



Your gift will help enhance and expand critical care for patients in our community and beyond

Asante is here to save lives. As seen throughout the pandemic, our nurses and medical staff are second-to-none when it comes caring for the most vulnerable and sick patients. Asante is the regional referral hospital, covering nine counties and serving over 600,000 people. That means anyone who experiences things like serious car accidents, heart attacks and aneurysms will come to Asante Rogue Regional Medical Center for care. These patients deserve to be cared for close to home, but often that isn't the case. Due to demand for critical care beds, Asante must divert patients to other hospitals in-state, causing distress for both patients and their family members. Back-ups also cause delays in the Emergency Department (ED) because patients who need to be admitted must stay in the ED until a bed becomes available.

In addition to capacity issues, existing critical care rooms are small, making it difficult for care providers and equipment to move freely around a patient. **Asante needs to enhance its facilities and increase capacity in order to take care of the community as it grows. *You can help.***

Building for the future

The new, six-story patient pavilion on the Asante Rogue Regional campus will be home to 64 critical care beds on the third and fourth floors of the facility—a 45% increase in capacity. All of the rooms will be standardized to take care of the most critically ill patients, with new technology and increased square footage. All rooms are designed to have either positive or negative pressure to keep harmful germs away from immunocompromised patients and stay in the room of an infected patient.

Physical space enhancements

The new critical care areas include:

- 64 rooms (24 CCU, 16 IMCU and 24 ICU), compared to 44 beds currently



The new critical care beds will be housed on the third and fourth floors of the patient pavilion.

- Each room is 350 square feet, allowing for adequate room for the patient, equipment and care providers
- “Neighborhoods of care” allow nurses to have direct line of sight on patients without leaving room doors open, providing patients privacy when they need it
- A calming atmosphere to help comfort patients while they’re fighting for their lives
- Private bathrooms and showers
- Increased space for families to visit, and for doctors to have private consultations about their loved one’s health
- Four designated isolation rooms in each department, with the capability for every room to be converted, if needed (i.e. COVID-19 infections or other infectious diseases)

Local economy

The patient pavilion will attract new talent to fill clinical and support roles. Human Resources estimates that 200 new positions will open for physicians, nurses, housekeepers, technicians and dietitians, among others. The economic impact to the region is tremendous from point of construction and recruitment efforts, to the growth in real estate and local consumer goods when establishing a new life in Southern Oregon.

Why individual support is important

To build a new facility of this size and scale, and create new space for critically ill patients, private support will make this plan a reality. Our goal is to raise at least \$32 million for construction of the pavilion. In addition to patient benefits and personal satisfaction, there are attractive gift and naming opportunities associated with leadership gifts. ***It will take visionary partners like you who have passion for a healthy community to make this a reality.***

A critical moment

Imagine you wake up today in the ICU at Asante Rogue Regional. A car wreck almost ended your life. After the traumatic accident and extensive surgical procedures, your body is struggling to heal. Nurses keep you under constant watch. So does your support person - your loved one - who has been sitting vigil for days with little thought to their comfort.

From your bed, you hear a medical team springing into action to revive someone in cardiac arrest in the cramped space of the room next door. If you could see down the hall, to a temporary COVID ward, you would see respiratory therapists donning PPE to treat a frantic patient struggling for breath. Instead you see a glimpse of the outdoors – your room is one of the few with a window. This is the state of the ICU today.

The most difficult moments in your life may take place in the ICU. Your fight shouldn’t be made harder by an inadequate space. ***Today, your gift can help build a state-of-the art critical care unit, with the capacity, technology and comforts that make a difference, when life is on the line.***

Learn more about this initiative and the AsanteForward campaign at:
asantefoundation.org/campaign.

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