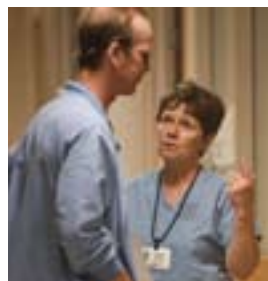




Your  
Health  
Your Sibley  
MOMENTS THAT MATTER





# Moments That Matter

SINCE 1894, SIBLEY HAS BEEN THE HOSPITAL OF CHOICE FOR RESIDENTS OF GREATER WASHINGTON, DC, OFFERING EXPERT, PERSONALIZED AND COMPASSIONATE CARE. EACH DAY, SIBLEY MAKES A DIFFERENCE IN PATIENTS' LIVES—WELCOMING NEW BABIES, RELIEVING PAIN AND EFFECTIVELY TREATING DISEASE. WE OFFER SOME OF THE MOST ADVANCED MEDICAL TECHNOLOGY AVAILABLE IN A SETTING WHERE THE PERSONAL TOUCH IS STILL PARAMOUNT.



**Your**  
**Health**  
**Your** **Sibley**  
**MOMENTS THAT MATTER**

**IN LIFE, THERE ARE MANY ORDINARY MOMENTS—  
MOMENTS THAT ENCOMPASS THE COMFORTING,  
RELIABLE FABRIC OF OUR LIVES.**

And then there are the life-changing moments: the diagnosis of a serious illness, the unexpected call informing you a loved one has been rushed to the emergency room, the discovery that you will require major surgery. And the moments, just as significant, when you are told that the quality of your life can



and will be restored, that the results of the test were normal, that your illness can be treated.

When it comes to your health, these are moments that matter. Every day at Sibley, we are there for hundreds of moments that matter for our patients and their families. Every day, Sibley makes a difference in patients' lives—welcoming newborns into the world, offering world-class diagnostic, medical, and surgical procedures, and helping

families with some of the most difficult decisions they will ever be called upon to make.

We are committed to being there for you in these moments. To fulfill that commitment, we need to make certain that we have everything in place to provide you with the very best patient care possible. We need to invest in today and tomorrow to ensure that we are ready for the moments when you need us most.

## LETTER FROM FOUNDATION CHAIR MICHAEL K. FARR

Every day, people at Sibley Memorial Hospital make a difference. Every day, we bring babies into the world and suture wounds from falls on the playground. Every day, we set broken bones, replace aging knees and diagnose serious illnesses. Every day, we tell patients the good news that their disease is gone and, regrettably, sometimes sad news: that their time is short and they need to put their affairs in order. These are earthshaking moments in the life of a family—all of our families—and they happen at Sibley every day.

Sibley is a special kind of hospital because of the values we embrace. Our personalized patient care is one to which larger hospitals can only aspire. We know our patients by name because they are not just our patients; they are our friends, neighbors, co-workers and loved ones. And we care for them with the same compassion, respect and dignity with which we all wish to be treated.

In addition, we are fully committed to hiring the best specialists, nurses and technologists, to providing the best facilities and the latest technologies and to giving our patients state-of-the-art care. To be the hospital we are today, we have



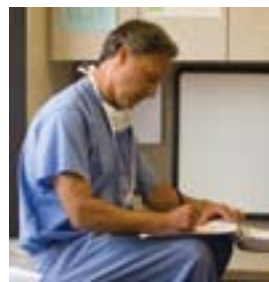
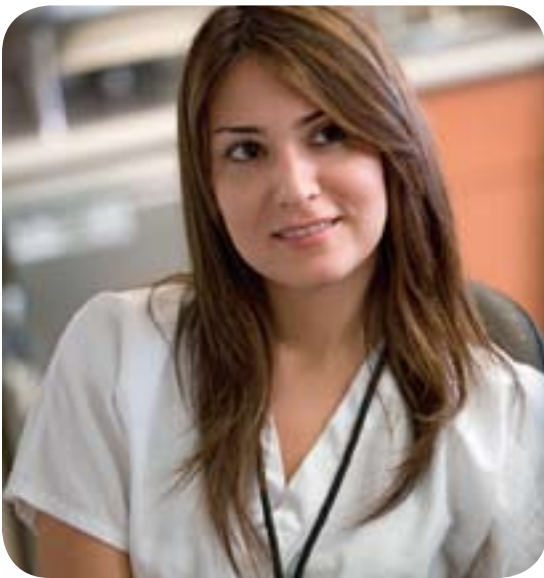
had to maintain our quality while always planning a better future.

And that is what our campaign, *Your Health, Your Sibley: Moments That Matter*, is all about. With your financial help, we will have the resources to build new and better facilities, acquire cutting-edge technology and plan for a future of exceptional care for the people in our community who depend on us.

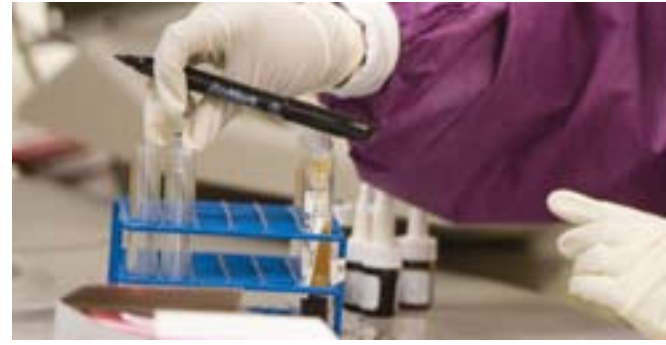
We need to be able to best respond to you at your crucially important moments and to be ready for your children's and grandchildren's moments that matter for years to come.

I ask you to join me in supporting this effort and to encourage your friends and family to do the same. This moment matters for everyone in the greater Washington area. I promise you it will be a worthwhile investment.

A handwritten signature in black ink that reads "Michael K. Farr". The signature is written in a cursive, flowing style.



## CAMPAIGN PRIORITIES



# *Enhancing Sibley's* Facilities

**MOMENTS THAT MATTER: IN FIVE YEARS, SHARON AND JEFF WILL WELCOME THEIR FIRST CHILD AT SIBLEY. BECAUSE THEY WILL HAVE A PRIVATE ROOM, JEFF CAN STAY WITH SHARON, SUPPORTING HER THROUGH LABOR AND DELIVERY. ONCE DAUGHTER STEPHANIE ARRIVES, THE NEW FAMILY CAN SPEND TIME TOGETHER, RECOVERING AND BONDING, IN THE SAME ROOM.**

This is the kind of care you deserve, and this is the kind of care Sibley envisions. Through *Your Health, Your Sibley*, we will create a new Sibley, upgrading hospital facilities to provide every patient with this first-class experience. This means private rooms where patients can heal more comfortably and families can visit more freely, aiding patients' recovery. In the Emergency Department it means providing treatment areas that are specifically designed for the type of care patients need: a fast-track area for minor ailments and a separate area to give more complex cases the time they need.





“We welcomed our daughter Janie at Sibley in March 2007. As first-time parents, we were wide-eyed: we didn’t know what to expect. The doctors and nurses were wonderful. It was comforting to know they were professionals who had done this hundreds of times, yet they treated us personally—like they had all the time in the world—and answered all of our questions. That’s the feeling you get at Sibley.”

Jake and Ann Sargent, Washington, DC

*Your gift can help to fund improvements such as:*

- *Constructing the new Sibley, providing all patients with private rooms.* Today’s patients want private rooms, and today’s physicians prefer them because of superior infection control and the ability to discuss patients’ care confidentially. The new Sibley will provide a seamless integration of medical excellence, state-of-the-art technology and personalized patient care delivered in an unsurpassed healing environment.  
Situated on the hospital’s campus and shielded from Loughboro Road, the new private patient rooms will offer bucolic views. Sibley will still be licensed for 328 beds; the new Sibley will simply provide a more comfortable patient experience with private rooms and modern amenities.
- *Renovating and expanding the Emergency Department, enabling fast and efficient care.* An expanded Emergency Department will allow Sibley to triage patients into two areas: fast-track care for patients with minor ailments, like cuts and sprains, and comprehensive care for patients presenting more serious symptoms such as chest or abdominal pain. These separate sections will have dedicated staff and examining rooms. All patients will receive expedient care, and those with the most critical needs will quickly receive the sophisticated attention they require.
- *Additional campus enhancements, advancing Sibley’s unique brand of personalized patient care.*

## CAMPAIGN PRIORITIES



# *Investing in* Tomorrow's Technology

**MOMENTS THAT MATTER: IN 2011, JOHN WILL BE DIAGNOSED WITH TONSIL CANCER EVEN THOUGH HE NEVER SMOKED. HIS PHYSICIAN RECOMMENDS TOMOTHERAPY, A BREAKTHROUGH RADIATION TECHNOLOGY SIBLEY PURCHASED THREE YEARS AGO. HIS ONCOLOGIST VISUALIZED HIS TUMOR EVERY DAY, ALLOWING ULTRA-PRECISE TARGETING AND THE ABILITY TO ADAPT HIS TREATMENT TO THE TUMOR SHRINKAGE. THE RESULT? JOHN'S TUMOR IS CURED WITHOUT PERMANENT DRY MOUTH AND WITHOUT THE NEED FOR SURGERY.**



Sibley is one of only 200 hospitals around the world to offer TomoTherapy. Patients have come to expect this kind of sophisticated medical care at Sibley, and rightly so.

We were among the first hospitals in the region to offer a 64-slice CT scanner, producing faster, higher-resolution images, and the first to acquire PET/CT—the gold standard for medical, surgical and radiation oncology.

Sibley has also invested in a da Vinci robot, a specialized surgical instrument



“To me, you do not appreciate a hospital, you do not appreciate staff or what a nurse or doctor does unless you are in a situation where you really need their help. I always felt very cared for at Sibley—protected.”

Ralph Taylor II, *Washington, DC*

that offers unmatched precision for complex and delicate procedures.

Such cutting-edge equipment is, of course, expensive. Beyond the cost of acquiring the equipment are ongoing costs: keeping current with the necessary software, investing in upgrades and providing continuing training for physicians and technologists. Most of this equipment requires special instruments and scopes; these items are consumable—they are used one to three times and then must be replaced.

Technological innovations also promise greatly enhanced patient safety. Electronic medication administration, for example, links individual patients to their prescribed medications using unique barcodes, ensuring that every patient gets the right medications in the proper dosage each time.

Technologies such as these require a significant financial commitment and a desire to provide the most advanced care possible. Reimbursement from medical insurance simply does not cover the costs. To continue to offer the safest, most advanced care possible, we must create endowments specifically for technology. Such endowments will help provide patients with the most sophisticated equipment for treatment and patient safety available, both today and into the future.

## CAMPAIGN PRIORITIES



# *Providing for* Our Community Today

MOMENTS THAT MATTER: FOUR YEARS FROM NOW, DONNA WILL AWAKEN IN THE MIDDLE OF THE NIGHT IN EXCRUCIATING PAIN. HER SPOUSE WILL DRIVE HER TO SIBLEY, WHERE THANKS TO SKILLED CARE IN THE EMERGENCY DEPARTMENT, SHE WILL BE QUICKLY IDENTIFIED AS REQUIRING CRITICAL CARE. WITHIN AN HOUR OF HER ARRIVAL, A SURGEON WILL PERFORM AN EMERGENCY APPENDECTOMY, RELIEVING HER PAIN AND SAVING HER FROM LIFE-THREATENING COMPLICATIONS.



Sibley Memorial Hospital exists for patients. We are an outstanding hospital offering comprehensive care, with a round-the-clock Emergency Department and a medical staff able to treat the vast majority of health issues. We are here in your community, when you need us, whether it is next week or years from now. Being prepared, however, depends in large part on our ability to take care of business—to address current issues and pressing problems with the help of our annual fund. Through *Your Health, Your*



“Sibley provides excellent quality of care in a small package. I know from experience: I was diagnosed with breast cancer in 2005 and had all my treatment at Sibley. The care was wonderful. When I felt drained, I found the Cancer Center garden a tranquil and serene place to go and just sit. Sibley addresses patients’ needs in a very nurturing way. The staff is outstanding, and the physical environment at the Cancer Center is uplifting.”

Monica M. Thompson, *Washington, DC*

Sibley, we will endeavor to strengthen our annual giving program.

How does annual giving help? Gifts from grateful patients and friends allow Sibley to fulfill its mission. Because we are independent and non-profit, we make decisions based on what is best for the patient, even if that sometimes conflicts with the bottom line. For many procedures, there is a significant gap between what insurance pays and the actual cost to the hospital. Every baby born and every knee or hip replaced loses money, sometimes thousands of dollars for a single procedure.



Gifts from friends like you help to fill the gap, ensuring that Sibley Memorial Hospital can still put patients first. A strengthened annual fund is a vote of confidence from all who believe that this hospital is a vital community resource. An enhanced annual fund will make certain that we are here to provide the best care possible for you and your loved ones.

# Your Health Your Sibley

MOMENTS THAT MATTER

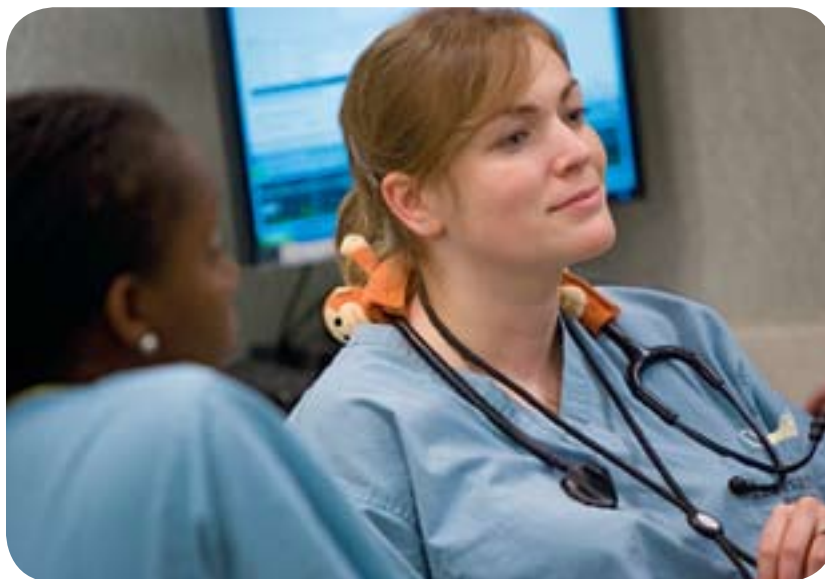
THIS CAMPAIGN IS A MOMENT THAT MATTERS FOR SIBLEY. SUCCEEDING IN THIS EFFORT WILL ENSURE THAT SIBLEY MEMORIAL HOSPITAL, AND OUR BLEND OF MEDICALLY SOPHISTICATED, HIGHLY PERSONALIZED CARE, IS THERE TO SERVE YOU AND YOUR FAMILY WHEN YOU NEED US.

By constructing the new Sibley and expanding the Emergency Department, we can provide better patient care. Building



an endowment will enable us to invest in the most promising innovations—innovations inconceivable today—that will minimize discomfort, speed healing and enhance each patient’s quality of life. Encouraging philanthropic support, welcoming friends and grateful patients who want to support Sibley’s special brand of care, will guarantee that Sibley will be here for you, your children and your grandchildren, today and in years to come.

*Your Health, Your Sibley: Moments That Matter* will move us together toward fulfilling that vision.



Sibley

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