

BAYSTATE FRANKLIN MEDICAL CENTER

**CAMPAIGN FOR  
KEEPING CARE LOCAL**








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Since opening its doors in 1895, our community hospital has been dedicated to serving the people of Franklin County and surrounding communities.

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**B**aystate Franklin Medical Center is the sole acute care provider for the northern area of the Pioneer Valley. Our community relies upon us each day to deliver high quality and compassionate medical care to each and every person who comes through our doors. We take our role very seriously as a community hospital dedicated to caring for our neighbors and friends.

Our current surgery department was built in 1975 as a state of the art, modern facility designed to address the needs of that time. For almost 40 years, the hospital's surgery department has provided high quality care, compassion and reliability for all who need our services.



*We opened our doors in 1895 as  
Franklin County Public Hospital*



*Increased privacy in the patient recovery area*

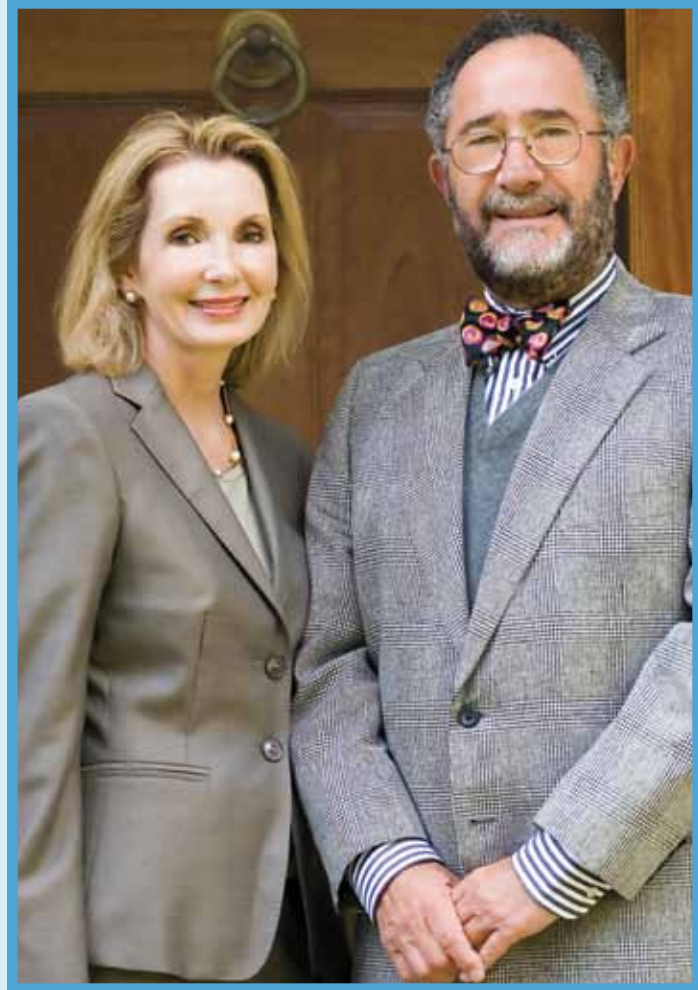
We are now at a point in the hospital's development where it is essential to further modernize our facility in order to meet the demands of today's medical technologies and advancements. The new surgical suites in which our physicians operate and surgical care teams support patients will be larger and state-of-the-art for care now and into the future.

*Together, You Help Us Deliver a Higher State of Caring*

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“Baystate Franklin Medical Center is vital to and for us all. At some time, foreseen or not, all of us will need this facility and when we do, we appreciate how fortunate we are to have quality care so close to home.”

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To everyone in Franklin County and beyond, we are Mary and Rob Cohn. We live and work with you and we love this community as you do.

We have this wonderful opportunity to continue to make the community even better as we embark on the campaign for state-of-the-art surgical suites which will attract the best doctors possible and continue to offer outstanding patient care.

Baystate Franklin Medical Center is vital to and for us all. At some time, foreseen or not, all of us will need this facility and when we do, we appreciate how fortunate we are to have quality care so close to home. We are also fortunate that Baystate Health sees the importance of our community and the need for every patient to have an exceptional experience. We could not survive in a changing healthcare climate without being part of the health system.

This campaign is about continuing the great care and improving facilities for all of us. We are so proud to have the opportunity to lead this endeavor. This is our second time in leading a capital campaign for the hospital. We know, in future terms, the importance of getting the entire community invested because that is what it takes to succeed... the entire community!

We know sometimes we have to stretch to reach our goals. In our personal lives, in business, or whatever your occupation may be, you want the best equipment, the best technology, the best people and the best facilities. This is our opportunity, as a community, to work together and reach the goal to create an outstanding facility for Franklin County and beyond. This is our community. Let us be the example to others that we care about our community's health and well-being and that we are going to do the very best we can for you; our neighbors, our friends and supporters of our hospital.

Thank you for your support and your friendship,

**MARY & ROB COHN**  
Campaign Chairs

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“The modernization and growth of the surgical department at Baystate Franklin aligns with our commitment to the care, recovery and wellness of our patients, close to home.”

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## PATIENT CENTERED CARE

The Surgery Modernization Project at Baystate Franklin Medical Center is certainly a significant project for Baystate Health.

It is an investment in an outstanding community hospital that is dedicated to providing high quality, compassionate care for our patients. Community hospitals play a pivotal role in keeping our communities strong, vibrant and healthy; this project helps to keep the hospital itself strong and vibrant.

This new state-of-the-art patient care environment will enable our talented surgical teams to perform advanced procedures that require larger physical space for modern equipment, it will serve patients

locally as we can offer more complex procedures, and it will help us attract leading surgeons to the area to practice at Baystate

Franklin. Keeping care local is essential for the well-being of our patients and their families, and helps fulfill the mission of our community hospitals. The modernization and growth of the surgical department at Baystate Franklin aligns with our commitment to the care, recovery and wellness of our patients, close to home. Together, our commitment to this building project will help deliver a higher state of caring for our patients, families, employees, and community.



**MARK A. KEROACK, MD**  
President & CEO, Baystate Health

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**The Surgery Modernization Project will enable us to enhance existing surgical services and add advanced technologies.**

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**Baystate Franklin Medical Center is a cornerstone of wellness and care across the Greater Franklin County area.**

Keeping high quality healthcare close to home is at the core of our mission. One of the critical elements to keeping care local is a state-of-the-art surgical facility that supports the talent of our existing team and allows us to increase the scope of services.

The Surgery Modernization Project will enable us to enhance existing surgical services and add advanced technologies. The start of this project is also making a significant impact in retaining our existing surgeons and for the recruitment of outstanding surgical talent to our area. It will help us honor our commitment to provide high quality, comprehensive health care right here, close to home for our patients.

We are committed to becoming one of the best community hospitals in the nation – ranking in the top 10% for quality and safety, patient satisfaction, team engagement, and value. The Surgery Modernization Project is a transformational aspect of this goal. With your financial investment in the replacement of our surgical center, we will continue to see strong growth, exceptional and compassionate care here at Baystate Franklin Medical Center. We thank you for joining us on this journey to outstanding surgical and overall patient care at your community hospital.

**THOMAS HIGGINS, MD**

Interim President  
Baystate Franklin Medical Center  
and the Northern Region

*Together, You Help Us Deliver a Higher State of Caring*



**With constant medical discovery, the demand for surgical procedures has increased over the past 40 years.**

What was not even imagined before is now very plausible and, in many cases, a reality. This, in turn, means the need for more spacious operating rooms to accommodate larger and more complex pieces of equipment, provide greater privacy for pre-op and recovery, and improve family facilities to support the growing trend of out patient procedures.

The creation of four brand new operating rooms including one that will be lead-lined and are designed to accommodate today's advanced technologies and more intricate procedures, to enable future surgical MRI and CT scan capabilities. Additionally, by re-purposing our existing five operating rooms for endoscopy procedures and the development of a specialized bronchoscopy suite Baystate Franklin Medical Center will be better equipped to address the rapidly advancing medical innovation our doctors are practicing each day.

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*“Building new surgical suites will support the clinical needs of surgeons within the Baystate system to provide care locally. Currently, due to space limitations, ease of access, scheduling and available technology, many procedures and surgeries are scheduled at Baystate Medical Center. All of this will change with the expansion of operating suites and an enhanced recovery area, making it necessary to travel only when a patient has certain clinical complexities that require the resources of a tertiary center.”*

**LEESA-LEE KEITH**  
Chief Nursing Officer  
Baystate Franklin Medical Center





*The lobby area will be a welcoming environment for patients and families*

#### Included in the project:

- Four new, larger operating rooms (ORs) designed to handle today's modern technologies and more complex procedures - including one that will be lead-lined to allow for future surgical MRI and CT scan capabilities. The average size of a current OR is 450 square feet while the new ORs will be 650 sq. ft. and better able to house larger pieces of medical equipment necessary for complicated surgical procedures;
- The re-purposing of our existing five operating rooms for endoscopy procedures as well as a new specialized bronchoscopy suite;
- New surgical sterilization equipment that will make for increased efficiencies;
- Larger family facilities that will offer greater comfort to those waiting for loved ones undergoing inpatient and outpatient surgery;
- Improved privacy with the addition of solid walls instead of curtains between all post-operative patient bays;
- Private registration area for patient check-in;
- Improved on-call rooms for physicians and nurses;
- Additional storage space to avoid equipment overcrowding in patient areas;
- Shelled space to grow and evolve into as needs change and medical discovery continues to offer greater possibilities.







*Recovery area and nurses station*



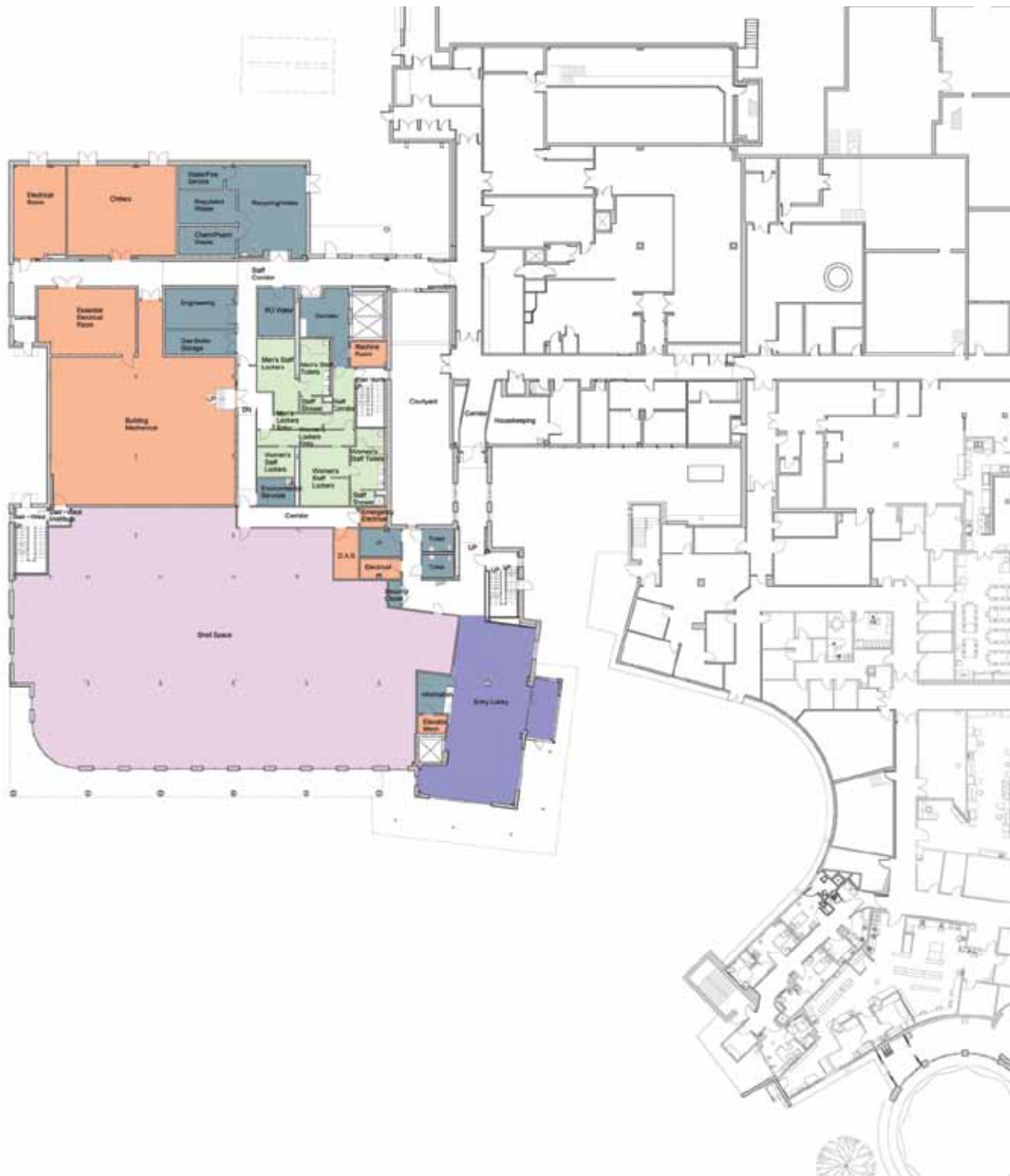
*Comfortable waiting area for patients and families*

*Together, You Help Us Deliver a Higher State of Caring*

**GROUND FLOOR PLAN**  
Surgery Modernization Project

**Area Legend**

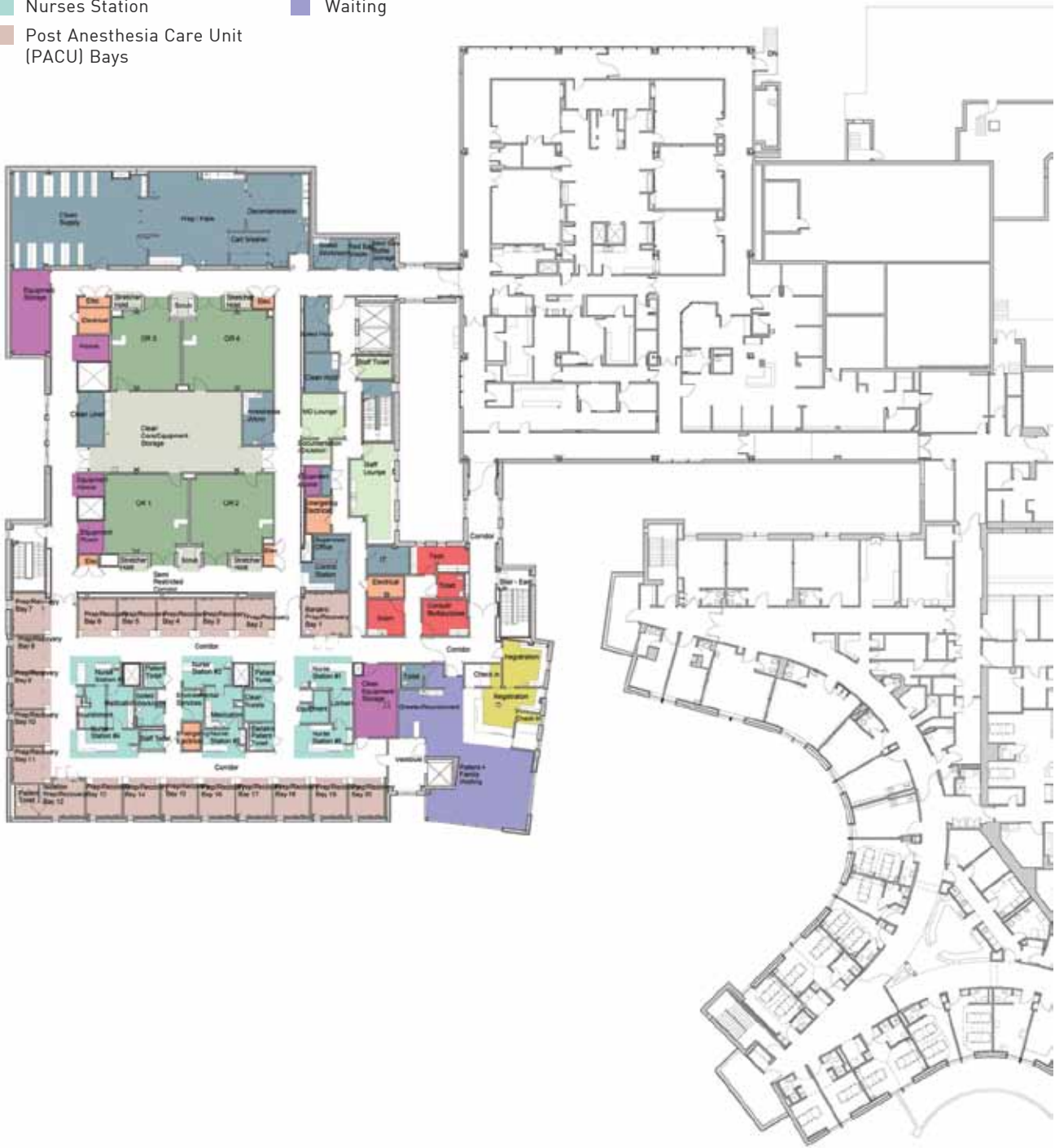
- Entry
- Staff
- Mechanical
- Medical Office Building



## FIRST FLOOR PLAN Surgery Modernization Project

### Area Legend

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|--|--|
| <span style="color: yellow;">■</span> Admin/Support                        | <span style="color: red;">■</span> Pre-Admission Testing Suite (PAT) |
| <span style="color: orange;">■</span> Mechanical                           | <span style="color: lightgreen;">■</span> Staff                      |
| <span style="color: green;">■</span> Operating Room                        | <span style="color: purple;">■</span> Storage/Equipment              |
| <span style="color: lightgrey;">■</span> Operating Room Support            | <span style="color: grey;">■</span> Support                          |
| <span style="color: teal;">■</span> Nurses Station                         | <span style="color: blueviolet;">■</span> Waiting                    |
| <span style="color: brown;">■</span> Post Anesthesia Care Unit (PACU) Bays |  |





**In 2013 Dr. Brian Hoffman performed a partial knee replacement on Bob LaPierre.**

Bob chose to have his surgery performed here at Baystate Franklin Medical Center by Dr. Brian Hoffman because of the quality care and it was close to home and was a convenient option for him and his family. Bob is a big believer in the care he received at Baystate Franklin Medical Center. "I have experienced tremendous results and it was right here, close to home. It was beneficial to my recovery to have my surgery here and it made a difference for my family."

As Dr. Hoffman explains, "patients come to our medical center because they expect and demand exceptional care in our immediate community." As we build the surgical suites to address the evolution of technology and medical innovation, we are also taking into consideration every aspect of surgical care – from patient tracking for waiting families to more ergonomic work space for surgeons. Larger family facilities will offer greater comfort to those waiting for loved ones undergoing inpatient and outpatient surgery. And, with the addition of solid walls instead of curtains for all post-operative patients, there will be greater privacy during recovery.

*"Along with everyone at Baystate Franklin Medical Center, I believe that patients should be cared for in the most comfortable, safe and healing of environments. Our staff and our patients have a modern vision of what care should look like and, with the modernization plans, we will be able to deliver that vision."*

**BRIAN HOFFMAN, MD, FAAOS**  
Chair, BFMC Department of Surgery  
Co-Chair, Hospital Quality Council  
Medical Director, BMP Valley Orthopedic Surgery





*We performed over 6,000 surgeries and procedures at Baystate Franklin Medical Center in 2014. From general surgeries and orthopedics to dental, ophthalmology and gastroenterology procedures, the skilled and compassionate surgeons and surgical team are here to support and care for our friends and neighbors.*

**With a focus on patient care and providing an exceptional experience while at Baystate Franklin Medical Center,**

our doctors, nurses and staff are all very excited about the new surgical building and the positive impact it will have on our patients. Not only will surgeons be able to utilize modern technologies in their various fields of expertise, but the added features of the new surgical center will offer patients and their families compassionate, high quality care in a facility that can rival any community hospital in the nation.

With a private registration area for patient check-in, a real-time tracking system that allows family members to follow the progress of their loved one throughout the surgical process and a more welcoming family waiting room, the overall experience of receiving treatment and care at Baystate Franklin Medical Center will be greatly enhanced by this project.

*"With surgeons who utilize cutting edge technology in their various fields practicing here at Baystate Franklin Medical Center, it is only appropriate that the physical facilities housing this technology be just as current. In orthopedic sports medicine for example, we have acquired some of the latest technology available to do minimally invasive procedures for various hip, knee and shoulder problems. Even though we are already utilizing this technology, a new surgical center will make our patient and their family feel, from the second they walk through our doors, that they are getting the very best care available to them."*



**JAMES BULLOCK, MD**

Orthopedic and Sports Medicine Surgeon



**Baystate Franklin Medical Center is thriving, and in doing so, defying the odds faced by so many community hospitals.**

Our financial stability and special hometown feeling has allowed us to recruit and retain some of the nation's most sought after physicians. We expect this trend to continue here as we create a state-of-the-art facility for our patients and professional staff.

Supporting our medical team is paramount to our success and with the surgical modernization project we will demonstrate our commitment to everyone in our hospital community.

Baystate Franklin Medical Center will add new physical space dedicated to surgical procedures, family convenience, and staff needs while renovating existing space to better align with the requirements of the various less-invasive procedures conducted each day in our hospital. In addition, we will utilize the most environmentally sustainable materials and systems as we design and build the new structure, including additional storage space and shelled space to grow into as the needs evolve and medical discover continues to offer new and greater possibilities.

With the support of our community we will build the new surgical suites that will offer greater flexibility and treatment options to our families and friends. We will continue to foster the sense of community we have long enjoyed.

We will promote our philosophy of KEEPING CARE LOCAL.

*A key success factor is having our team members from every area of expertise helping to make decisions in planning the space for the care of our patients.*

*"This building project will offer a new space to care for our patients through admission, surgery and recovery. As the building takes shape, we are excited to see the building of four new operating rooms, 20 new pre- and post-op bays, a new sterile processing department, and the renovation of our existing surgical space for the growing endoscopy practices in Franklin County. This project will 'right size' the surgical rooms to accommodate the equipment for high-tech surgical procedures. A key success factor is having our team members from every area of expertise helping to make decisions in planning the space for the care of our patients."*

**BEV POMEROY**

Assistant Director of Surgical Services  
Baystate Franklin Medical Center

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BAYSTATE FRANKLIN MEDICAL CENTER

**CAMPAIGN FOR  
KEEPING CARE LOCAL**

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[baystatehealth.org/bfmc](http://baystatehealth.org/bfmc)