



PENN HOSPICE AT RITTENHOUSE

Capital Campaign





“I am invited in to this very intimate part of somebody’s life where they’re struggling not just with medical questions, but with questions like, ‘How are my kids going deal with this? Who’s going to take care of my mother? What does it mean to be dying? And how do I live meaningfully for the next month or so?’

I find it meaningful to be able to participate in those conversations and that part of people’s lives. That’s why I do what I do.”

—Joe Straton, MD MSCE
Chief Medical Officer, Penn Wissahickon Hospice

L I F E ...

It is the single word that best describes what Penn Wissahickon Hospice is all about.

The *life* of the patient, and the *lives* of his or her family members. The quality of *life* they deserve in whatever time remains.

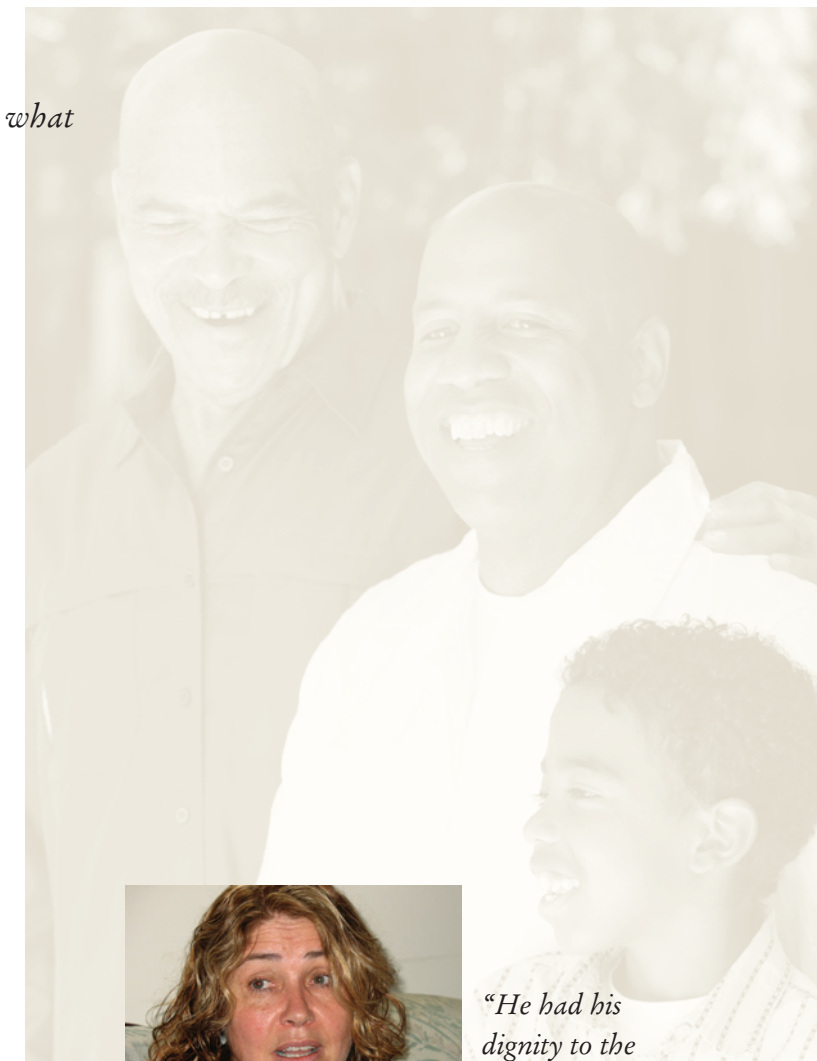
You see, we are caring for people who are *living*. And our goal is to make that *life* as whole, as dignified and as comfortable as possible.

This has been our approach since our founding 25 years ago, and we are proud of the profound impact we have had on the *lives* of so many individuals—patients, family members and people in the communities we serve.

As we move into our next 25 years, we are working to increase that impact even more.

A new inpatient hospice unit—the first of its kind in Center City Philadelphia—will serve the needs of patients who desire the comfort and care of hospice, but whose needs go beyond what can be practically met at home.

The inpatient hospice unit being constructed at Penn Medicine at Rittenhouse begins a new chapter in the pioneering history of Penn Wissahickon Hospice, and adds a valuable dimension to the continuum of patient care offered by the University of Pennsylvania Health System.



“He had his dignity to the end. He wasn’t ‘poor, pitiful Dave.’ Until

he died, he wasn’t dying. You’re living each day, and Penn Wissahickon Hospice works with you to live each day. The family was part of the ‘living process’ not just the dying process.”

—Sandy Borders
Wife of Hospice Patient

OUR HISTORY

Wissahickon Hospice

The story of Wissahickon Hospice began in the early 1980s when an enlightened group of community leaders in northwest Philadelphia asked the question “why should terminally ill patients live out the end of their lives in the clinical environment of a hospital room, apart from the comfort of their homes and loved ones?”

With a modest grant, several paid employees and a group of committed volunteers; Wissahickon Hospice was founded as one of the earliest providers of hospice care in the nation. Soon after it’s founding, Medicare began reimbursing for hospice services and Wissahickon was designated the very first Medicare-certified hospice in the state of Pennsylvania.

In 1997, Wissahickon Hospice joined the University of Pennsylvania Health System, combining its unique experience in hospice care with the resources, infrastructure and legacy of Penn Medicine.

Since then, Penn Wissahickon Hospice has evolved into a leading provider of hospice services throughout the five county Philadelphia region, allowing patients to live out their final months comfortably, in control and with the dignity and respect they deserve.



“It’s nice to be somewhere where you can make a difference—somewhere where you don’t question, “Why am I here?” You know that there are things you can do to make it more comfortable than it would be without your presence—without the team’s presence.”

—Lenore Khan, MSW LSW
Social Worker, Penn Wissahickon Hospice

OUR FUTURE

Penn Wissahickon Hospice

Just as we were one of the earliest providers of hospice care, we now have the opportunity for another “first”—to create Philadelphia’s first dedicated inpatient hospice unit owned and operated by an academic health care facility.

While most people with life-limiting illnesses choose to have hospice care in the comfort of their own homes, some patients in need of pain and symptom control need a higher level of care. Right now, our patients who require this kind of care are interspersed throughout the University of Pennsylvania Health System in acute-care hospital beds. And while the care is very good there, the philosophy of care in a hospital is different than in a hospice.

In hospitals, the focus of care is on cure. In a hospice, patients with life limiting illnesses are no longer seeking aggressive curative care. Physicians, nurses and other hospice team members are specially trained in palliative care, which focuses specifically on relieving physical and emotional pain. Counseling and chaplain services are a key component, and there is a special emphasis on family access to the patient at the end of his or her life.

This is why we are creating a dedicated inpatient hospice unit inside the new Penn Medicine at Rittenhouse.

Anchored by the resources of the University of Pennsylvania Health System, this will be a premiere unit for hospice patients, staffed by Penn Wissahickon team members trained in end-of-life care. They will be experts in symptom management and palliative care. And they will incorporate all of the aspects of hospice care—physical, emotional, spiritual.



“The creation of the inpatient hospice unit and its support from the University of Pennsylvania

Health System will fill an enormous need for hospice care in the Center City area of Philadelphia and beyond.

This unit is designed with a focus on meeting the needs of our patients and their loved ones. Care will be provided by a highly skilled and compassionate staff in a comfortable and beautiful home like setting that is so important in end-of-life care management. It will be a unique and special place for hospice patients and their families.”

—Joan Doyle, RN MSN MBA
Executive Director of Penn Home Care and Hospice

A PREMIERE FACILITY

Penn's Inpatient Hospice Center

This will be the first unit of its kind in Center City Philadelphia, a state-of-the-art facility solely designed to take care of patients at the end of life—and just as important—a place where their family members can comfortably spend that precious time with them.

The design will optimize the clinical staff's ability to keep the patient's physical symptoms under control as well as addressing the psychosocial concerns that patients and families confront at the end of life.

The question at the heart of the design process, "What is it that patients and families need for the one day or the two weeks that they're here to be comfortable and to make this experience as positive as possible?"

The setting will be as homelike as possible. Patient rooms will be bright and colorful, and will have places where family members can stay over, if they desire. From the light-drenched 6th floor location, many of the rooms will look out over the city.



There will be large family lounges and a family dining area with kitchen facilities. Families will be able to either sit quietly by themselves or join together and share their stories and experiences. There will also be a meditation area.

We hope to offer pet therapy, music therapy, and other experiences that hospice patients often desire in their home.

In all, our goal is to create a beautiful, state-of-the-art inpatient unit where we can advance the exceptional care we have been providing for the past 25 years.



YOUR GIFT

To the Capital Campaign

Your gift to this campaign will not only help create a premiere facility, but it will fill an enormous need in the Philadelphia region for people who require acute end-of-life care.

Gifts to the campaign may be made over a 3 year period in a variety of ways.

Among these, are:

- Cash
- Negotiable Securities, such as Stocks and Bonds
- Paid-up Life Insurance
- Real Estate
- Tangible Personal Property

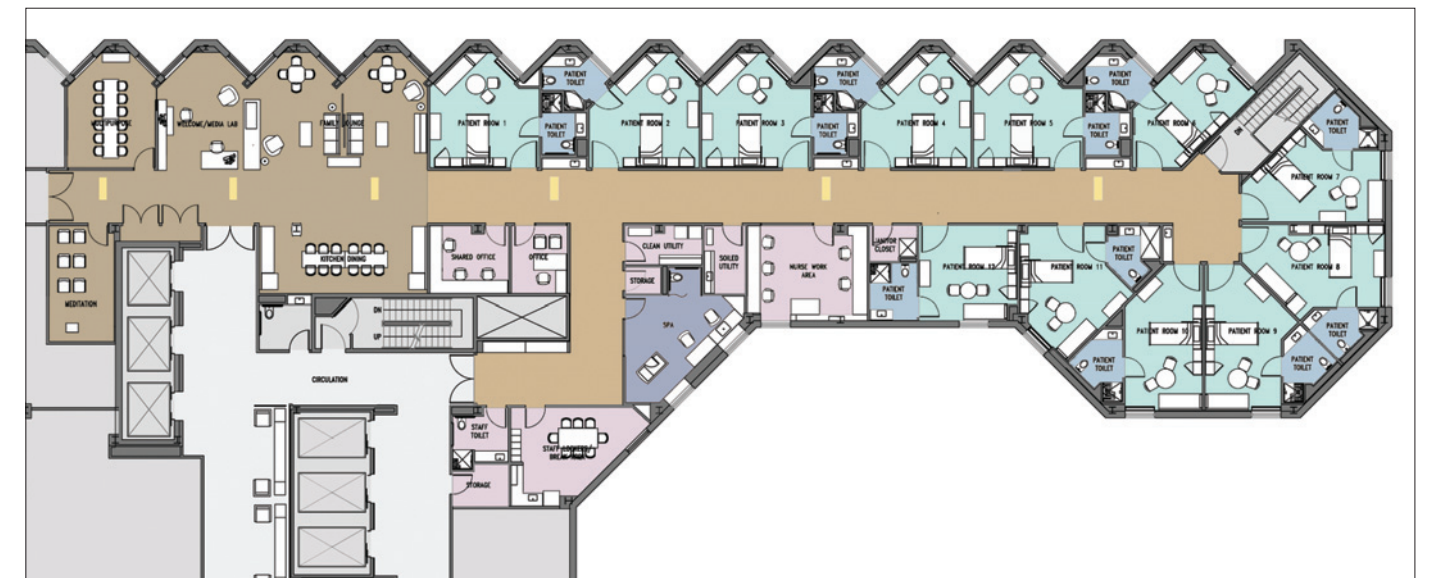
HOSPICE INPATIENT UNIT

Giving Levels (Recognized in publications & on Legacy Giving Wall)

– Founders	\$ 250,000 +
– Diamond	\$ 50,000 – \$ 249,999
– Gold	\$ 20,000 – \$ 49,999
– Silver	\$ 10,000 – \$ 19,999
– Bronze	\$ 5,000 – \$ 9,999

NAMING OPPORTUNITIES

Name the Inpatient Unit	1	\$ 3,000,000
Family Lounges	2	\$ 250,000 each
Reception Area with Media & Library Center	1	\$ 250,000
Meditation Room	1	\$ 100,000
Family Dining Room	1	\$ 100,000
Conference Center	1	\$ 75,000
Nurse's Station	1	\$ 75,000
Patient Bedrooms	12	\$ 50,000 each
Private Offices (Director, Private Counsel)	2	\$ 20,000 each
Family Bath Suite	1	\$ 10,000
<i>Accessories:</i>		
Furnish Patient Rooms	12	\$ 21,000 each
Skylights	4	\$ 15,000 each





“What’s best for the patient? That’s always the goal. We go out of our way to make sure that the patient is

first. And as a team, whatever the patient needs, and whatever the family needs to be comfortable, we work together to make that happen.”

—Jennifer McElveen, CRNP RN
Nurse Practitioner, Penn Wissahickon Hospice



**UNIVERSITY OF
PENNSYLVANIA
HEALTH SYSTEM**

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HOSPICE**

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