care across our growing system, we recognize that focusing on BIDMC's unique assets in medically complex treatment, technological ingenuity, and innovative research will be critical to our success. With more routine care migrating to our accomplished community partners, our highest priority becomes the most high-risk, vulnerable patients who need the type of care that only an academic medical center of our caliber can provide.

Faced with momentous changes in the health care landscape and unprecedented opportunities in science and technology, fulfilling our responsibility in this vital role will require new resources. As a result, BIDMC is embarking on a landmark comprehensive campaign—the most ambitious in our history. The focus of this \$750 million campaign is to support the construction of a technologically sophisticated and thoughtfully designed new inpatient building and the expansion of clinical care and research in the areas that are most meaningful to our patients.

Through the foresight and generosity of our donors, we aim to cultivate the extraordinary and to enhance our mission of conceiving, designing, and providing the ultimate in medical care.

Campaign Priority Areas

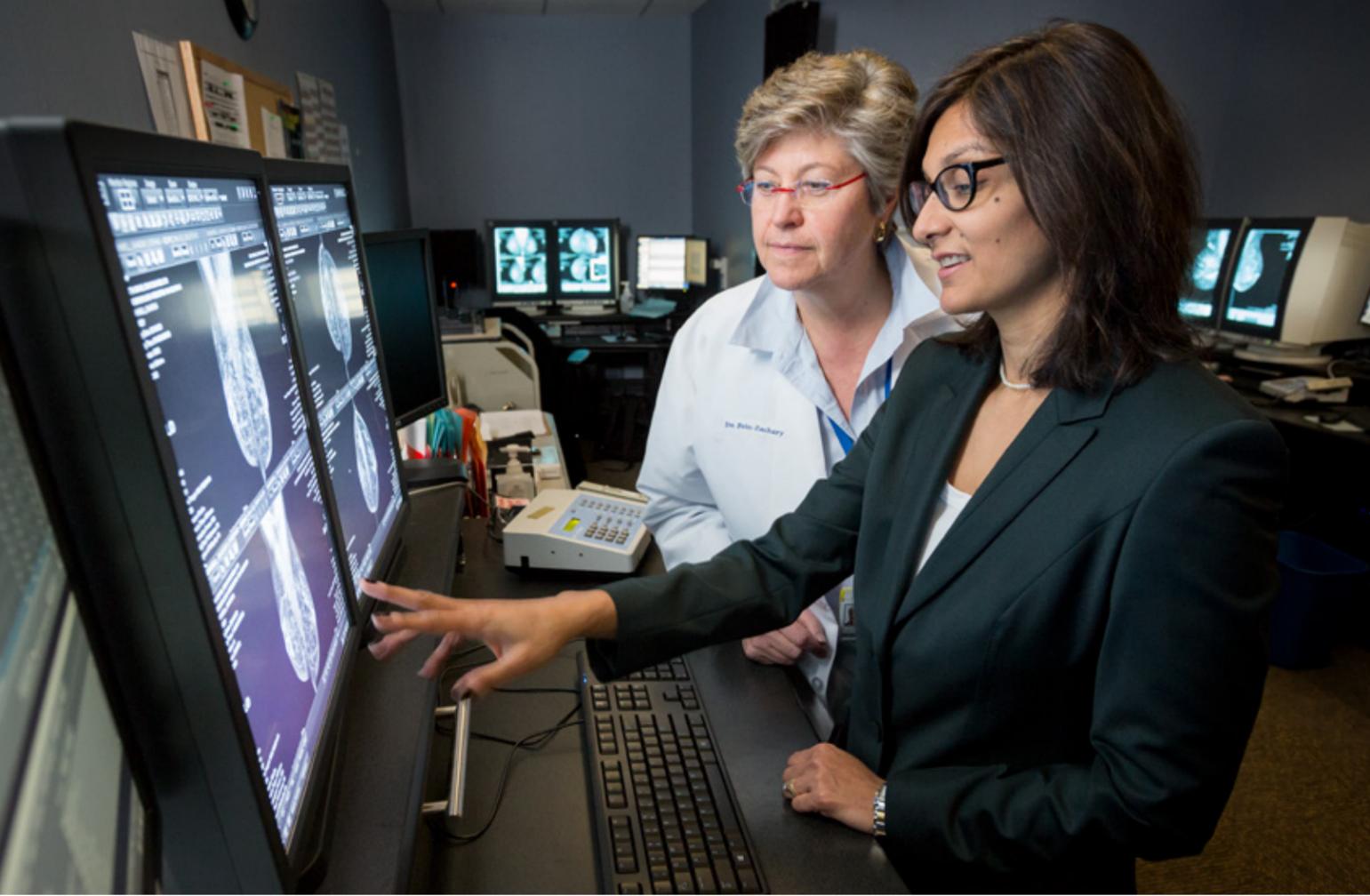
- Cancer Center
- CardioVascular Institute
- Center for Brain Health
- Digestive Disease Center
- Innovation in Health Care
- Inpatient Building

OUR PROGRAMS OF CLINICAL AND RESEARCH EXCELLENCE

The power of modern medicine is shifting our priorities in health care. After the defeat of some of the most daunting diseases of the previous century with discoveries like antibiotics and vaccines, people are now living longer than ever to face new, even more complex threats to their health.

As a distinguished Harvard teaching hospital, BIDMC has an obligation to emphasize those clinical disciplines that will not only benefit our own aging and increasingly diverse patient population but also have the potential to inform—and ultimately transform—the field of medicine as we create new treatments and technologies for patients everywhere. These disciplines are areas of historic strength that will only become more potent as we advance our leadership role in a growing, innovative system of care.





Cancer Center

One in three people will face a cancer diagnosis in their lifetime. The Cancer Center's clinical and research efforts are seamlessly integrated to dramatically enhance care for this devastating disease. Patients who visit our multidisciplinary clinics have access to leading specialists—including breast, pancreatic, prostate, and blood cancer experts who are among the best in the world—as well as pioneering science to make treatments more targeted and effective.

Cancer Center researchers are working to perfect the concept of personalized medicine, in which the molecular analysis of individual tumors informs treatment, maximizing benefit and reducing side effects. By incorporating a variety of novel biomedical platforms and technologies into our patients' treatment plans, they have established a groundbreaking ultraprecision medicine model that is not only more customized but also more dynamic, allowing our clinicians to adjust therapies in real time based on individual response.

CardioVascular Institute

Although cardiovascular disease is the leading cause of death in the U.S., our CardioVascular Institute (CVI) has long been a powerful force in transforming the diagnosis and treatment of a wide spectrum of heart and blood vessel conditions. Our clinical experts provide patients with a full range of open and minimally invasive procedures and sophisticated therapies to preserve and improve heart health—all while maintaining an impressive quality and safety record. Our cardiac and vascular surgery programs lead the nation in low mortality rates, and our cardiac bypass program is the largest in the region.

The CVI is also focused on ensuring that advances in treatment are informed by rigorous science. At our Richard A. and Susan F. Smith Center for Outcomes Research in Cardiology, physician-scientists are investigating the safety, benefit, and ethical and policy implications of new therapies and technologies to determine the best options for each individual. We are also currently developing an innovative program in the emerging field of cardiometabolics that will use novel tools and metabolic profiling to establish predictive models for identifying those at risk for heart disease, diabetes, and stroke.



Center for Brain Health

BIDMC's Center for Brain Health is a leader in the development and application of a variety of radical, yet promising, approaches in neuroscience—ranging from cognitive training to noninvasive stimulation to the implantation of engineered genes—to confront the full range of brain disorders. Building on the transformative concept of neuroplasticity, the brain's ability to adapt throughout a lifetime, these approaches do not simply mask the symptoms of neurological disease or aging, but actually change the brain and alter its long-term function.

The Center for Brain Health is exploring these revolutionary techniques in concert with our renowned clinical care programs in areas like epilepsy, cognitive and movement disorders, and stroke, and our innovative wellness offerings such as the Brain Fit Club, mind-body exercise classes, and more. Our goals are both to restore brain function impaired by disease or injury, as well as prevent the no-longer-inevitable consequences of aging on the brain and nervous system.

Digestive Disease Center

BIDMC's Digestive Disease Center is one of the nation's leading programs focused on delivering excellent patient care and conducting groundbreaking translational research related to disorders of the gastrointestinal tract, liver, pancreas, and biliary system. The center is made up of a range of premier specialty practices and services that are committed to providing optimal experiences and outcomes for our patients. These nationally recognized programs include our Inflammatory Bowel Disease Center, which provides comprehensive care to patients with ulcerative colitis and Crohn's disease; our Irritable Bowel Syndrome (IBS) and Motility Center, which applies a multifaceted treatment approach to IBS; our Liver Center, which develops and provides novel therapies for viral hepatitis, non-alcoholic fatty liver disease, and advanced liver disease; and our Pancreas Institute, which offers personalized care for patients with acute and chronic pancreatitis and has one of the first dedicated inpatient pancreatitis services in New England.

The Digestive Disease Center aims to augment and enhance these signature programs, particularly our Inflammatory Bowel Disease Center and our Irritable Bowel Syndrome and Motility Center. We also plan to expand our efforts specifically in women's gastrointestinal health, gastrointestinal wellness, and nutrition. In addition, we need support to retain and recruit top leadership, to advance fellowships and other educational programs, and to bolster our translational research.





WHERE EXTRAORDINARY INNOVATES

Innovation in Health Care

Based in Boston, the epicenter of health care innovation, BIDMC is uniquely positioned to play a vital role in the design of future health care delivery systems and technologies. Our clinicians continuously strive to make health care safer, more integrated, and more cost-effective by evaluating and testing new tools and processes, as well as creating replicable models that can be taught and disseminated easily. Building on our unrivaled history of advancing patient-centered initiatives and ideas, the medical center has a wide range of core competencies—including leadership and original thinking in health care quality and safety, clinical information science and technology, and medical research and education—that allow us to be a driver of change.

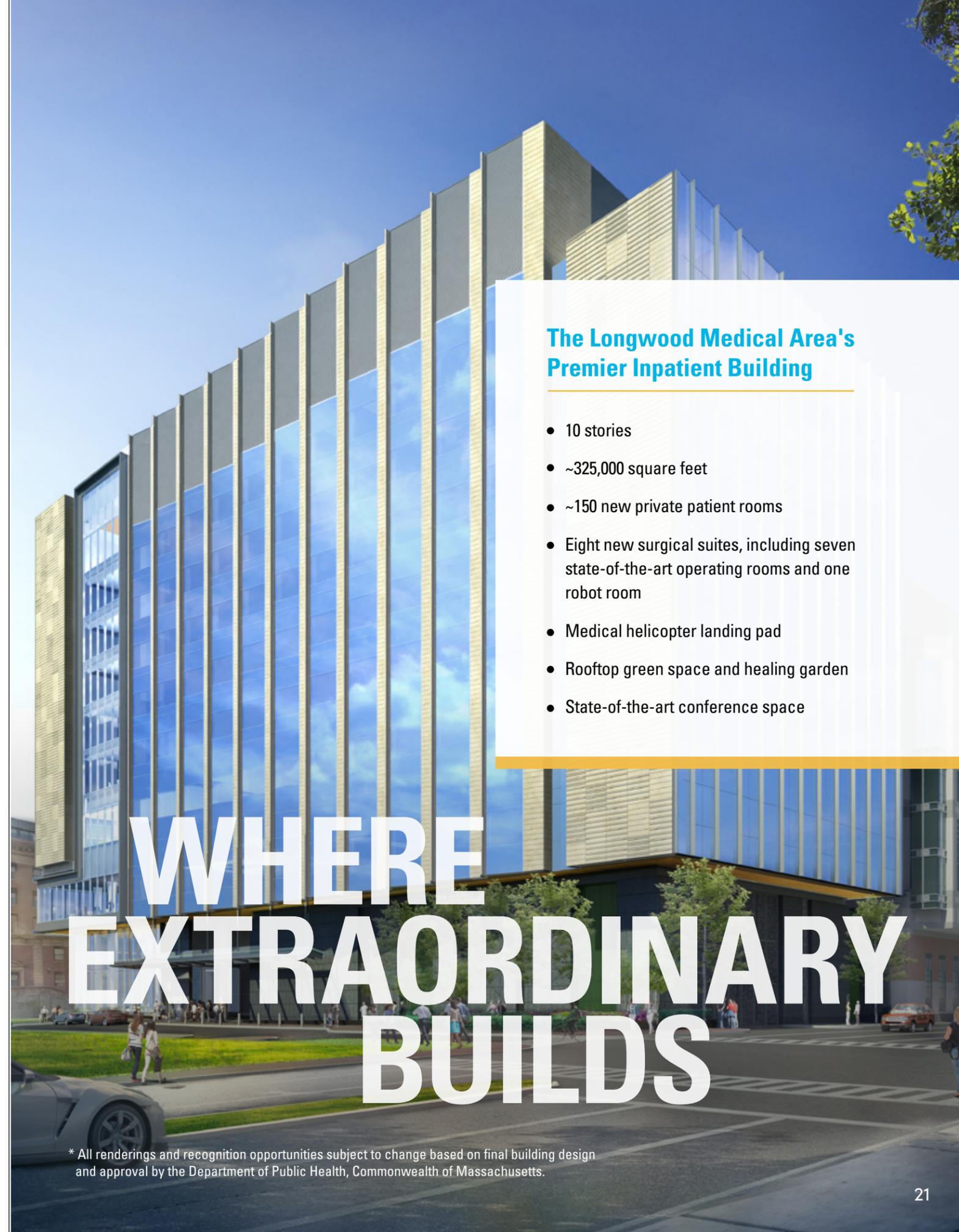
Among our many pioneering efforts in health care, our Health Technology Exploration Center (HTEC), is dedicated to expanding the application of our expertise in clinical information technology to some of the world's most relevant and challenging health care problems. This prominent, system-wide center will extend BIDMC's international reach through formalized affiliations and technological advances that will be used to transform the medical landscape, making care more efficient, accessible, and integrated. HTEC experts will rapidly evaluate and develop emerging high-risk, high-reward technologies to bring innovation to the medical center and disseminate advances to partners around the country and across the globe.

OUR NEW INPATIENT BUILDING

In our tradition of forward-thinking leadership, our new inpatient building will be not just a physical structure, but a home where we will shape a radical new approach to health care delivery—a space where the extraordinary truly will work, grow, and innovate. This building will be designed especially for us, accentuating our historical strengths while at the same time providing us with the flexibility to help us be successful in the future.

Within this facility, we will provide the most powerful tools to transform and advance our mission. Not only the physical tools of equipment and advanced technology, but also the ability to collaborate across disciplines, to impart knowledge and skills to others, and to listen to and internalize the concerns of our patients and their families. These are tools that we have always had at our disposal, that are integral to who we are, but this building will inspire and enable us to use them in ways we never have before.

Winston Churchill said, “We shape our buildings, and afterwards our buildings shape us.” We will shape this building on the framework of our ability to lead and innovate. We will shape this building on the cornerstone of our research and educational missions. We will shape this building on the foundation of our primary commitment to exceptional, compassionate care for all. And afterwards, we will be shaped by the everyday extraordinary things that will rise from what we have built. Every person healed, every discovery made, every doctor trained will remind us of why we are here and how we can make the world better.



The Longwood Medical Area's Premier Inpatient Building

- 10 stories
- ~325,000 square feet
- ~150 new private patient rooms
- Eight new surgical suites, including seven state-of-the-art operating rooms and one robot room
- Medical helicopter landing pad
- Rooftop green space and healing garden
- State-of-the-art conference space

WHERE EXTRAORDINARY BUILDS

* All renderings and recognition opportunities subject to change based on final building design and approval by the Department of Public Health, Commonwealth of Massachusetts.

Designed for the Future

The new age of hospital design is laser-focused on creating clinical buildings and spaces that will stand the test of time, not just structurally but in how they function, to meet both the needs of today's patients and clinicians—and those of tomorrow. With recent studies showing that well-designed clinical environments can reduce pain, improve outcomes, and enhance both patient and staff satisfaction, it's no wonder that the best hospitals are being more thoughtful and forward-thinking in how their facilities are conceived and constructed. BIDMC is no exception, and our new inpatient facility will exemplify this forward-looking philosophy to ensure our trademark care endures and thrives.

Our building's design will embody the qualities most important to our community. It will incorporate more than 150 high-performing private rooms and eight state-of-the-art operating rooms. Our patient rooms will include practical elements such as fold-out couches and technological resources for family members, and creative room layouts for safety. Our spacious surgical suites will accommodate the sophisticated technology and imaging equipment necessary to optimally treat the most critically ill, allowing for minimal movement between locations. On a larger scale, the building's overall design will foster a smooth, continuous flow of operations and support our longstanding culture of team-based care.

But our focus on effectiveness doesn't mean we will sacrifice good looks. The spaces in this new building will be aesthetically pleasing and emotionally responsive. Access to natural light and outdoor views, the use of acoustic materials to reduce noise levels, and soothing colors will feature prominently in the new building's design. Both our private and public areas—including our soaring lobby and translucent Sky Corridor connector—will feature comfortable seating and open and airy floor plans. And our expansive rooftop garden will be a healing oasis where patients, their families, and our staff can rejuvenate and enjoy a moment of tranquility right in the heart of Boston.



BE EXTRAORDINARY

The BIDMC Community

Every component of BIDMC's vital work has been made possible through the generosity of people like you, members of our broad and vibrant community. We intend to honor your contributions by building on their momentum and extending their reach through both an innovative health care system and a transformational inpatient building.

We invite you to share our vision of creating a new paradigm for health care. Together, we can build something extraordinary, a new future in medicine that will make our founding institutions, our partners, our communities, our employees, and—most especially—our patients and families proud.



