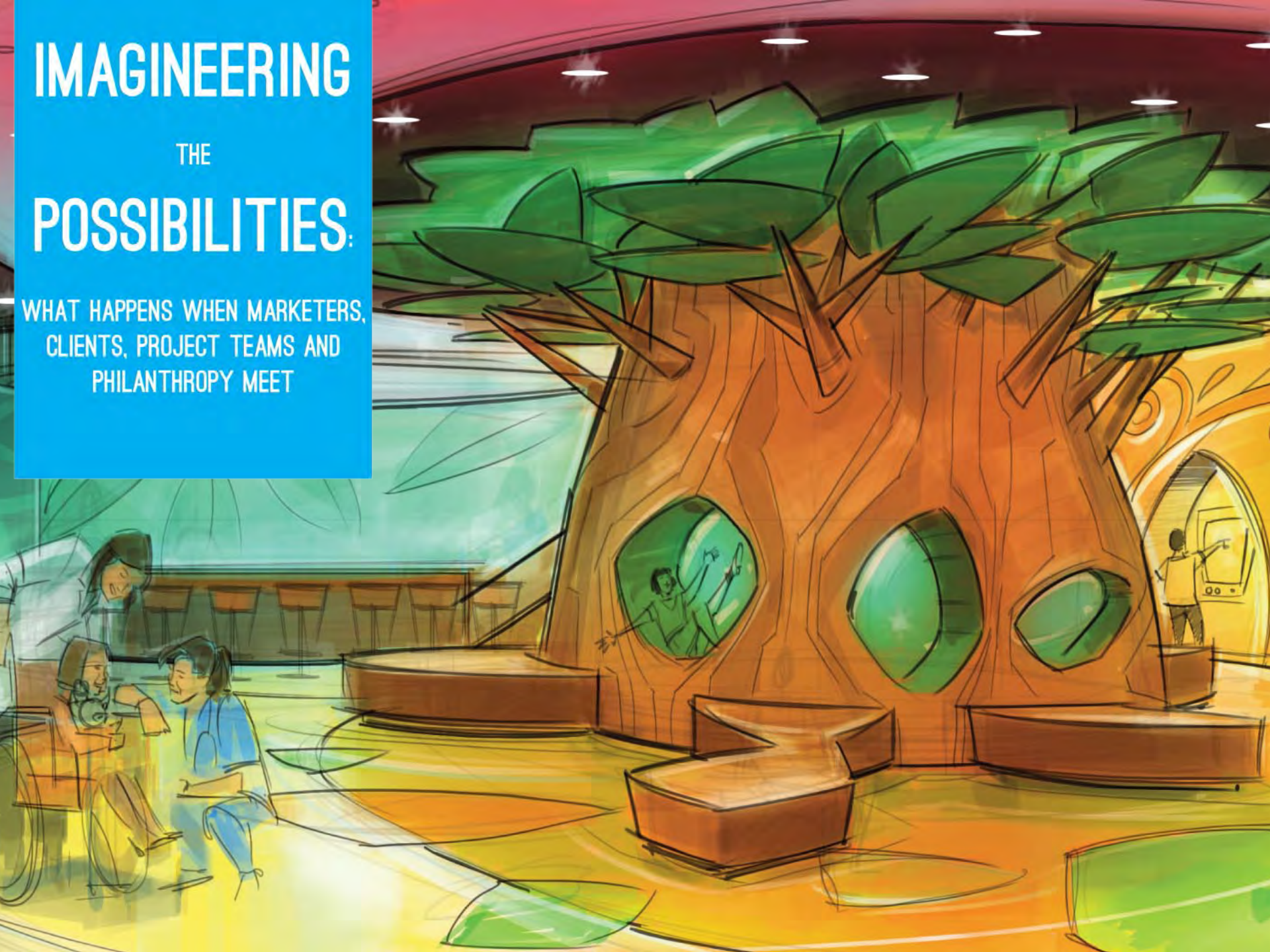


IMAGINEERING

THE

POSSIBILITIES:

WHAT HAPPENS WHEN MARKETERS,
CLIENTS, PROJECT TEAMS AND
PHILANTHROPY MEET



INTRO



MEET THE PANEL



Jane Albert
Baystate Health
@Baystate_Health



Dominic Gagnon
Baystate Health
@Baystate_Health



Derek Noble, AIA, LEED AP
Steffian Bradley Architects
@_SBACT



Samantha VanSchoick
Steffian Bradley Architects
@svschoick

MEET BAYSTATE HEALTH

Baystate Health

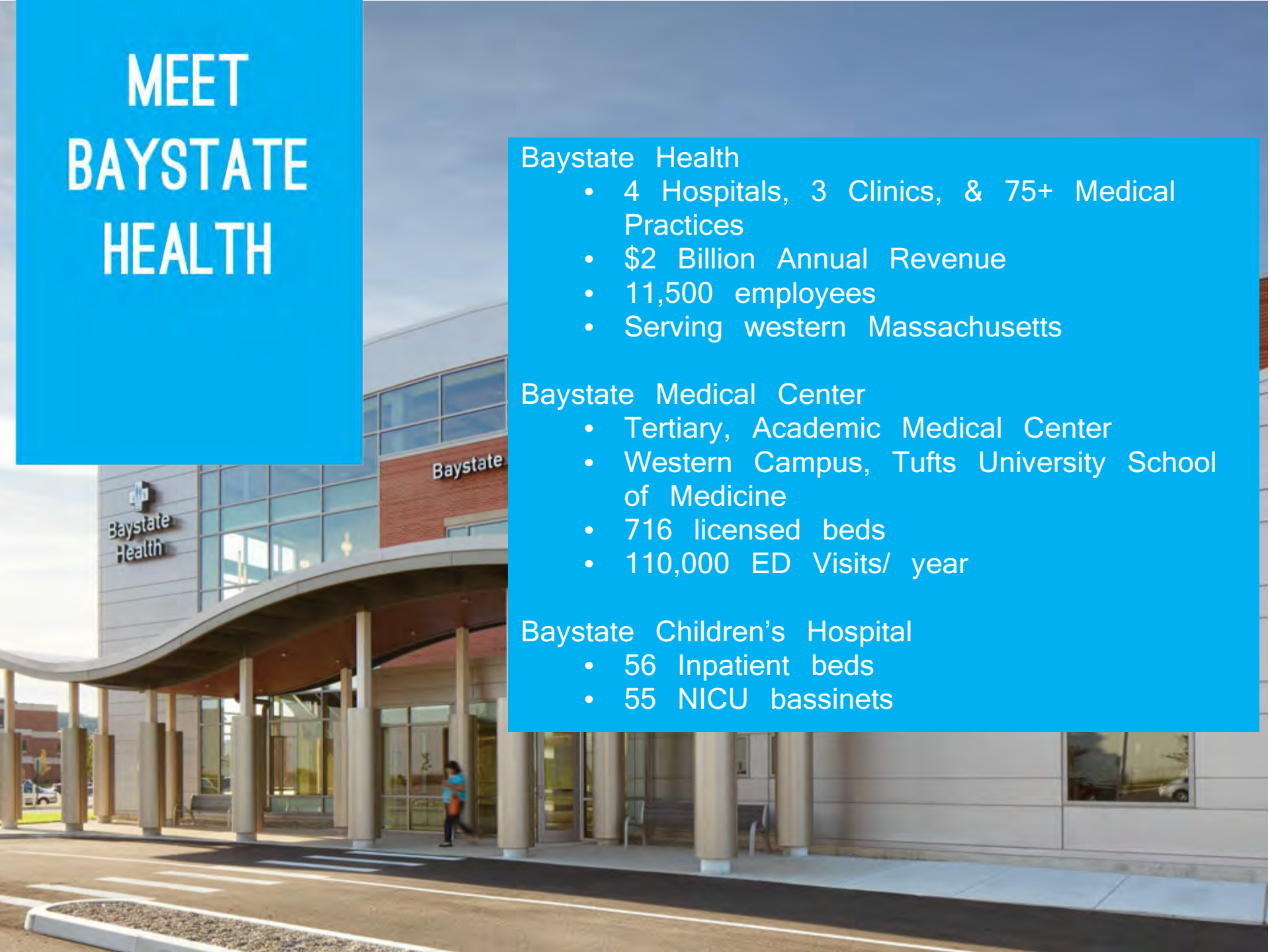
- 4 Hospitals, 3 Clinics, & 75+ Medical Practices
- \$2 Billion Annual Revenue
- 11,500 employees
- Serving western Massachusetts

Baystate Medical Center

- Tertiary, Academic Medical Center
- Western Campus, Tufts University School of Medicine
- 716 licensed beds
- 110,000 ED Visits/ year

Baystate Children's Hospital

- 56 Inpatient beds
- 55 NICU bassinets



HISTORY

OF THE

BRAND

What is the brand?

- The patient experience, which is linked to the experience of the design.
- Experiential design driven by consideration of moments between the patient and the space, between the caregivers and the space, and the emotions & memories these moments create.



HISTORY

OF THE

BRAND

Disney Imagineers

- The need to bring in an outside expert to challenge the Owner to think 'outside of the box'
- Be 'safe' while still exploring a new theme.

KIPP KIDDWELL

Supernatural Guiding Spirit of the Hospital

Not technically a Wellie,
Kipp's magic brought the
Wellies into existence
Mentor, Advisor,
Occasional Referee



Baystate Children's Hospital



TRIXIE THE PIXIE

She's the fearless daredevil of the air. Trixie is a spirited, acrobatic fairy with a mission to show you the best care is always being performed so you can be healthy and stay healthy!



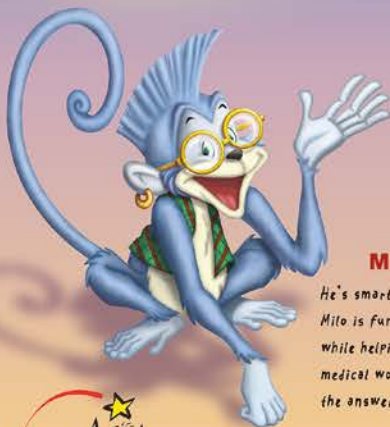
HUSH

The 'feel-better' bear who is everyone's best friend. Hush loves to hug you and all the kids because Hush knows a hug always helps!



Meet the

Wellies



MILO

He's smart like your doctors and nurses. Milo is funny and entertaining while helping you to understand the medical words that will find the answers to your questions!

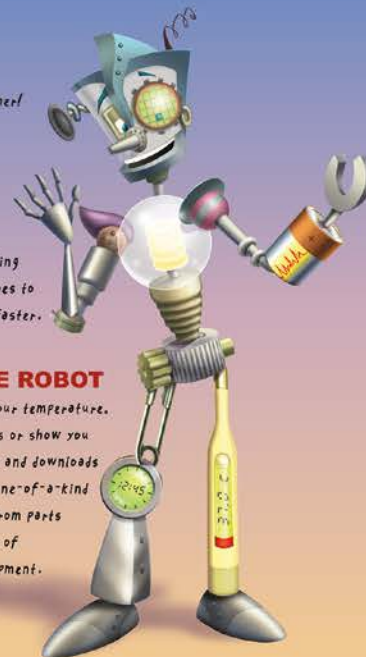


SKITTER

Blink and you'll miss her! Fun-loving Skitter flies at the speed of light to take you from tears to laughter with her fixing tricks. She may find something that no one else does to help you feel better faster.

ABBOTT THE ROBOT

Always ready to take your temperature, diagnose your illness or show you some of the best apps and downloads around, Abbott is a one-of-a-kind robot made up from parts and pieces of hospital equipment.



Baystate Children's Hospital



...and The Wellies are here to help you grow up healthy and happy!

GOALS

What the facility needed to be:

- Central Point of Care for 15 outpatient pediatric specialties
- 'One-stop shopping' of Medical Care
- Fit the branding of Baystate Children's Hospital
- Experiential design



THE LINK BETWEEN

DESIGN

&

PHILANTHROPY

NOT YOUR TYPICAL FUNDRAISING EFFORT...

Room	Philanthropy options	Estimate	Base bid
B	'Stick' wall mounted wall washers		Generic 2x4 lighting
B	100% Carpet		50/50 VCT/Carpet
	Interactive floor display	\$40,000	-
Reception Desk			
A	Reception desk design	\$10,000	reception desk - desk with plan only
	Back of desk wall with Wellies and Flowers on Parade		Gyp wall

Every philanthropy threshold released a new level of finish.

- Commitment to raise 1/3 of project costs.
- Running lists were kept to track these levels.
- Incentive for both sides of the table to work in tandem on philanthropy efforts.
 - SBA provided marketing support to the Foundation through the design of multi-media marketing materials: brochures, videos
- Partnered on tours with prospective donors.

THE LINK BETWEEN MARKETING & PHILANTHROPY

Marketing Promotes & Philanthropy Secures Commitment

Determining the differentiator

- First capital campaign for an outpatient facility

Strategies for Engagement

- Tours
- Print & Electronic material;
Social Media
- Opportunities for Sub consultants
 - Universal Electric, SBA, Pearson

Baystate Health Foundation



**SUPPORT OUR CAMPAIGN FOR
BAYSTATE CHILDREN'S HOSPITAL!**

Baystate Children's Hospital is the only accredited pediatric facility in western Massachusetts that provides full-service primary, specialty and critical care to children and young adults from birth through age 22. Each year we see more than 40,000 children who come to us to receive advanced, specialized medical care - for everything including preventive primary care to complex, life-saving surgeries; for asthma treatment and education to expert care for pediatric cancers.

While people most often think of our inpatient hospital beds when they see our name, this campaign is providing the perfect platform to educate our community on the many significant ways that Baystate Children's Hospital helps our kids heal, flourish and grow.

It is in the outpatient setting that families seek the support they need for their child's ongoing health needs, whether that might be a developmental/behavioral evaluation, support through our pediatric weight management program or a treatment plan to manage asthma.

Last year, our physicians and staff who provide care in the specialties that will move into the new Center saw over 27,000 patient visits. The Baystate Children's Specialty Center will provide much needed clinical space, foster care coordination and navigation, and build in important efficiencies, a huge priority in managing today's strained resources in healthcare.

Baystate Health Foundation is organizing an effort to raise \$1 million in philanthropic support from the community. Charitable contributions will help to finance one-third of the total project cost and underwrite the build out of an incredible facility design that you can preview inside this brochure.

We encourage you to take a tour of the new Specialty Center as plans come together to open its doors this fall.

Please consider a gift to the Baystate Children's Specialty Center Campaign and make an investment in the health of our children. They deserve the best.

FOR MORE INFORMATION CONTACT:
Jennifer L. Baril, CFRE, MBA
Major Gifts Officer

Baystate Health Foundation
280 Chestnut Street, 6th floor
Springfield, MA 01199
Office: 413-794-7734
Call 413-531-3641

ARCHITECT
sba
www.steffan.com



Help us Open the Doors to A New Era in Caring for Children and Families

Last year, Baystate Health pediatric specialists cared for over 27,000 children in our community. The opening of the Baystate Children's Specialty Center at 50 Wason Avenue in Springfield represents an iconic moment in the future of caring for children and families in western Massachusetts.

Featuring over 15 pediatric specialty services under one roof, the Specialty Center is designed to offer the best in care coordination, comfort, and convenience, with a healthy dose of fun thrown in as well.

Please help us reach our goal of raising \$1 million for this incredible project. Donors who commit \$5,000 or more can dedicate specific areas in the Specialty Center, and all gifts of \$1,000 and higher will be recognized on a beautiful donor wall in the main reception area. Pledges may be paid through December 2016. To make your gift to the campaign today and take a video tour, visit baystatehealth.org/bchspecialty or contact Jennifer Baril, Baystate Health Foundation Major Gift Officer at 413-794-7734.



**Baystate
Health Foundation**



**Baystate
Children's
Specialty Center**

50 Wason Avenue
Springfield, Massachusetts

SUCCESS

OF THE

PROJECT





DESIGN GOALS MET
PROJECT ON-TIME & ON-BUDGET



BSA DESIGN AWARD
WMAIA DESIGN AWARD
VISION DESIGN AWARD HONORABLE MENTION
FEATURED IN VARIOUS PRINT/ONLINE PUBLICATIONS:
HEALTHCARE DESIGN MAGAZINE, CODAWORXS, FLOOR
FOCUS & MORE

POSITIVE IMPACT OF ENVIRONMENT PATIENT & STAFF SATISFACTION SCORES





ABILITY TO LEVERAGE TECHNOLOGY



SUCCESSFUL ARCHITECTURAL BRANDING



STRENGTH OF PARTNERSHIPS:
PROJECT FOSTERED SO MUCH EXCITEMENT
THAT THE FOUNDATION WANTED TO INVEST
IN ANOTHER CHILDREN'S PROJECT, LEADING
TO THE CONSTRUCTION OF THE PLAYDECK.





**MARKETING SUPPORT FOR THIS PROJECT HAS LED TO
ADDITIONAL MARKETING SERVICES PROVIDED BY SBA**





THIS RECEIPT IS FROM
MAX CLASSIC
MADISON AND
OWEN GROUP
MOST

EXIT

Mohammed Ahmed, MD
Ear, Nose & Throat Surgeons of
Western New England
FieldEddy Insurance
Five Star Building Corporation
Lindsey Goodman, MD &
Helen Goodman, MD
Bernadette & Jan Piepul
Pilgrim Interiors
Mary Ellen & Roy Scott
Leslie & Patrick Sheehy
Nancy & Joseph Sklar
Mark & Noreen Tolosky
James & Kathleen Trask

*Thank you to all donors who
generous philanthropic support needed
for pediatric care in this children's
Baystate*

ABC Supply Co.
Babson Capital
Baronet Coffee
George & Judi Burch
Chatham-Beech Charitable
Foundation
The Colvest Group
Commercial Distributing Co.
First Niagara
Gengras BMW
of West Springfield
Screen & Robert Gerstle, MD
Allen & Barry Hirsch, MD
J.D. Rivet & Co.
Mark Keroack, MD
Laura Pinkston Koenigs, MD &
Kenneth Koenigs, MD
John Reese

Chris
Carol
Gar
Lisa
Chris
Kevin
The M
North
Yvonne
Arthur
Amy &
Smith &
Springf
St. Germ
Manag
Linda To
Hector &





Thank You!

