

\$834,000 Fund Drive Ready to Roll

Hospital Expansion To Benefit

By DAN WYANT
Of the Register Guard

A community campaign to raise \$834,000 to help finance a \$2.5 million expansion project at Sacred Heart Hospital will be launched soon.

The money will be used, along with a \$665,000 federal grant and mortgages on present hospital property, to finance an addition which will provide 95 additional patient beds, a new maternity department, a larger emergency department and other new facilities.

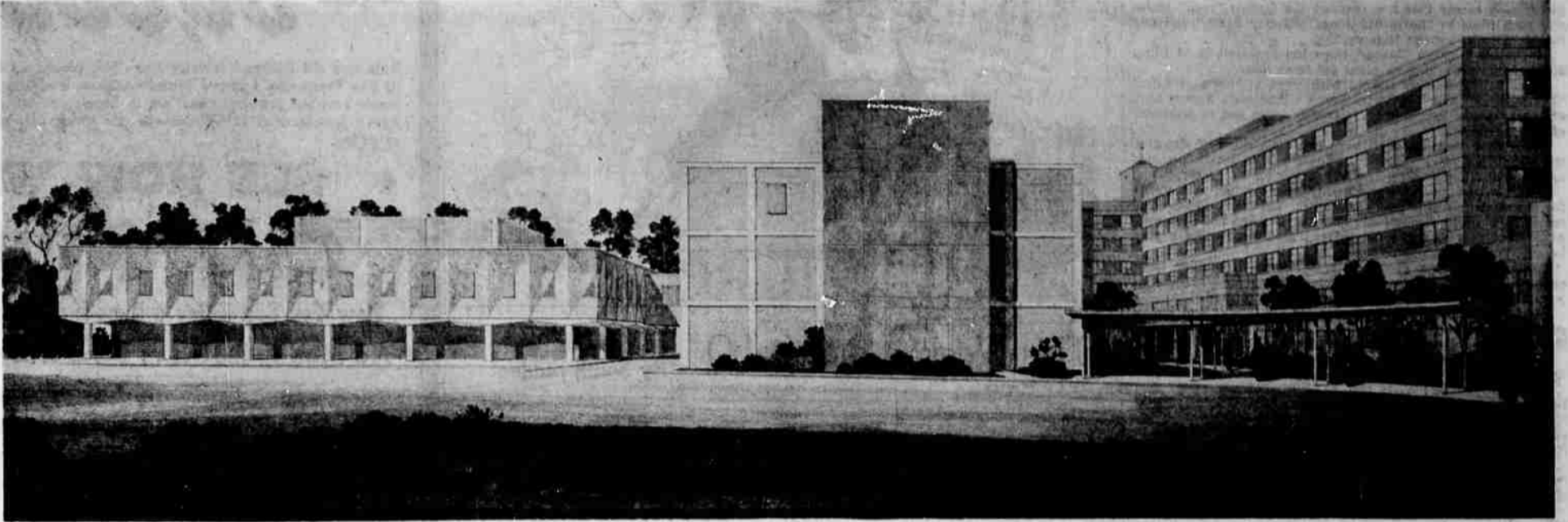
The new addition will be built on the south side of 12th Avenue, across the street from the present Sacred Heart structure. The Eugene City Council has already approved the closing of 12th Avenue from Hilyard to Alder to permit the expansion project, in exchange for future street right-of-way for a connector cutting across hospital property at 13th and Alder.

Although the formal public campaign won't get underway until May 15, groundwork for the drive is already well established.

Calvin R. Smith was named general chairman of the campaign last fall. Most division chairmen have been appointed. Additional volunteer workers are currently being recruited.

Between now and May 15, the campaign workers will approach some of Lane County's larger businesses and institutions for advance pledges. And starting about April 30, the 173 doctors on the hospital staff, plus hospital employees, will be asked for pledges.

Dr. Leonard Jacobson, chairman of the medical gifts



Looking West From Alder Street at Future Sacred Heart Complex of New and Old Buildings as Architects Envision It

division of the campaign, said this week the doctors alone will have a goal of \$250,000—or almost one-third the total community campaign goal.

The official public campaign will open at a May 15 dinner meeting to which some 700 community leaders will be invited.

"Project One," has been selected as the campaign name. It is a phrase intended to indicate that the current expansion program is only the first part of a long-range development program.

Smith, who heads the campaign, has been active in numerous community projects and serves as a director of the Eugene Water & Electric Board. He retired in 1960 as manager of the J. C. Penney Co. Store in Eugene, a post he held for 17 of his 35 years with Penney's.

The associate chairmen working with Smith will be Merv Dahl and R. A. Kronenberg.

Advance gifts division chairmen include Foster Anderson, J. O. Julson, James Kilpatrick and E. H. "Ted" Wood.

LaVera George and I. G. Jackson are co-chairmen of the hospital employees division.

Dick Williams heads the national firms division; Thaxter Reed is chairman of the community gifts division; Mrs. E. C. (Hope) Pressman will serve as chairman of the clubs and organization division.

The campaign will be conducted through the Sacred Heart Medical Center Foundation, a non-profit organization formed last fall by the Lay Advisory Board. Williams

heads the hospital's 15-member Lay Advisory Board, which helps give local guidance to the hospital administration.

The new Medical Center Foundation was organized not only to provide funds for the

current expansion project but also to take on other projects helping in the development of Sacred Heart as southwestern Oregon's number one medical center. The foundation's 10-member board of trustees is headed by Harry

Rubenstein, who is also a member of the Lay Advisory Board.

Functioning under the Medical Center Foundation is the "Founders Assn.," headed by Arthur S. Flemming, University of Oregon president. This

group consists of several hundred community leaders who have indicated a willingness to function as a large public relations body for the hospital campaign.

Other groups which assist in the hospital's development

program include the Medical Center Foundation's Hospital Affairs Committee, headed by Mrs. John Warren, and the Medical Center Foundation's Development Council, headed by Lynn McCready.

Under the Hospital Affairs Committee, three separate councils function. They are the Physicians' Council, headed by Jacobson; the Employees' Council, headed by Mrs. George and Jackson; and the Women's Guild Council, headed by Mrs. Donald Nelson.

Under the Development Council are four separate committees. They include a Public Relations Committee, headed by Paul Lansdowne; membership Committee, headed by Edwin M. Baker and L. H. Williams; an Audits and Reports Committee, headed by Marvin Piquet; and a Speaker's Bureau headed by Carl Fisher.

Heading up the Medical Center Foundation's Campaign Advisory Committee will be Alton F. Baker Jr.

Activities of the Medical Center Foundation are expected to go beyond the current fund raising campaign. Future projects may include such programs as establishing an annual medical clinic, endowments for medical research, scholarships for interns and nurses, and other projects.

A professional community fund raising organization, the American City Bureau, with head offices in Chicago, Ill., has been retained to assist in the fund campaign. The American City Bureau has helped conduct some 5,000 community campaigns, including more than 400 hospital fund campaigns.

Hospital Addition to Meet Needs Projected by Study

A \$2.5-million addition planned for Sacred Heart Hospital in Eugene will enable the medical center to meet anticipated growth demands projected by a comprehensive survey last year.

The survey was carried out for the hospital by Stanford Research Institute. The proposed addition, calling for facilities for 95 additional patient beds, will be the first phase of a long-range program that fits into the Oregon State Board of Health's master plan. Sacred Heart is designated as the base hospital for southwestern Oregon—the only base hospital in the state outside Portland.

The expansion, which involves the closing of 12th Avenue from Hilyard to Alder—will include construction of a new three-story wing south of the present building, with a two-story addition attached to the new wing. Lobbies will link the existing structure with the new additions.

The main entrance of the hospital will be located in the lobby section built across what is now 12th Avenue, so that the main entrance faces east onto Alder Street.

The first floor of the new wing will be devoted to expanded emergency and out-patient treatment facilities, plus administration offices. The second floor will contain maternity beds and nursery facilities. The third floor will be for medical and surgical beds.

The second new structure, just south of the three-story wing, will have the new maternity delivery wing on its second floor. The first floor will be used initially for storage. Later it will be developed for nursing school classrooms or clinical use.

After the addition is completed, the hospital's present maternity wing—the original part of the hospital—will be torn down.

Largely of wood frame construction, the building was constructed in 1924 as Pacific Christian Hospital. It no longer meets state hospital standards. The space now occupied by the old maternity wing will be used for parking.

Of the 95 new beds which the addition will accommodate, 45 will be in the new obstetrical or maternity department. The hospital's present maternity wing provides for 30 beds. The new maternity wing will have an initial bassinets capacity of 56—compared to the present maximum capacity of 46 bassinets.

Even in the present inadequate obstetrical department, some 2,447 new babies were ushered into the world last year. By 1965 this figure is expected to exceed 3,000 births per year and by 1970, the projected annual full-term delivery rate will be in excess of 3,500.

An innovation in the new addition will be the creation of an 11-bed "intensive care unit." Here, critically ill patients and those with extended recovery periods from surgical operations will receive continual, close attention. To equip and install this section with the special facilities needed will cost somewhere around \$26,000 per patient bed.

One of the most hard-pressed departments in the present hospital building is the emergency department. There more than 60 per cent of all adult medical patients are admitted. Over 9,000 people received outpatient treatment last year in its two small treatment rooms.

Emergency facilities in the new wing will include three surgical rooms for emergency surgical procedures and eight small individual treatment rooms. The new emergency department will have x-ray facilities and will have a "cast room" for application and removal of casts—a function which must now be performed in one of the operating rooms.

At some future time a new surgical wing will also be built

on the south side of 12th Avenue—facing onto Hilyard. This project is not part of the current program, however. The hospital last summer remodeled its surgical corridor and present facilities are expected to be satisfactory for the next five years.

The \$2.5-million current project will be financed by a \$665,000 grant from federal government Hill-Burton funds, from \$1 million which the hospital can provide from mortgages on its present property, and from a \$834,000 community funds campaign. This campaign will get under way in May. The target for start of construction is Aug. 1.

A \$750,000 student nurse dormitory, to be erected at the corner of 11th and Patterson Street, is being financed through another federal loan. The loan will be repaid by fees charged the students.

The dormitory is entirely uninvolved with the projected fund drive since no contributions will be needed for its construction.

The four-story dormitory will house 150 student nurses. Sacred Heart's school of nursing, the only such school remaining in the state outside the Portland area, now has about 100 students.

Sacred Heart General Hospital is administered by the Sisters of St. Joseph of Newark, N.J., with guidance from a local Lay Advisory Board of 15 business and professional people. The hospital is a medical center for all southwestern Oregon, providing facilities for diagnosis, treatment, and research. Its medical staff of 173 physicians includes specialists in all medical fields.

The hospital has a present capacity of 260 beds. Last year, 13,726 patients were hospitalized at Sacred Heart, with an average patient stay of 5.5 days. The hospital's 1962 fiscal payroll was \$1,768,228 and approximately \$1 million more was spent in the community for supplies and utilities.



CALVIN R. SMITH
General Campaign Chairman



MERV DAHL
Associate Chairman for Drive



R. A. KRONENBERG
Associate Chairman for Drive



DOCTOR
LEONARD JACOBSON
Medical Gifts Chairman



HARRY RUBENSTEIN
Heads Medical Center
Foundation



ARTHUR S. FLEMMING
Founders Assn. Head



Anderson



Baker



Mrs. George



Jackson



Julson



Kilpatrick



McCready



Mrs. Pressman



Reed



Mrs. Warren



Williams



Wood

Klamath Falls Workers Set Sights on Million

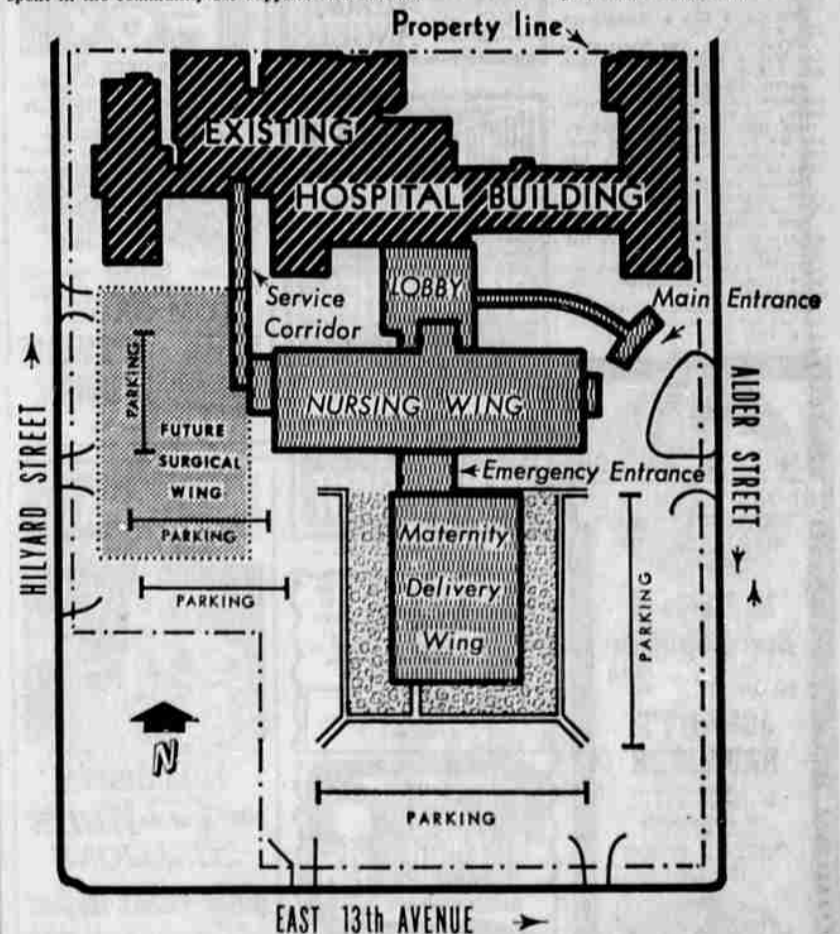
Community campaign workers seeking funds for a new hospital in Klamath Falls this week topped their original campaign goal of \$725,000—and decided to shoot for a million dollars.

The Klamath Falls Herald and News said the campaign total reached slightly more than \$755,000 by Thursday. General Chairman Jim Stilwell said the campaign will continue in an effort to raise at least \$1 million toward the total cost of almost \$3 million.

The campaign seeks cash donations and pledges for the Presbyterian Intercommunity Hospital, to be located near the new Oregon Technical Institute campus.

A federal grant is expected to provide the balance needed for the new hospital.

Klamath Falls currently has two smaller hospitals, both several decades old. Both the present hospitals are privately operated by groups of doctors.



Ground Plan

A successful community campaign will bring about the expansion plan outlined here for Sacred Heart General Hospital in Eugene. The new facilities would be added to the south of the existing hospital. E. 12th Avenue—presently on an alignment with the main entrance above—would be closed for the one-block strip and other buildings razed to make way for the nursing wing and parking lot.