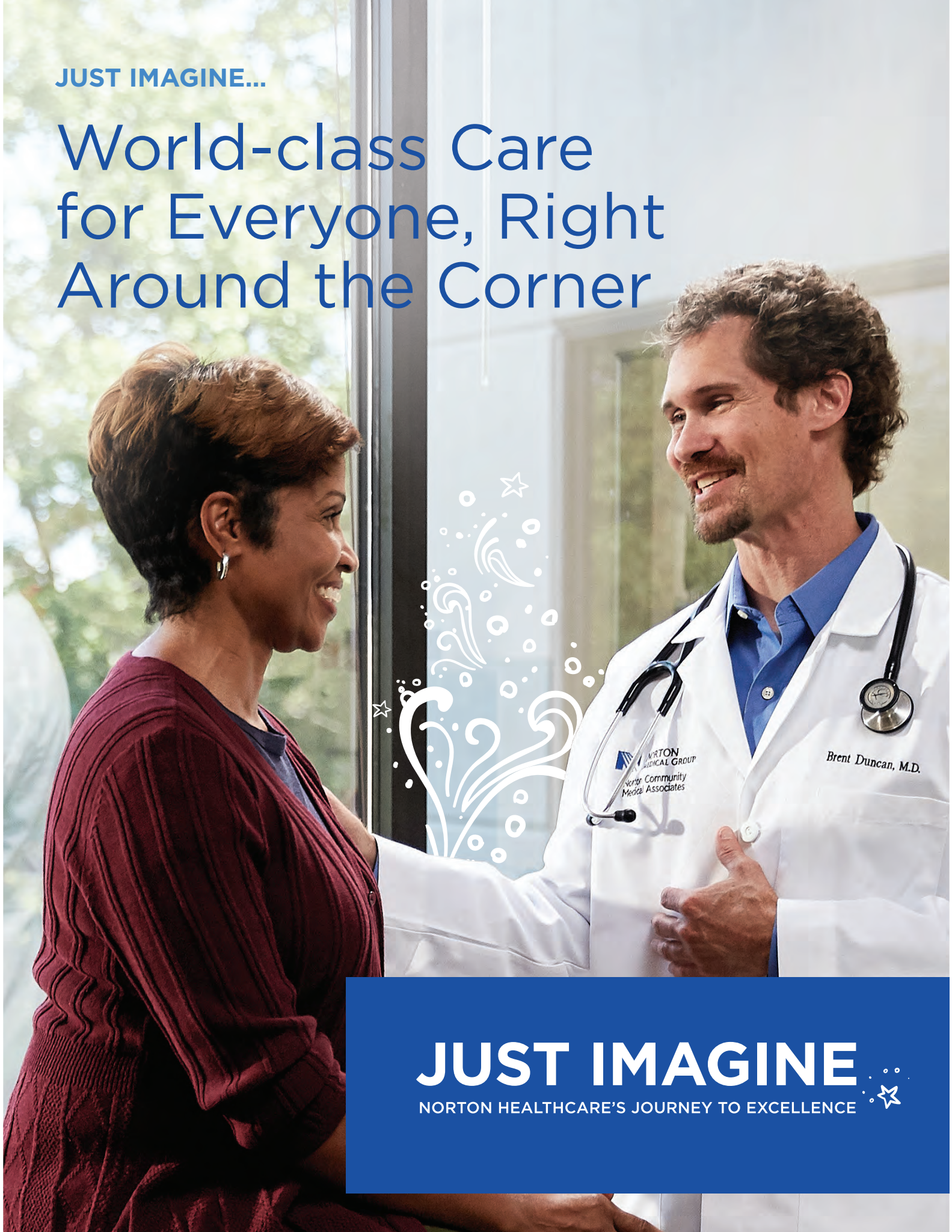


JUST IMAGINE...

World-class Care for Everyone, Right Around the Corner



JUST IMAGINE

NORTON HEALTHCARE'S JOURNEY TO EXCELLENCE



LESLEY KELLIE, M.D.,
WITH PATIENT



TURNING “WHAT IF”

Imagine having the ability to recruit the nation’s brightest health care minds to our community.

INTO “WHAT WILL”

With your support, we can build the world-class health care system our communities need to keep all of our patients right here at home.



Setting the standard for quality care

For more than 130 years, Norton Healthcare's deep commitment to providing quality health care to everyone throughout the Commonwealth of Kentucky, Southern Indiana, and beyond has endured. Norton Healthcare comprises five hospitals, seven outpatient centers, 16 Norton Immediate Care Centers, eight Norton Prompt Care at Walgreens clinics and an expanded telehealth program. Collectively, they provide patient-centered, integrated, and compassionate care for both adult and pediatric patients.

Whether it's routine or highly complex, general or specialty, elective or in response to life-threatening emergencies, Norton Healthcare ensures world-class care close to home—for the tiniest premature infants to our communities' elders, and everyone in between.

Today, demand for care at our flagship institutions has never been greater. As a not-for-profit health care system, we're now leading a comprehensive campaign to raise awareness, involvement and funding to ensure we meet the growing needs of our expansive community. We invite you to join our Journey to Excellence.



COMPREHENSIVE CAMPAIGN OVERVIEW

At a time when the health care landscape is experiencing unprecedented complexity and rapid change, Norton Healthcare is not only thriving, but leading the way. Our hospitals have achieved coveted industry accolades for clinical excellence and patient demand is soaring.

To meet the growing needs of our communities and prepare for the future, Norton Healthcare is building upon its strengths and embarking on a comprehensive campaign—one that is predicated on our commitment to caring for patients through an integrated, patient-centered continuum of care. It is this approach that distinguishes Norton Healthcare from all other health systems in the region and enables us to care for all of our neighbors, at every stage of life.

In order to fulfill this vision, we anticipate an array of significant investments in patient care, facilities, education, and research initiatives that will ensure Norton Healthcare is the premier location to receive and deliver care for generations to come.

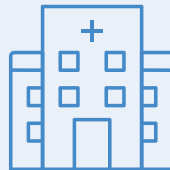
OUR MISSION

To be the region’s most comprehensive, strongest, and preferred health organization, setting the standard for quality and caring.

BY THE NUMBERS

1,900+

licensed inpatient beds



one children’s hospital, **one** women’s and children’s hospital, and **three** adult-service hospitals

5,000+

babies delivered annually at Norton Women’s & Children’s Hospital, the primary provider of obstetrical services in Kentucky

580,000+

patient visits in 2019 (400,000+ adult and 180,000+ pediatric)

250,000

patient visits per year with Norton Heart & Vascular Institute specialists—more than any other provider in the region



Norton Children’s Hospital is the **only full-service, free-standing children’s hospital in Kentucky**



EVERY AGE. EVERY STAGE. EVERY STEP OF THE WAY.

Few health systems in the country are as committed to the health and well-being of its entire community as Norton Healthcare. We are distinguished by our ability to deliver integrated, comprehensive care to everyone, from birth to end-of-life. By providing for all ages, we care for our patients' unique health needs as they age, affording a seamless transition from pediatric to adolescent to adult care.

Norton Healthcare is home to a broad range of distinctive and premier clinical services that are critical to providing comprehensive care across the health care spectrum. Looking ahead, that need for integrated care will only continue to grow in the following areas:

- **NORTON CANCER INSTITUTE** is a pioneering and regionally recognized leader in cancer care and minimally invasive surgery. Chief among the many differentiators of Norton Cancer Institute is its adolescent/young adult clinic that helps ease the transition from pediatric cancer care to adult cancer care, a dedicated oncology pain center, a geriatric oncology program, and a state-of-the-art genomics lab.
- **NORTON HEART & VASCULAR INSTITUTE** is the largest and most comprehensive cardiovascular disease prevention and treatment program in the region, with a history of paving the way in innovative care for decades.
- **NORTON NEUROSCIENCE INSTITUTE** is a regional leader in subspecialty care and treatment for patients with brain, spine, and nervous system conditions, including stroke, movement disorders, multiple sclerosis, epilepsy, Alzheimer's disease, and more. Our communities' demands for comprehensive neuroscience care is climbing, as evidenced by an increase in outpatient clinic visits from 26,000 in 2009 to over 97,000 annualized visits in 2019.
- **NORTON ORTHOPEDIC INSTITUTE** has more orthopedic specialists caring for more patients than any other health care provider in Louisville or Southern Indiana. With providers who are pioneers in innovative orthopedic surgeries and non-surgical techniques, patients receive highly personalized care in order to achieve the best outcomes possible, all while minimizing pain and recovery time.
- **THE INSTITUTE FOR HEALTH EQUITY, A PART OF NORTON HEALTHCARE** will help provide all people with a fair and just opportunity to be healthy, regardless of race, social position, gender, sexual orientation, income, or ZIP code. By making critical investments in Louisville's most underserved neighborhoods, we can create more equitable opportunities for everyone to access and receive high-quality care.



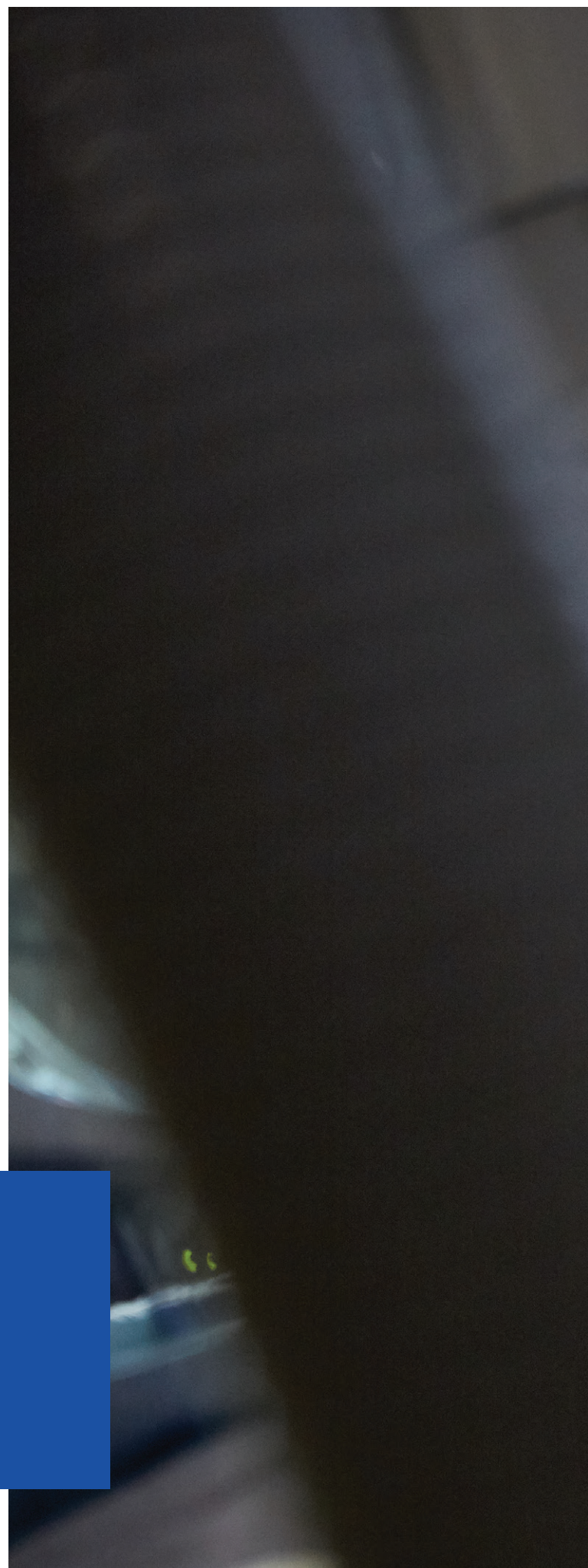
Help us shape the future of care

Generous philanthropic support has long bolstered Norton Healthcare's ability to care for everyone throughout our communities. Working together with our donors, the Norton Healthcare Foundation and Norton Children's Hospital Foundation provide vital philanthropic investments that enhance care across the spectrum.

Today, philanthropy plays an even more critical role in our ability to provide that care. To help fulfill Norton Healthcare's vision for a better and healthier future, we've embarked on an ambitious Journey to Excellence. Our comprehensive campaign is focused on clinical areas of excellence that include **pediatrics, cancer, cardiovascular care, neurosciences, orthopedics, and a renewed focus on access to care**. This ambitious campaign will define how we care for you, your family, and everyone in our communities for generations to come.

OUR CAMPAIGN PRIORITIES

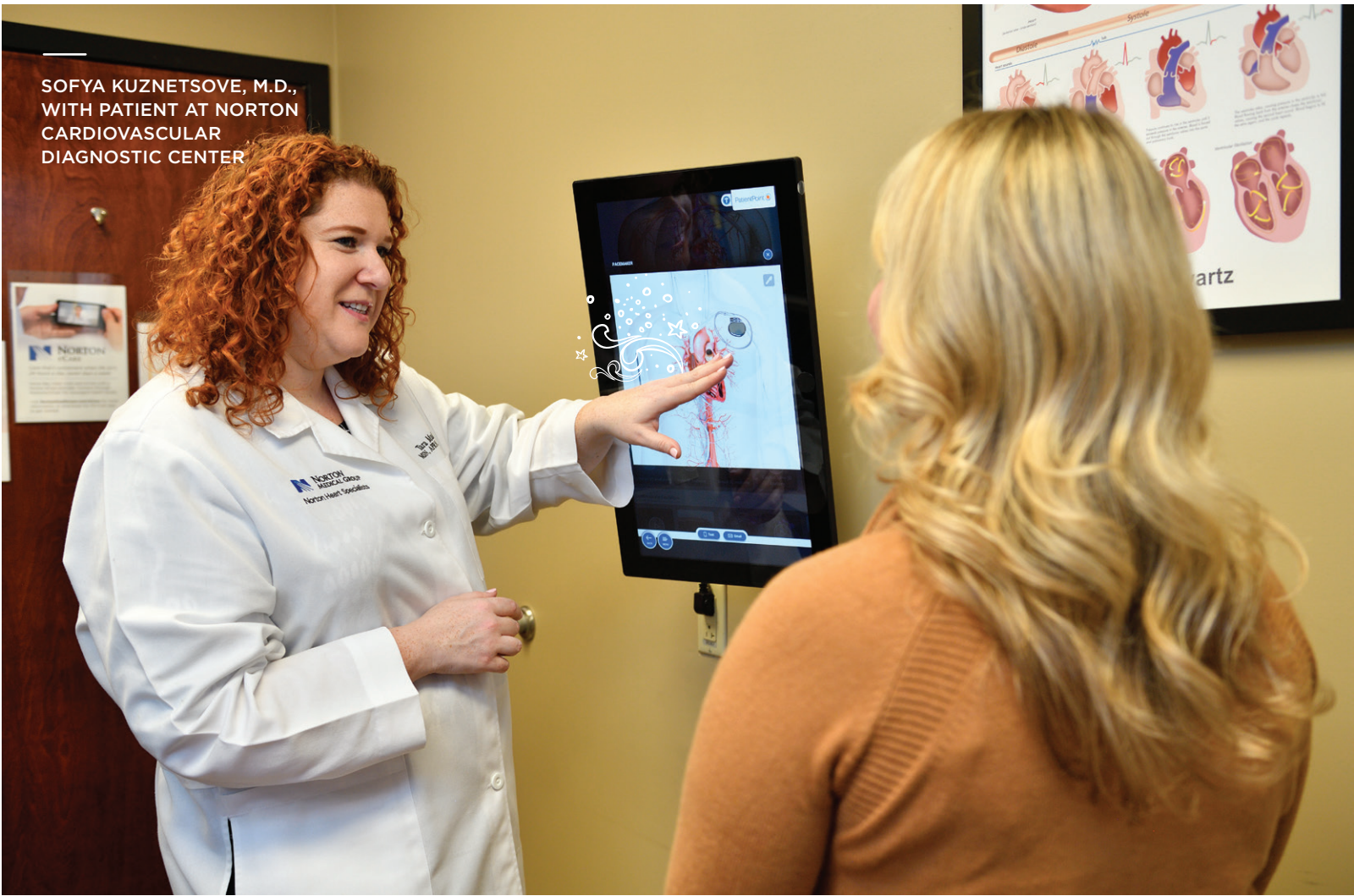
1. World-class Clinical Care
2. State-of-the-Art Facilities
3. Training the Next Generation
4. Innovative Research
5. Endowment





CARDIOLOGIST
VIPUL PANCHAL, M.D.,
WITH PATIENT AT
NORTON BROWNSBORO
HOSPITAL

SOFYA KUZNETSOVA, M.D.,
WITH PATIENT AT NORTON
CARDIOVASCULAR
DIAGNOSTIC CENTER



WORLD-CLASS CLINICAL CARE

\$25 MILLION
PHILANTHROPIC VISION

To help our patients lead healthier lives, we will invest in the expansion of world-class institutes — boosting our capacity to deliver quality care and creating new clinical programs that will increase access to care for everyone.

- The expansion of multi-disciplinary clinic models will provide more integrated care in the areas of obstetrics and gynecology, pediatrics, cardiology and cardiovascular surgery, neurology and neurosurgery, oncology, neonatology, orthopedics, and diabetes.
- An increase in access to integrated behavioral health care, where medical and mental health professionals work together, will deliver more coordinated, holistic care.
- By providing additional specialty care and outpatient diagnostic services, we will expand access to care for all across our communities.
- By increasing telemedicine and virtual visit opportunities, we will improve access to quality, routine care for our patients living in rural areas.

“This growth plan is another step in the history of Norton Healthcare to enhance our regional reputation and ensure a healthier future for all.”

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



STATE-OF-THE-ART FACILITIES

\$40 MILLION
PHILANTHROPIC VISION

Through investments to enhance our facilities, we will become the premier location to receive and deliver care. Creating state-of-the-art spaces will accommodate patient growth and streamline access to our renowned services. New, renovated, and expanded facilities promise to be distinctive, patient-focused, innovative, and accessible to all.

- By increasing critical care capacity downtown and bed capacity across the system, we will address Norton Children’s Hospital’s space shortage.
- The creation of dedicated space for a multidisciplinary clinic for heart and vascular care will improve patient outcomes.
- By building a new free-standing multidisciplinary Neuroscience Center on the Norton Brownsboro Hospital campus, we will improve outcomes and patient experience.
- Renovation and revitalization of ambulatory centers and regional outreach will improve access to care across our communities.

TRAINING THE NEXT GENERATION

\$20 MILLION
PHILANTHROPIC VISION

To develop our future health care workforce and advance the best standards of care, we will invest in the ongoing training of our physicians and clinical staff. This initiative will ensure the recruitment and retention of the best, brightest, and most compassionate caregivers.



- The expansion of comprehensive pediatric and adult medicine fellowship programs will make Norton Healthcare a destination for caregivers across the country.
- Through investments in culturally competent care, we will improve the health care experience of all patients.
- By addressing provider shortages in areas of need, we can ensure better access to care.



INNOVATIVE RESEARCH

\$30 MILLION
PHILANTHROPIC VISION

Our patients deserve the best treatment options available. To improve outcomes, we will advance research by fueling discovery, creativity, and innovative research projects.

- Through enhanced and increased clinical trial research capabilities, we can develop novel and advanced treatments and therapies.
- The establishment of a new Center for Cellular Therapy and Transplant within Norton Children's Cancer Institute, affiliated with the UofL School of Medicine, will enable us to better fight rising childhood cancer rates.
- Investments in key research initiatives such as neurosciences, oncology, orthopedics, and cardiovascular will improve patient outcomes across the health care spectrum.



ENDOWMENT

\$20 MILLION
PHILANTHROPIC VISION



Norton Healthcare's ability to meet the health care needs of our communities and continue its long-standing tradition of excellence will be enhanced by building a robust endowment to support critical needs.

- Growing our unrestricted endowment will provide much-needed flexibility to address the most pressing needs of the system for generations to come.
- Through endowed chairs, we can ensure our ability to recruit and retain the best and brightest clinical and research leaders.
- Programmatic endowments will provide dedicated support for critical research and clinical initiatives.



—
EXPECTANT MOTHER
WITH DR. CORNELIA
POSTON AT
NORTON WOMEN'S
& CHILDREN'S
HOSPITAL

WITH YOUR SUPPORT, JUST IMAGINE...

...state-of-the-art health care technology to improve our patient outcomes

...advancements in research that afford improved quality of life in our aging population

...a more inclusive health care footprint to better reach those most in need

Norton Healthcare has a deep commitment to keeping our communities healthy, and we know this means providing exceptional care to everyone, throughout all stages of their lives. In a region with ever-expanding needs, Norton Healthcare is being called upon to do even more—and with our comprehensive strategic vision, we will rise to meet the need.

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 health care, right around the corner.

JUST IMAGINE 
OUR JOURNEY TO EXCELLENCE



Norton Healthcare Foundation

234 E. Gray St., Suite 450

Louisville, KY 40202

502.629.8060

justimaginecampaign.com

