

JUST IMAGINE...

A Place Where Every  
Child's Health Care  
Needs Are Met



**JUST IMAGINE**

NORTON CHILDREN'S JOURNEY TO EXCELLENCE





KYLE RILEY, RN,  
WITH PATIENT, WYATT  
WITHERSPOON, AT  
NORTON CHILDREN'S  
MEDICAL CENTER



## TURNING “WHAT IF”

Imagine providing all the children of our communities the world-class healthcare needed, allowing them to continue to dream big.



## INTO “WHAT WILL”

With your support, we can ensure the lofty aspirations of the 185,000 kids that pass through our doors each year will endure.







# Children are at the heart of all we do

## A LEGACY OF CARE

For more than a century, Norton Children's has cared for the children of the Commonwealth of Kentucky, Southern Indiana, and beyond. Along the way, we have achieved national, regional, and state recognition for innovations in care including pioneering treatment for scoliosis, being the second site in the country to complete a successful infant heart transplant, creating regional treatment programs for congenital heart disease, and establishing one of the largest plasmapheresis centers in the country. In 2018, Norton Children's Hospital received national recognition for its diabetes care. The hospital's Wendy Novak Diabetes Center was awarded a Certificate of Distinction for Inpatient Diabetes Care. Only three children's hospitals in the country received this designation.

## OUR WORLD-CLASS PROGRAMS CLOSE TO HOME:

- Level I Pediatric Trauma Center—Kentucky's only
- Level IV NICU—one of the nation's largest
- Wendy Novak Diabetes Center
- Norton Children's Heart Institute, affiliated with the UofL School of Medicine
- Norton Children's Cancer Institute, affiliated with the UofL School of Medicine
- Addison Jo Blair Cancer Care Center
- Heart and Kidney Transplant Program
- Jennifer Lawrence Cardiac Intensive Care Unit



THE NEED IS GREAT

As the need for expert pediatric care has grown, so too has the specialized care Norton Children's provides. Today, over 500 clinical providers deliver pediatric and adolescent care within a comprehensive network of two hospitals, a medical center, nearly 40 regional outpatient centers, and primary and specialty care practices serving 185,000 patients each year. Norton Children's remains steadfast in our advocacy for the health and well-being of all children and in our commitment to provide that care regardless of ability to pay.

As Norton Children's flagship hospital, Norton Children's Hospital is Kentucky's only full-service, free-standing pediatric tertiary care facility dedicated exclusively to caring for children. The 300-bed hospital, which serves as the primary teaching facility for the UofL School of Medicine Department of Pediatrics, is unwavering in its commitment to the community and region. For over 130 years, the dedicated staff at Norton Children's Hospital has worked to provide top-quality medical care for children, and the caliber of that care continues to receive national recognition.

AT-A-GLANCE

**500+**  
clinical providers deliver  
pediatric and adolescent care

**185,000**  
patients served annually

**300**  
patient beds



VINAY PURI, M.D.,  
WITH SAMANTHA  
BADON AND HER  
SISTER, SYDNEY, AT  
NORTON CHILDREN'S  
HOSPITAL



FROM THE LIFE-GIVING AND  
LIFE-SAVING HEALTH CARE  
ADVANCEMENTS TO THE  
WARMTH AND COMPASSION  
OF ITS CAREGIVERS,  
NORTON CHILDREN'S  
HOSPITAL IS MORE THAN  
A HOSPITAL, BUT A PLACE  
WHERE MAGIC HAPPENS  
EVERY DAY.

## CHARTING OUR FUTURE

Demand for the care provided at Norton Children's has never been higher. To ensure our ability to meet the growing needs of our communities, Norton Children's is embarking on a visionary journey that will shape the future of pediatric medicine in our region and beyond. Through this effort, we will make priority investments that will allow greater access to expert care for all children; transform our ability to lead innovative clinical research; and recruit, train, and retain best-in-class clinical leaders.

### OUR PEDIATRIC GROWTH PLAN CALLS FOR:



**NEED:** State-of-the-art facilities and equipment

**GOAL:** Better serve children and their families by enhancing facilities and technology to improve care.



**NEED:** Increased access

**GOAL:** Improve access to sub-specialist/ambulatory care across the region, especially in our rural and remote communities of Kentucky and Southern Indiana.



**NEED:** Expansion of world-class clinical programs

**GOAL:** Meet our patients' and their families' increasingly complex care and developmental needs by expanding regional patient care programs.



**NEED:** Workforce development initiatives

**GOAL:** Recruit and retain high-demand, world-class clinical and research leaders from around the country.



**NEED:** Expand the Norton Children's Research Institute

**GOAL:** Provide cutting-edge care and treatment for patients through an increased capacity to lead innovative clinical research initiatives.

To ensure that Louisville remains home to a premier children's hospital well into the future, these much-needed investments in infrastructure, programs, people, and innovation are critical to elevating the care at Norton Children's. Our communities' children depend on it.



# Fulfilling the vision

Generous philanthropic support from the community has long bolstered Norton Children's. Today, philanthropy plays an even more critical role in our ability to provide care to children and families. To help fulfill Norton Children's vision for a better and healthier future, we've embarked on an ambitious Journey to Excellence. Our comprehensive campaign comes at a crucial time and provides an unprecedented opportunity for grateful families and others within the community to make a lasting impact by supporting our campaign priorities.

## OUR VISION FOR GROWTH

1. Expansion and Enhancement of Facilities
2. Increased Access to Ambulatory Care
3. Advancing World-class Clinical Programs
4. Workforce Development
5. Norton Children's Research Institute



**Hold on to your child while on the exam table to avoid a fall!**

Falls are the leading cause of injury to babies and toddlers. Follow these four tips for keeping your child safe at the doctor's office and at home.

- ⚠️ Never leave your child unattended on an elevated surface.
- ⚠️ Install a baby gate at the top and bottom of all stairways. Gates placed at the top must be bolted to the wall; pressure mounted gates are not secure enough.
- ⚠️ If your baby product has a strap or harness, be sure to use it.
- ⚠️ Supervise your child's playtime.



BECKY CAROTHERS, M.D.,  
WORKS WITH A PATIENT AT  
NORTON CHILDREN'S MEDICAL  
GROUP—BROADWAY



## EXPANSION AND ENHANCEMENT OF FACILITIES

**\$40 MILLION**  
PHILANTHROPIC VISION

Every child deserves the best care in the best setting. Investing in Norton Children's campuses will help ensure that Norton Children's is always available for families when they need us.

### St. Matthews Campus Expansion

Expand the number of pediatric beds at Norton Women's & Children's Hospital or elsewhere on the Norton Healthcare—St. Matthews campus, to include an Intensive Care Unit and Transitional Care Unit, with 40 additional medical/surgical beds and advanced pediatric imaging capabilities.

### Outpatient Growth

Build new, regional locations that will allow Norton Children's to meet the growing pediatric health needs in the region, and increase our capacity to provide unparalleled care, close to home for children and their families.

### Autism Center

Create a new, free-standing Autism Center to enhance Norton Children's ability to deliver comprehensive, family-centered diagnostic and care services to children with autism spectrum disorder. Providing a multi-disciplinary, team-based approach to care under one roof bolsters our ability to effectively support the needs of children and their families.

### Behavioral Health Center

Create a new comprehensive outpatient center for child and adolescent behavioral health. The new center will enable Norton Children's to deliver comprehensive, world-class outpatient and crisis intervention services, coordinated under one roof. Expanded and re-imagined patient-centered spaces will allow greater capacity and flexibility to meet the increasingly complex needs of pediatric and adolescent behavioral health patients and their families in our region.

**40**

additional medical/surgical beds and advanced pediatric imaging capabilities



New state-of-the-art outpatient care complex

Expanded and re-imagined patient-centered spaces



“This growth plan is another step in the history of Norton Children's to enhance our national reputation and ensure Kentucky remains home to a premier children's hospital.”

LYNNIE MEYER, ED.D., R.N., CFRE, SENIOR VICE PRESIDENT AND CHIEF DEVELOPMENT OFFICER





## INCREASED ACCESS TO AMBULATORY CARE

**\$20 MILLION**  
PHILANTHROPIC VISION

Our communities' children deserve easy access to care when they are sick. Norton Children's will bring more care to communities at new locations and reach more patients through virtual care.

Expansion of our ambulatory services across Jefferson County and into rural parts of the state and Southern Indiana will enable greater access to regional pediatric subspecialists for some of the most vulnerable populations, ensuring the highest level of care to children in the region. As part of this effort, Norton Children's seeks to:

- Expand pediatric care in rural Kentucky and Indiana, where accessing care in-person is difficult, by expanding outreach efforts and increasing utilization of telemedicine.
- Increase care in underserved communities with new mobile clinics and outreach vehicles to provide additional services in cardiology, pulmonology, endocrinology, prevention and wellness, and early childhood development.
- Further develop the General Pediatrics program in the West End to increase access to primary care for some of the community's most vulnerable and underserved.
- Provide a Spanish-speaking outpatient practice in Louisville's culturally diverse South End region.
- Increase access to behavioral health care in the ambulatory setting by integrating Licensed Clinical Social Workers in every specialty and primary care practice.

## ADVANCING WORLD-CLASS CLINICAL PROGRAMS

**\$20 MILLION**  
PHILANTHROPIC VISION

When faced with the most serious health concerns, every child deserves world-class care — close to home.

Winning the battle against complex medical conditions such as cancer, blood disorders, and diabetes takes a team approach with the strength of many disciplines working together to provide advanced care and treatment.

Norton Children's has built, and continues to grow, nationally renowned clinical destinations such as Norton Children's Heart Institute, Norton Children's Cancer Institute, Norton Children's Neuroscience Institute, and the Wendy Novak Diabetes Center. Today, Norton Children's is planning a new Center for Care Transition to better support teens who require complex, longitudinal treatment and to prepare them for a smooth transition to adult care.



Investments in multi-disciplinary centers of excellence are critical to Norton Children's ability to meet the multi-faceted needs of our patients and their families. These commitments ensure our ability to provide high-quality, clinical care that is fully integrated and coordinated in one place, easing the burden on patients and families.



## WORKFORCE DEVELOPMENT

**\$30 MILLION**  
PHILANTHROPIC VISION

There has never been a more important time to attract and retain the best and brightest pediatric physicians, specialists, and clinical leaders.

Norton Children's is committed to investing in our clinical workforce and developing the next generation of physicians and clinical experts. Through the establishment of endowed chair positions aimed at supporting workforce development across disciplines, Norton Children's will be well-positioned to:

- Hire and retain world-class clinicians, who are experts in their field, enabling Norton Children's to meet the increased demand for specialized care.
- Provide rigorous, innovative, team-based residencies and fellowships to deliver highly trained, compassionate clinicians who will provide expert care to our communities, develop novel clinical programs, and pilot innovative research.
- Recruit fellowship trainees in pediatric subspecialties including cardiology and cardiac surgery, endocrinology, gastroenterology, gynecology, hematology/oncology, neurology and neurosurgery, urology, neonatal medicine, sports health, and genetics.

An investment in Norton Children's workforce is an investment in the delivery of expert care to all children in our communities, well into the future. The next generation of highly skilled clinical leaders will ensure that care and help cement Norton Children's reputation for clinical excellence on a national level.



**We are committed to investing in our clinical workforce and developing the next generation of physicians and clinical experts.**

## NORTON CHILDREN'S RESEARCH INSTITUTE

**\$20 MILLION**  
PHILANTHROPIC VISION

Every child deserves the best in health care. Norton Children's believes that highly personalized, quality care and treatment are powered by a commitment to continuous scientific inquiry and discovery.

To ensure we remain a leader in pediatric clinical research, Norton Children's seeks to expand Norton Children's Research Institute to elevate our ability to conduct and publish original research and attract the best and brightest physician-investigators from across the country.

The research institute brings physicians and researchers together from a wide variety of departments and disciplines to create a more collaborative and robust exchange of information. Areas of focus for the institute will include cardiology, cardiovascular surgery, endocrinology, pulmonology, hematology/oncology, neurology, neurosurgery, and pediatric surgery.

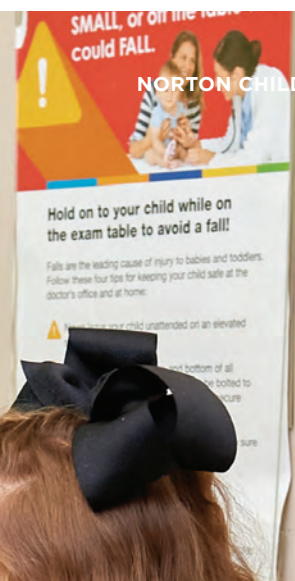
Through Norton Children's Research Institute, we will foster innovative, collaborative, interdisciplinary pediatric research that will accelerate discoveries and lead to novel clinical care and treatment for patients. By raising the profile of research at Norton Children's, we will attract and retain the finest physicians and scientists to ensure world-class care for our children.





ARLYN LUA-CANBY, M.D.,  
WITH ARIANA MARTIN  
AT NORTON CHILDREN'S  
MEDICAL GROUP—  
SHELBYVILLE

NORTON CHILDREN'S



WITH YOUR SUPPORT, JUST IMAGINE...

...creating a more robust research environment to foster and deliver leading-edge clinical care and treatments

...recruiting and retaining top pediatric physicians and specialists to deliver world-class care to children

...affording all children in our underserved communities the transformative care they deserve

Norton Children's is a critical resource upon which children and families throughout our region depend. We have the opportunity to deliver transformative care—across all pediatric health care specialties—for those that need it most.

We invite you to join us on our Journey to Excellence with a philanthropic investment that will make an extraordinary impact on our communities and ensure the future of world-class pediatric care, right around the corner.

**JUST IMAGINE**  
OUR JOURNEY TO EXCELLENCE



NORTON  
Children's

**Norton Children's Hospital Foundation**

234 E. Gray St., Suite 450

Louisville, KY 40202

502.629.8060

[justimaginecampaign.com](http://justimaginecampaign.com)

