There is no better story in American medicine in the last quarter century than the amazing transformation of Johns Hopkins Bayview Medical Center from Baltimore City Hospitals into a vibrant academic medical center. Building on our rich history, which dates back to 1773, we continue our commitment to better the health of our community through innovation, compassionate care, education and research.
A CALL TO ACTION

Rising to the Challenge: The Campaign for Johns Hopkins will raise unprecedented levels of support to attract, sustain, and further empower the people of Johns Hopkins—our students, faculty, and researchers—who through their work improve the lives of millions around the world. Together with our philanthropic partners we will:

ADVANCE DISCOVERY AND CREATIVITY through support of our exceptional faculty and researchers. Their innovative work drives the development of new knowledge, new forms of expression, and new ways to save lives and improve health, and furthers progress across our core disciplines in science and technology, the humanities and arts, and public health and medicine.

ENRICH THE STUDENT EXPERIENCE by investing in scholarships and fellowships, inspirational spaces for collaborative learning and social opportunities, and new programs that will enhance student-faculty interactions, ensure diversity on campus, link learning in the classroom to life after graduation, and strengthen connections between our students and our surrounding communities.

SOLVE GLOBAL PROBLEMS AS ONE UNIVERSITY by creating new cross-disciplinary solutions in crucial areas such as sustaining global water resources, revitalizing America’s cities, advancing individualized health, understanding how we learn and teach, and attacking the root causes of global health problems.

Johns Hopkins Bayview Medical Center is committed to playing a key role in the success of the campaign. Please join us in this important mission.

JOHNS HOPKINS BAYVIEW: THERE IS NO BETTER STORY

There is no better story in American medicine than the amazing transformation over the last quarter century of Johns Hopkins Bayview Medical Center from Baltimore City Hospitals into a vibrant academic medical center. Since 1773, the hospital has provided clinical care to the neediest in Baltimore. Not only does that tradition continue, but the campus now serves as a major teaching, clinical and research facility of The Johns Hopkins University School of Medicine and the National Institutes of Health with almost $1B in annual economic activity.

Since Johns Hopkins acquired Baltimore City Hospitals in 1984, more than $600 million has been invested to transform and modernize the campus. This development has been coupled with an investment in the faculty, staff and culture that puts the patient, family and community first. With our focus on safety and service, we are positioning ourselves as a national leader for best practices and making ourselves a hospital of choice for our neighbors, as well as for patients regionally and nationally. We are committed to collaboration that bridges clinical care with teaching and research programs across disciplines and have developed unique models of care in Johns Hopkins Centers of Excellence, including the Burn Center, Women’s Center for Pelvic Health, Asthma & Allergy Center, and Memory and Alzheimer’s Treatment Center, to name a few. U.S. News & World Report top-ranked Geriatric Medicine and Rheumatology programs are also based on the campus.

Johns Hopkins Bayview Medical Center is not only an academic medical center, but also a community hospital with faculty, house officers and staff that provide an extensive network of community-based services to our neighbors. Medical Center events and activities include educational programs, community health screenings, and mobile health services, as well as partnerships with nearby religious congregations, schools, health care providers and community development organizations. We serve Baltimore City and Country communities that are economically, ethnically and culturally diverse—and we care for all people who come through our doors, regardless of their resources.
answering the call to meet the complex needs of our neighbors

In the 21st century, chronic diseases are epidemic, and serving the health needs of our neighbors means taking an appropriate approach to diagnosing and managing these conditions. In the United States, diseases such as heart disease, cancer, stroke, diabetes and obesity, are the leading causes of disability, and account for seven out of every ten deaths. Once considered to primarily affect older adults, many of these conditions—diabetes being a good example—are occurring in younger and younger individuals.

Children today are at risk, and unless they receive proactive care, many face less healthy and shorter lives than their parents. Socioeconomic and cultural factors within racial and ethnic minority groups in the United States also result in a disproportionately high burden of illnesses for many of our neighbors.

In addition, many patients in our community not only have multiple chronic conditions, but also mental health and substance abuse challenges. These latter conditions exacerbate their own needs and those of their families and caregivers. Care for these individuals involves more than simple provision of medical services, and must also ensure focus on addressing addiction and mental health needs.

We also recognize that all too often, responsibility for the day-to-day management of chronic diseases—monitoring complex symptoms, using medications correctly, implementing and then sustaining lifestyle modifications—rests largely on the individuals affected, many of whom lack the information, resources and support they need to be successful.

Healthy community partnership: engaging our neighbors to impact community health

To successfully address the challenges of chronic disease early, at all stages, and in a comprehensive manner, Johns Hopkins Bayview established the Healthy Community Partnership (HCP) in 2009. The intention of this outreach model is to provide a continuum of community-based care across generations.

Significant community involvement has informed the design of HCP programs. Leaders from the community, including local faith-based congregations in southeast Baltimore, and from Johns Hopkins Medicine have focused on incorporating the core values of diversity, inclusion, leadership and integrity into a partnership based upon the principles of dialogue, mutual education and respect.

This work is based on the book, Building Healthy Communities through Medical-Religious Partnerships, co-authored by Johns Hopkins Bayview president, Richard G. Bennett, M.D.

Through these programs, culturally sensitive information about chronic diseases is delivered by faculty, physicians, professional staff, house officers, and respected community leaders. Health screenings are offered in familiar, easy-to-access venues and at convenient times; and guidance on navigating the complex and often confusing array of medical services is provided. Lay Health Educator and Lay Health Advocate programs train and support volunteers.
to educate and also work on a one-to-one basis with the chronically ill. Targeted programs provide direct service and empower people to manage their own health: blood pressure screenings at senior centers and clubs, burn and heart disease prevention in area schools, and a free, bilingual mobile health unit to serve the growing Hispanic population of our community and others who experience barriers to health care. Other programs focus on chronic community health issues such as heart disease, lung disease, smoking, hypertension and obesity.

A major focus of our fund-raising in the coming decade will be ensuring that the hospital continues to meet the needs of our neighbors. We also want to develop our Healthy Community Partnership programs into a national model that supports a continuum of care and ensures that individuals across the country with diverse backgrounds, living in diverse communities, and with diverse needs receive high-quality and coordinated care for chronic diseases. Current use funds will support these efforts, and naming opportunities are envisioned for the Program Director and targeted initiatives.

To create this national model, Johns Hopkins Bayview proposes to centralize and network the community-based programs of the HCP within a newly established Center for Community Health Education and Engagement. A multidisciplinary, collaborative initiative of the Medical Center, medical house staff, medical divisions, and Baltimore community, this Center will first focus on: (1) defining and developing a “best practice” continuum of care for chronic illness management in the community setting, and (2) designing and implementing an educational program through engagement of community leaders that prepares patients to effectively participate as critical members of their own health care teams.

SUPPORTING OUR HEALTHY COMMUNITY PARTNERSHIP PROGRAMS
A major focus of our fund-raising in the coming decade will be ensuring that the hospital continues to meet the needs of our neighbors. We also want to develop our Healthy Community Partnership programs into a national model that supports a continuum of care and ensures that individuals across the country with diverse backgrounds, living in diverse communities, and with diverse needs receive high-quality and coordinated care for chronic diseases. Current use funds will support these efforts, and naming opportunities are envisioned for the Program Director and targeted initiatives.

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Locally, the Healthy Community Partnership Program plays a vital role in empowering people to manage their own health through the training of lay health educators and lay health advocates. Programs focus on chronic community health issues, such as heart disease, lung disease, smoking, hypertension and obesity. Our goal is to develop our program into a national model that supports a continuum of care and ensures that individuals across the country with diverse backgrounds, living in diverse communities, and with diverse needs receive high-quality and coordinated care for chronic diseases.
Providing the Safest Care

Even as we broaden our services and programs, patient safety remains our number one priority. The staff and physicians at Johns Hopkins Bayview desire to lead the nation in identifying and establishing the safest clinical practices. To advance this goal, the Medical Center established the Johns Hopkins Bayview Safety Advisory Board in 2010. The Safety Advisory Board, comprised of leaders in the community, provides guidance and advice for the development of the Medical Center’s patient safety goals, and helps raise awareness for patient safety initiatives, including establishing and supporting goals for philanthropic foundation and research for the Johns Hopkins Bayview Vision for Patient Safety. Through innovation, we are committed to reducing medical errors, improving care and eliminating harm. Along with our Safety Advisory Board, patient safety nurses and our quality and safety departments, every employee is dedicated to eliminating opportunities for medical errors through a combination of technology, safety education and refinement of monitoring protocols.

Supporting Our Safety Programs

To address this vision, current use funds will be raised to support Safety Advisory Board initiatives. Recent funded projects have spurred new pilot programs across disciplines and engaged nurses, pharmacists and respiratory therapists, as well as faculty and medical trainees, to consider new ways of ensuring safety; have provided travel funding to support dissemination of best practices nationally; and will fund interdepartmental programs to prevent device-associated pressure ulcers.

Growing with Our Community

Johns Hopkins Bayview plays a vital role in the Baltimore community. It is therefore, critical to ensure the Medical Center’s ongoing competitiveness and viability. Currently, we care for patients in a building that opened in the 1990s which has semi-private rooms. The need to ensure patient privacy and further reduce nosocomial infection risk compels us to plan a second inpatient building with all single-occupancy rooms, including space for families who wish to stay with a loved one. At a total projected cost of $240 million dollars, the scale of this project is immense—so, too, will be its impact.

The new inpatient building will sustain clinical and academic operations in coming decades and will allow our outstanding physicians and clinical teams to meet the health care needs of our patients and community in the 21st century. It will be contain 172 patient rooms (including a new NICU and obstetrical services unit), four new operating rooms, an additional 12,000 square feet of emergency department expansion and will be home to our services for Neurosciences, Surgery, Orthopedics and Neurology Critical Care. Finally, we plan to modernize the Johns Hopkins Burn Center with the construction of a new Burn Intensive Care Unit, including dedicated operating rooms for burn patients.

Far more than just a new building, it is envisioned that it will also serve multiple dynamic functions, among them:
• providing a rallying point for recruitment and retention of faculty and staff, with the added strength of exceptional and committed individuals allowing the Johns Hopkins Bayview campus to further enhance its stature as a leading academic medical center;
• improving patient safety, through establishment of an environment that exemplifies quality of care and excellence in service; and,
• increasing clinical capacity, so as to accommodate the current and projected growth in demand for our services, especially surgical and ambulatory care.

Through innovation, we are committed to reducing medical errors, improving care and eliminating harm. Along with our Safety Advisory Board, patient safety nurses and our quality and safety departments, every employee is dedicated to eliminating opportunities for medical errors through a combination of technology, safety education and refinement of monitoring protocols.

Centers of Excellence on the Johns Hopkins Bayview Campus

• Johns Hopkins Center for Bariatic Surgery
• Johns Hopkins Women’s Center for Pelvic Health
• Johns Hopkins Burn Center
• Johns Hopkins Women’s Cardiovascular Health Center
• Johns Hopkins Asthma & Allergy Center
• Jerome L. Greene Sjogren’s Syndrome Center
• Johns Hopkins Metabolic Bone Center
• Johns Hopkins Memory and Alzheimer’s Treatment Center
• Johns Hopkins Headache Center
• Johns Hopkins Myositis Center
• Johns Hopkins Sleep Disorders Center
• Johns Hopkins Thoracic Oncology Program
• Johns Hopkins Division of Geriatric Medicine and Gerontology
• Johns Hopkins Division of Rheumatology
RISING TO THE CHALLENGE

WHY SUPPORT JOHNS HOPKINS BAYVIEW?

ALREADY STRONG, JOHNS HOPKINS BAYVIEW IS ON THE RISE. With more than $500 million in annual operating revenue, Johns Hopkins Bayview Medical Center is the fourth largest hospital in Maryland, and has experienced consistent growth over the past decade. Annually, Johns Hopkins Bayview provides 21,000 inpatient admissions, 1,200 admissions for chronic/long-term care, 10,000 surgeries, 60,000 emergency department visits, 1,700 births, and 400,000 visits in our outpatient medical practices including mental health and addictions services. The hospital has over 500 beds; its recent increase in acute inpatient licensed beds, from 306 in 2000 to 348 in 2011, was one of the largest increases of any hospital in Maryland.

JOHNS HOPKINS BAYVIEW IS AN INTEGRAL COMPONENT OF JOHNS HOPKINS MEDICINE. The name, Johns Hopkins, is equated with excellence. As a patient, there is no better place in the world to come for treatment. For twenty one years, U.S. News & World Report consistently ranked Johns Hopkins Hospital #1 in the country. The Hopkins name attracts the best and brightest medical students, residents, fellows and faculty, many of whom provide patient care and participate in research at Johns Hopkins Bayview. Philanthropic gifts will leverage substantial institutional commitment. To meet the increasing needs of our community, in 2014 Johns Hopkins Health System plans to open a $40 million expanded emergency department at Johns Hopkins Bayview, followed by a new $23 million oncology facility for a Center of Excellence in Thoracic Oncology, which will move teaching, research and clinical programs focused on lung cancer from the Johns Hopkins Hospital to the Johns Hopkins Bayview campus. Plans for expansion on the Johns Hopkins Bayview campus, including construction of the new inpatient building, are part of a ten-year, $300 million, Master Plan which Hopkins leadership presented to the Baltimore City Urban Design and Architecture Review Panel in December 2011. Working with Johns Hopkins Medicine leaders, $70 million will need to be raised to achieve this campus vision.

NAMING OPPORTUNITIES ABOUND. Development on the Johns Hopkins Bayview campus, including the new inpatient building, opens up numerous naming opportunities for individuals seeking to make strategic donations. Floors of the inpatient building, suites, and other “bricks and mortar” components, as well as clinical and research programs, can bear a donor or family name.

THE ROLE OF PHILANTHROPY Serving the community’s health care needs is a value-based mission, one not typically covered by federal research grants or other funding sources available to academic medical centers. Philanthropy has always played an essential role in this domain, in part out of necessity, but also because philanthropists understand the very real impact that their dollars can have on countless lives for decades. Whether gifts are monumental or modest, philanthropists share our commitment to providing excellent and appropriate medical care to members of our community, young and old, with their varied, complex and long-term needs, and regardless of demographic or other characteristics. Philanthropic gifts sustained Johns Hopkins Bayview in its earliest days when it was founded to serve Baltimore’s poorest, and will sustain us in the future as we continue to help our neighbors.

MAKING A DIFFERENCE Today, with the growing impact of the Healthy Community Partnership throughout all medicine divisions, a commitment to providing the safest care and with long-term planning underway for a new inpatient building on the Johns Hopkins Bayview campus, there are now, more than ever before, unprecedented opportunities to make a philanthropic difference. No gift is too small or too large. For generous individuals with heart and vision, Johns Hopkins Bayview can promise that dollars contributed will translate directly into people served, health and well-being improved, quality of life enhanced and lives saved.

JOHNS HOPKINS BAYVIEW MEDICAL CENTER

WHAT WILL IT TAKE?*

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<th>PRIORITY</th>
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*NOT INCLUDED IN THE MEDICAL CENTER’S GOAL IS THE $70 MILLION OF SUPPORT THAT WILL BE NEEDED FOR THE NEXT PHASE OF CAMPUS MODERNIZATION. THESE FUNDS WILL BE RAISED BROADLY ACROSS ALL JOHNS HOPKINS SCHOOL OF MEDICINE DEPARTMENTS, AND ARE A CRITICAL FUND-RAISING GOAL FOR ALL JOHNS HOPKINS MEDICINE LEADERS.