



LETTER FROM OUR CAMPAIGN CHAIRS

Imagine the moment you receive word that your child has been diagnosed with an incurable disease. Imagine the moment you learn a loved one requires emergency surgery to relieve a critical condition.

The anxiety and uncertainty would be overwhelming.

Norton Healthcare and Norton Children's Hospital have a history of working hand in hand with patients and their loved ones to turn "what if" into "what will." It is an approach deeply rooted in our community's past, and one where we have been pioneering quality health care throughout Kentucky, Southern Indiana and beyond. Together, we have made great strides in our understanding and treatment of some of the most challenging diseases. However, there is much work that remains.

To meet the growing needs of our communities and prepare for a future of "what will," Norton Healthcare is building on its strengths and embarking on a comprehensive campaign that will continue to distinguish it from other health systems in the region. It is a campaign toward ensuring that our entire community has access to excellent care from skilled, compassionate caregivers in patient-focused, innovative spaces that promote health and well-being.

To fulfill this vision, we need your help.

In the coming years, as chairs of this important campaign, we invite you to join us on a journey that will lead Norton Healthcare and Norton Children's Hospital to significant advancements in research, patient care, facilities, education and workforce initiatives. These efforts hope to ensure that these two great community assets remain the premier locations to receive and deliver care for generations to come.

With the health of each of us and those we love in mind, as well as the health of those we've not yet had the opportunity to know, we ponder the question "what if" and just imagine ... "what will" be possible.

Yours in health,

DR. MARK AND CINDY LYNN

Chairs, "Just Imagine" Campaign
Norton Children's Hospital and Norton Healthcare



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