

Special Advertising Insert Prepared by
CHILDREN'S HOSPITAL AND REGIONAL MEDICAL CENTER



Fulfilling the Promise

A tradition of world-class care continues in the
Melinda French Gates Ambulatory Care Building.

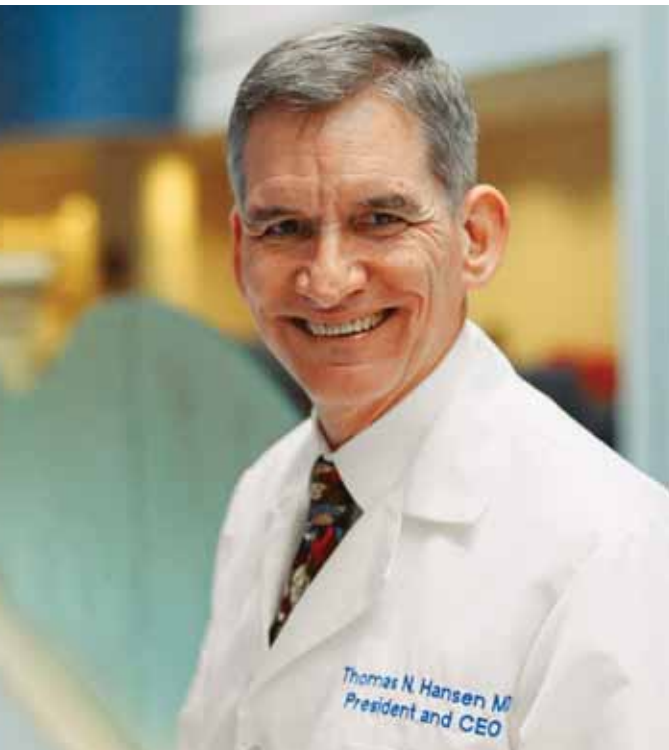
- > **Serving the growing health care needs of children in our region**
- > **Collaborative, team-based medicine that puts families first**
- > ***The Campaign for Children's:* supporting facilities, uncompensated care and research**

Children's
Hospital & Regional Medical Center
Seattle, Washington



Our Mission:

We believe all children have unique needs and should grow up without illness or injury. With the support of the community and through our spirit of inquiry, we will prevent, treat and eliminate pediatric disease.



“The opening of the Melinda French Gates Ambulatory Care Building signals the beginning of another exciting chapter in the life story of Children’s Hospital. It represents our continuing commitment to fulfill the promise of our founder, Anna Clise, to ensure that all children in our region have access to the health care they need. This beautiful facility is a visible representation of our ongoing commitment to provide outstanding care in a setting designed especially for children and their families.”

—Kathy Randall, Chairman,
Children’s Hospital Board of Trustees

The Best Ambulatory Care, Right Here at Home

We built the Melinda French Gates Ambulatory Care Building for one reason: to give families in the Pacific Northwest easy access to the best pediatric outpatient care.

Our region continues to grow, and we are growing alongside it by expanding our capacity to deliver complex, high-intensity care in an outpatient setting. The opening of the Ambulatory Care Building moves us a substantial step closer to achieving our vision of becoming the best children’s hospital.

We are fortunate to have the support of a caring community that shares our vision and gives generously to help us achieve it. We are particularly grateful to the Bill & Melinda Gates Foundation, whose grant gave us terrific momentum toward making the Ambulatory Care Building a reality. Thousands of individuals and organizations have stepped up to support *The Campaign for Children’s—Fulfilling the Promise*, an unprecedented \$300 million fundraising campaign that focuses on three areas:

- > Expanding our facilities to improve patient care and enhance our research capabilities
- > Funding undercompensated and uncompensated care so that our services are accessible to all children in our region, regardless of a family’s ability to pay
- > Growing our research program to find cures and treatments that will benefit children everywhere

Our care is both high-tech and high-touch, and it is centered on the needs of families. We aim to treat everyone who comes through our doors with respect and compassion.

We have dedicated our lives to healing children. We want to provide every child we treat—and every child who benefits from our research and advocacy—with the possibility of a better future. It is a promise we made nearly a century ago, and one we are committed to keeping.

To those of you who have supported us along the way and who continue to support us in our endeavor to become a world-class pediatric hospital and research center, we thank you. To our patients and their families who put their trust in us, we are grateful for your support. Welcome to our new building—our doors are open to you.

A handwritten signature in black ink that reads "Tom Hansen".

Thomas N. Hansen, MD
President and CEO

“Children’s Hospital is a fusion of mind and heart—the best science, guided by the greatest compassion, every step of the way. This is reflected in the care provided by its doctors and nurses, and also evident when you walk through the hospital’s doors. The new Ambulatory Care Building supports the latest medical technology while providing care and compassion in a healing environment that was designed with families in mind.”

—Melinda French Gates, Chair, *The Campaign for Children’s*



Growing Into the Future

When Seattleite Anna Clise asked 23 of her friends to contribute toward opening a small hospital dedicated to the care of children, how could she have predicted that the number of patients receiving care would grow from 13 in 1907 to more than 215,000 visits in 2005?



Although our founder probably wasn’t worrying about the next century, we are. Serving the growing health care needs of children in our region today and into the future—regardless of a family’s ability to pay—is the reason we’re proud to introduce our new Melinda French Gates Ambulatory Care Building.

Nearly all of our 30+ outpatient specialty clinics and diagnostic services are located together in this state-of-the-art building, so we’re able to do better what we already do best: provide families with easy access to the region’s top pediatric specialists and the latest medical technology—with an eye toward the future.

Children and Families Come First

Children’s is the only regional medical center serving Washington, Alaska, Montana and Idaho that is exclusively devoted to delivering specialty care to preemies, infants, children and teens. We treat every condition, from broken bones to diabetes, and from asthma to the most rare, complex syndromes—all in a pediatric-focused setting where families are considered part of the health care team.

That’s why we designed the Ambulatory Care Building from the inside out. At its core is our longstanding commitment to provide the highest level of care in a family-centered environment. And that commitment is reflected in every inch of this new, integrated care space—all 168,000 square feet of it.

Patients and their families simply park on one of the three levels of free parking, cross a bridge overlooking our bamboo garden and enter a dazzling three-story atrium.

Overhead, two colorful glass-and-steel whales float mid-atrium. A pattern of fish embedded in the terrazzo floor guides families to reception areas on the 4th and 6th floors, just off the central atrium. Throughout the building, art reflecting our Northwest coastal cultures helps families find their way.

Integrated Space for Best Outcomes

The nature of ambulatory (or outpatient) care has changed dramatically in the past decade. Our new outpatient setting integrates the people, systems and technology that allow us to manage very complex medical care. In the past, this kind of care would have required a hospital stay. Today, for example, we can repair some types of heart defects as outpatient procedures, often eliminating the need for the child to stay overnight in the hospital.

Fostering a Collaborative, Team Approach

Today’s outpatient care is also highly collaborative, and so most of our specialty clinics are multidisciplinary. For instance, our Craniofacial Center, considered the gold standard of craniofacial care in the nation, brings together experts from 19 specialty areas to treat children with a broad range of complex conditions of the head, neck and face.

Our team-based approach requires a high level of coordination among caregivers. Patient care teams can include physicians, residents and fellows, nurse

practitioners, physician assistants, nurses, certified medical assistants, social workers and family service representatives and coordinators, as well as other clinicians, such as dietitians, social workers, speech pathologists, occupational and physical therapists and audiologists. All are experts in dealing with the specialized health care needs of children.

In our new Ambulatory Care Building, clinical teams now have the space to work together in dedicated “team rooms.” These areas are designed specifically to make it easy for all the appropriate caregivers to be part of each child’s clinic visit and to share information across their specialties. And that means patients and families get the most comprehensive care with fewer visits.

> *Continued on next page*

Melinda French Gates Ambulatory Care Building: Key Facts

105 exam rooms
12 psychosocial interview and testing rooms
12 team work rooms
10 exam rooms dedicated to clinical research
9 procedure rooms
8 consult/education rooms
8 conference rooms
5 audiology booths
4 blood-draw rooms
3 audiology testing rooms
2 Reception Centers
1 sibling playroom
Square footage: 168,000
Architects: HKS, Inc.
General contractor: Sellen Construction

\$100 million: Amount designated for facilities through *The Campaign for Children’s*



Growing Into the Future *(cont'd)*

A State-of-the-Art Infrastructure to Deliver Advanced Medicine

Complex care requires the most advanced clinical and diagnostic technologies, which the Ambulatory Care Building is wired to provide. Each exam room has a computer and printer so that providers can do everything from view digital radiology images to print out educational materials for families in just a few clicks.

We are also evolving toward a completely electronic medical record with diagnostic images, lab results, scheduling information and physicians' orders available together. Our vision is that care providers will be able to review a child's entire medical case online anytime, anywhere.

Diagnostic services are also located in our new building. Blood-draw rooms right next to the clinic waiting room—plus comprehensive lab services and our all-digital Radiology Department just a few steps away—make it easy for little feet to get where they need to go.

We are currently renovating an additional 75,000 square feet of adjacent space. Part of this area will be devoted to an expansion of our surgery and procedure rooms, which we will be able to quickly reconfigure as needed. This gives us unprecedented flexibility to respond to the many emergent needs that arise during each day.

Serving Our Region's Needs Into the Future

Our new Ambulatory Care Building enhances the quality of care we provide, makes our services more accessible and supports the cures of the future. Because improving the health of children in our region and the lives of their families is what Children's is all about. What could be more important?



Facilities Expansion Continues

We are still growing! The generosity of our donors allows us to create state-of-the-art facilities that will attract the most talented researchers and health care providers for generations to come, ensuring a bright, healthy future for children in our region.

- > The Melinda French Gates Ambulatory Care Building and Janet Sinegal Patient Care Building (which opened in January 2004) have increased our capacity, allowing us to see more patients.
- > Space adjacent to the Ambulatory Care Building is being renovated to accommodate a retail pharmacy, physician offices, additional cafeteria space and a gift shop.
- > An expansion of the Emergency Department, operating rooms, and other high-intensity ambulatory care services, such as neurology diagnostics, infusion and dialysis, is planned for the future.

From the Top: What's Where in the Ambulatory Care Building?

- 7th floor: Physician offices
- 6th floor: Greeter
Reception Center
Multi-use exam rooms for more than 20 specialty clinics
Otolaryngology and Audiology
Pediatric Clinical Research Center Lab
- 5th floor: Greeter
Connection to main hospital
- 4th floor: Greeter
Reception Center
Cardiology/Heart Center
Orthopedics and Orthotics
Ophthalmology
Radiology
Surgery Center
Urology
Sibling Playroom
- 3rd floor: Child & Adolescent Psychiatry
Nutrition Services
Social Work

Specialty Clinics in the Melinda French Gates Ambulatory Care Building

- | | |
|-------------------------------|-------------------------|
| Adolescent Medicine | Neurosurgery |
| After Hours Clinic | Nutrition |
| Audiology | Ophthalmology |
| Cardiology | Orthopedics |
| Child & Adolescent Psychiatry | Orthotics & Prosthetics |
| Craniofacial | Otolaryngology |
| Dermatology | Pain Management |
| Endocrine & Diabetes | Plastic Surgery |
| Gastroenterology | Pulmonary |
| Genetics | Rehabilitation Medicine |
| Immunology | Rheumatology |
| Infectious Disease | Surgery |
| Nephrology | Transplant |
| Neurodevelopmental | Urology |
| Neurology | Virology |

Hematology/Oncology (adjacent)



Art That Says “Welcome”

Art is the universal language we use to welcome all patients and their families to Children’s. As it does throughout the hospital, in the Melinda French Gates Ambulatory Care Building art enhances the healing environment and helps people find their way.

As soon as you walk through the doors you are surrounded by child-friendly art that celebrates the Pacific Northwest Coast, created by artists who live and work in our region.

> *Look up—a colorful whale and her calf float in the middle of the three-story atrium.*

> *Look down—sea life patterns in the terrazzo floor guide you to Reception Centers.*

> *Look ahead—contemplate a two-story alcove, filled with dozens of panels symbolizing the ocean and the sky, and just beyond, an enormous octopus mural wrapped around the corner.*

“We looked for artists whose work reflects the cultural richness of the patients and families we serve,” says Dr. Ed Marcuse, associate medical director for Quality Improvement, who initiated an effort to include art from our region, thanks to a generous anonymous donor. Marcuse and a dedicated group of Children’s employees, trustees and community experts solicited proposals from two prominent Pacific Northwest artists. “Their designs were so impressive, we found a way to include them both,” says Dr. Marcuse.

Marvin Oliver, whose heritage is Quinault/Isleta-Pueblo, transformed six tons of steel and cast glass into a mother and baby whale, seemingly weightless as they float in the central atrium.

Coast Salish artist **Susan Point** created “Circle of Life” in the 4th floor waiting area. This two-story installation rises above a bench inspired by a Salish canoe, also made by Point.

Other ocean-themed pieces by local artists give visual cues for navigation and create a reassuring and relaxing environment for patients and their families. When you visit, look for glass fixtures by **James Nowak**, a mural by **Bryn Barnard**, etched glass by **Irene D’Aloisio**, photographs by **Jon Gross**, porthole-shaped paintings by **Kelly Staton** and glass sconces by **Tray Cool Designs**.



Families’ Voices Helped Shape Our New Building

Long before bulldozers began moving earth for the Melinda French Gates Ambulatory Care Building, we turned for advice to the people whose opinions matter most to us: our patients and their families.

We designed a building that supports families, promotes healing, ensures dignity and instills trust; our families’ voices became our touchstone, and their opinions translated directly to the following elements of design.

Waiting options for families’ differing needs. Our main waiting areas include diversions for children of all ages. In another area, parents and friends can wait out the anxious hours of a child’s surgery in comfortable chairs in a quiet, coffeehouse-type atmosphere. We even have a special area for children waiting for high-intensity procedures that require a period of fasting; in this space snacks are prohibited and distractions abound to keep kids’ minds off their growling stomachs.

A supervised playroom for patients’ siblings. Children ages 3 to 11 can spend up to two hours creating art projects, making music or playing games under the supervision of a playroom coordinator and volunteers.

Restaurant-style text pagers. Patients are notified when it is time to go into an exam room, freeing families to go to the cafeteria or wander in the garden without having to worry about missing their appointments.

Exam rooms that are just the right size. There is space for families, strollers and wheelchairs. Each room is outfitted with a cushioned bench large enough for two or three people so family members can sit close to one another.

Renovations already under way in adjacent space will expand our café seating into the new building. Later this year, an outpatient pharmacy will open onto the central atrium, offering a convenient option for filling prescriptions on the way back to the parking garage.

“I’ve been coming to the Craniofacial Clinic at Children’s all my life—12 years. In the new building, I’m looking forward to the bigger exam rooms that sound really comfortable and nice. The Sibling Playroom will help keep my little brother occupied!”

—Dana, patient, Redmond



“Our 7-year-old daughter has received care from many clinics at Children’s. The biggest advantage of the new building is having all the clinics in one place—it’s more cohesive and efficient. It supports the changing needs of the clinics and the people they serve. Also, the building’s connection to the outdoors offers a respite from the intense activity inside. The new building makes sense, and it’s an investment in the future.”

—Rich and Karen Murakami, parents, Seattle

Cai Cuong: A Lifetime of Care

Cai Cuong came to Children’s for outpatient visits 21 times last year. Each visit involved going to at least three—and sometimes four or five—specialty clinics. It was a typical year for Cuong; he has been to Children’s at least once a month for 14 years since he and his family moved to Seattle from their native Vietnam. Cuong has a severe form of cerebral palsy, a condition that is caused by damage to a part of the brain that controls movement and posture. He cannot walk, talk or control the way his body moves. Despite these daunting obstacles, 18-year-old Cuong is finishing high school and thriving.

Over the years, Cuong and his family have developed close relationships with his caregivers at Children’s, working as partners to create the fullest life possible for Cuong. His parents, Cai Chan and Nga Bui, have worked with Children’s staff to bridge cultural differences and language barriers, and in so doing have built a strong network of support for their eldest son.

Coordinating high-intensity outpatient care for patients like Cuong, who have chronic medical needs, is complicated. Children’s new Ambulatory Care Building streamlines many aspects of that care, and helps to simplify life for Cuong’s family and others who cope with daunting medical challenges.

For Cuong’s dad, the consolidation of outpatient services means faster visits and fewer

miles on Cuong’s wheelchair. “Normally I have to push Cuong from one end of the hospital to the other,” says Chan. “Having all his appointments in one building is much better.” The new facility also has a supervised playroom where Cuong’s brothers—Ky, 11, and Charlie, 5—enjoy activities while Cuong and his parents visit specialists. Family service representatives are on hand—on the phone and in person at the two Reception Centers—to help Cuong’s family coordinate scheduling with outpatient clinics.

Cuong’s caregivers also work in closer proximity to one another in the new building. Julia Hulsey, a nurse clinician who works with Cuong in the Neurodevelopmental Clinic, recalls a recent care conference that focused on alleviating Cuong’s chronic pain: “We had everyone together in one room—Cuong and his parents, along with professionals from Rehabilitation, Orthopedics, Neurosurgery, Nursing, Social Services, Interpreter Services, the Pain Service and the Anesthesia Clinic.”

After 14 years, it is not surprising that the Cai family views Children’s as something of a second home. “The people at Children’s work very hard, and they’ve made life better for Cuong in so many ways,” says Chan. The feeling, says Julia Hulsey, is mutual: “Cuong can’t talk, but he’s a sweet boy and a great communicator. He talks to us with his eyes, his body and his smile.”



The Vision Belongs to All of Us

“Children’s puts science to its highest human use—to ease suffering and end disease.”

—Melinda French Gates

Melinda French Gates is passionate about the health of children, both at home and around the world. As co-founder and co-chair of the Bill & Melinda Gates Foundation, she is a tireless and compassionate

advocate for the globe’s poorest and sickest people, including children with preventable diseases. By creating and funding new models for solving some of the world’s most challenging problems, the foundation is working to eliminate diseases that disproportionately affect people in the developing world.

Melinda is also passionate about Children’s Hospital. It is a devotion she inherited from her late mother-in-law, Mary Gates, who served on Children’s Hospital and Regional Medical Center Board of Trustees for more than 14 years and on Children’s Hospital Foundation Board of Trustees for more than eight years. “Mary was passionate about Children’s and she was tenacious,” says Melinda. “I wouldn’t say that Mary encouraged me to embrace Children’s as much as she inspired me. She never told me what to do; she showed me.”



Now Melinda is leading Children’s into the next century by chairing *The Campaign for Children’s—Fulfilling the Promise*, a \$300 million comprehensive fundraising campaign to ensure that Children’s will continue its mission to prevent, treat and eliminate pediatric disease. Our new building recognizes the leadership and contributions of Melinda French Gates, an incredible friend and advocate of Children’s Hospital.

Several years ago the Bill & Melinda Gates Foundation supported *The Campaign for Children’s* with a generous community grant. That grant was the seed from which our new Ambulatory Care Building grew. We also celebrate the opening of this facility by thanking the foundation co-chairs, Bill Gates and William H. Gates, Sr., as well as Patty Stonesifer, the foundation’s CEO.

The Bill & Melinda Gates Foundation is dedicated to closing gaps in health care and improving the lives of families in the Pacific Northwest, goals that dovetail with our own mission. We are fortunate to have the foundation and the Gates family as partners, embracing and generously supporting our work to deliver the best and most innovative medical care to every child, regardless of a family’s ability to pay.

“We support Children’s so we can join in the thrill of scientific discovery, but it goes deeper than that,” says Melinda. “We want to create for mothers and fathers and grandparents the miraculous experience of seeing their sick child made well. This vision belongs to all of us, and so will the joy of achieving it.”

THE CAMPAIGN
FOR CHILDREN’S

Fulfilling the Promise



“We are thrilled that the new Ambulatory Care Building honors Melinda Gates. Her work to improve the lives of children in our community and around the world is profound. This new building, made possible by The Campaign for Children’s, which Melinda chairs, is a perfect setting for Children’s outstanding staff to provide the best possible pediatric medical care.”

—Laurie and Scott Oki, Co-chairs,
The Campaign for Children’s

"I love working at Children's—it's what I always wanted to do. Now, with the organization's support, I'm earning my medical assistant degree so that I can do what I love: work directly with patients and families. The new Ambulatory Care Building centralizes outpatient care, which is great for families and creates a supportive working environment."

—Valerie Hoffman, employee, Otolaryngology



Help Fulfill the Promise

There are many ways you can put your energy, creativity, financial contributions and good intentions to work for the children and families served by Children's Hospital.

Join *The Campaign for Children's* by:

- > Starting a guild
- > Making a financial contribution
- > Giving a gift of stock, real estate or other personal property
- > Including Children's in your estate plans through a bequest, charitable gift annuity, life income plan or charitable remainder trust
- > Volunteering your time at Children's Hospital or at one of our fundraising activities
- > Sharing your experiences and memories through the Children's Story Project at <http://storyproject.seattlechildrens.org>

If you are not already part of our team, we hope you will think about getting involved. Join our network of individual and corporate support partners, and become part of Children's community.

Please visit our Web site at <http://waystohelp.seattlechildrens.org> for more information, or call the Children's Foundation and Guild Association office at (206) 987-2153 or Volunteer Services at (206) 987-2155.

Your continued support will help us to keep fulfilling the promise, every day.



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	Rick R. Holley	Jim Sinegal
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Bob Cline	Scott Oki	Lenny Wilkens

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