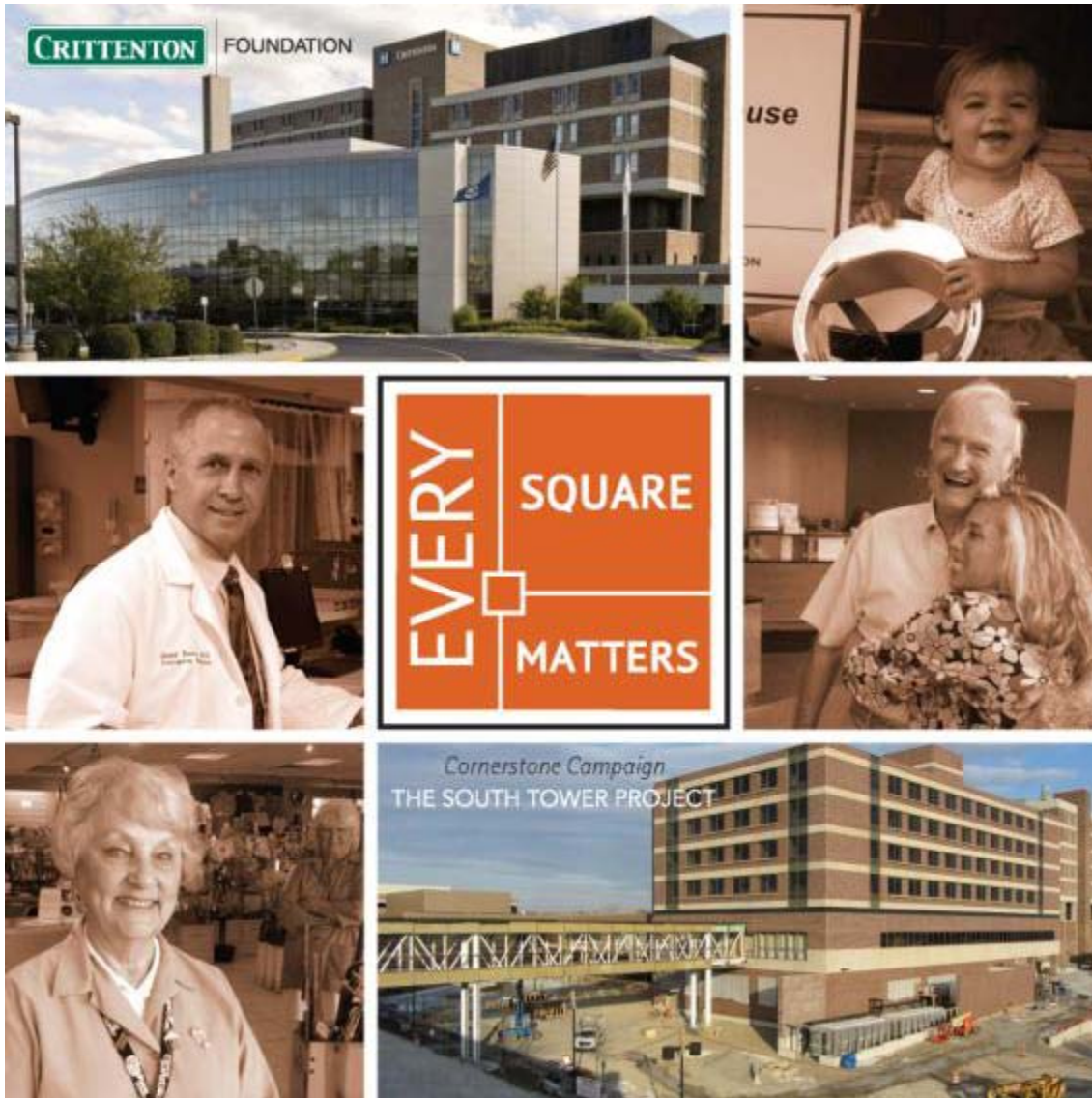


Crittenton Hospital Medical Center Foundation

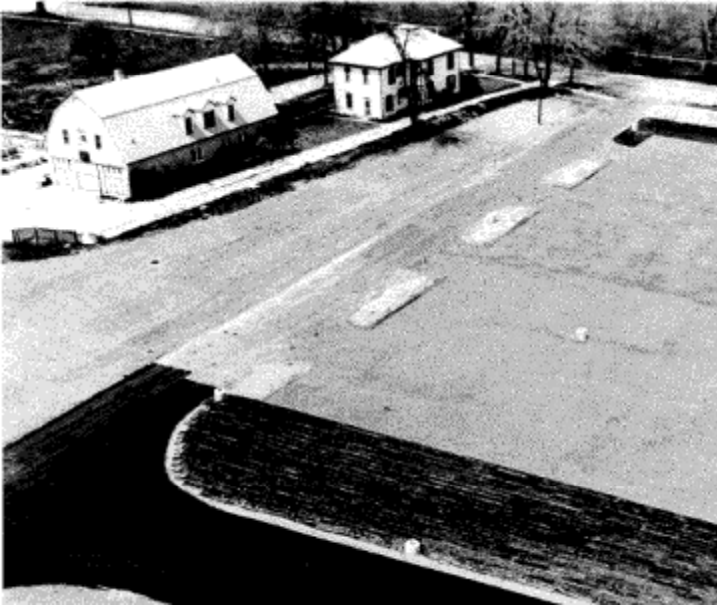


***Every Square
Matters Campaign:***

**Rochester Hills
City Council**

June 10, 2013

Crittenton's First Capital Campaign



- McGregor Family donated their own land to build Crittenton in the 1960's
- Campaign lead by local businessman, Howard McGregor, Jr
- Outreach of Crittenton General in Detroit to serve the rural community of Rochester



Crittenton's First Capital Campaign



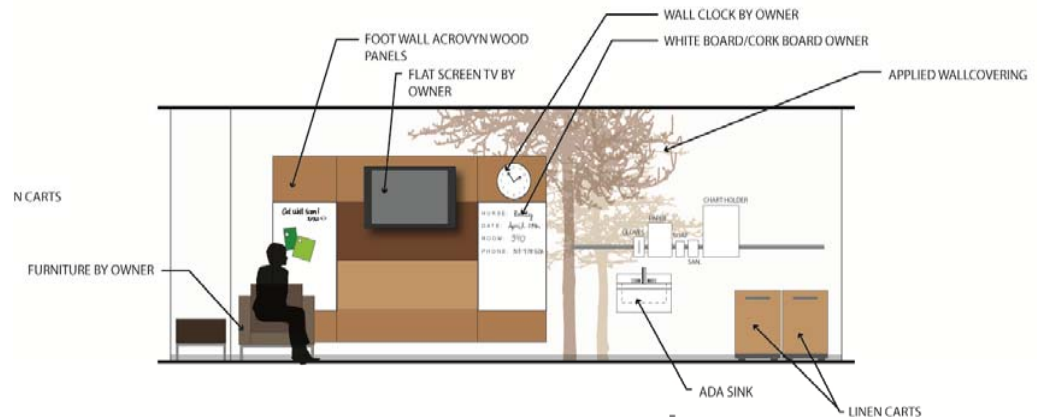
- McGregor's Campaign included local schools, businesses, civic organizations and members of the community
- Together, our community raised over \$1M
- Employees from McGregor's company at National Twist Drill, donated a portion of their salary through payroll deductions



Crittenton's South Tower Benefits



- 87 private patient rooms with smart room technology
- Innovative stations for training and clinical instruction for nursing students from Rochester College and Oakland University
- A center for Wayne State University's School of Medicine graduate residents



CRITTENTON FOUNDATION

Crittenton's South Tower Benefits



- Floor for cardiac medicine, in partnership with the open-heart program at the University of Michigan
- Floor for orthopedic, joint and spine medicine
- Pharmacy with error-reducing, bar code scan system



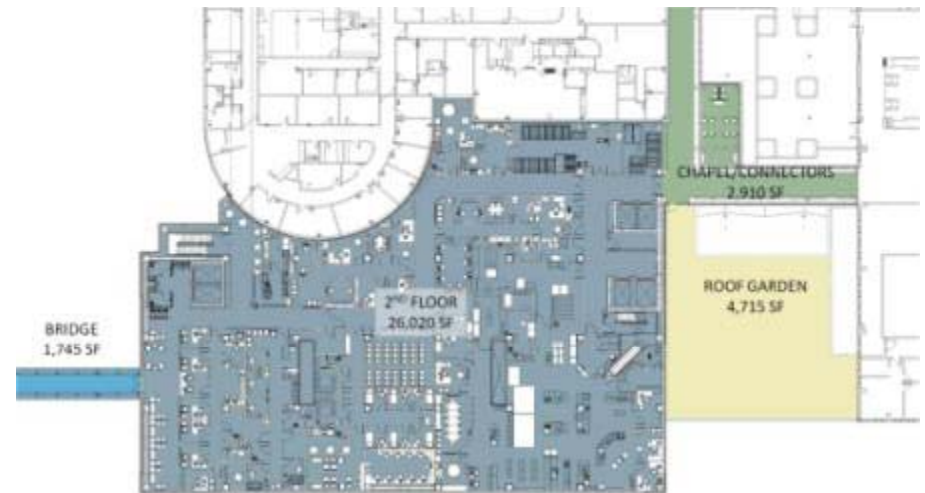
In partnership with



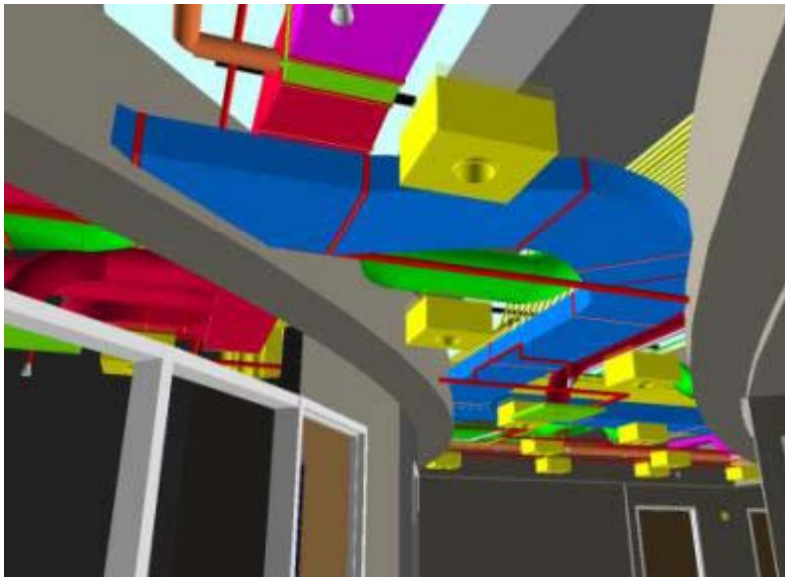
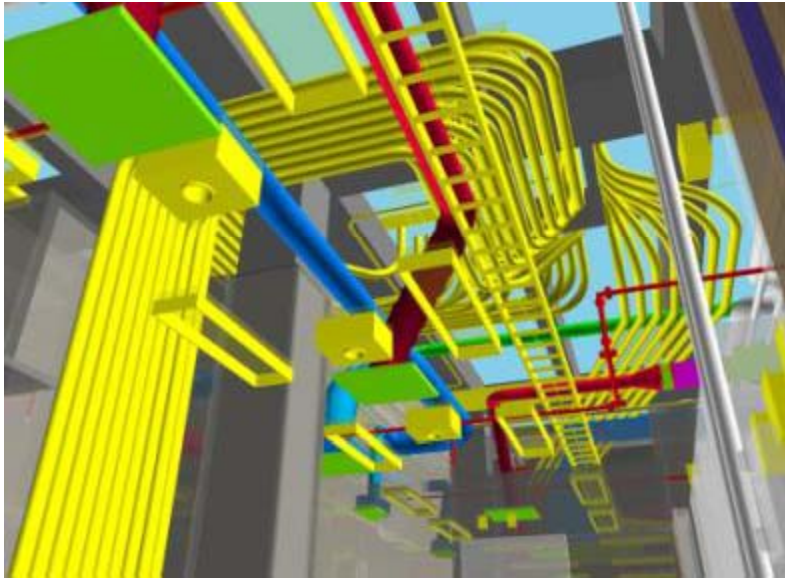
Crittenton's South Tower Benefits



- A *Sanctuary* to promote caring for mind, body and spirit
- A rooftop healing garden
- An environmentally, friendly structure using energy efficient systems and recycled materials



Crittenton's Innovative Construction



- *Integrated Project Delivery (IPD)*, a collaborative practice drawing the architect, builders and key subcontractors in from project's inception = One contract, one team
- Only \$300 per square foot. Lower than area healthcare average of \$500 per square foot
- Fiscal responsibility demonstrates good stewardship to our community
- Building project is being endorsed as best practice endorsement by Governor Rick Snyder
- One of the first *IPD* healthcare projects of significant size in Michigan

Every Square Matters Campaign

\$300
It costs \$300 a square foot to build the new tower

87
Six-Story tower creating 87 private patient rooms

300
300 Square Feet in a Patient Room

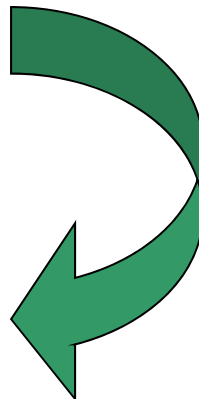
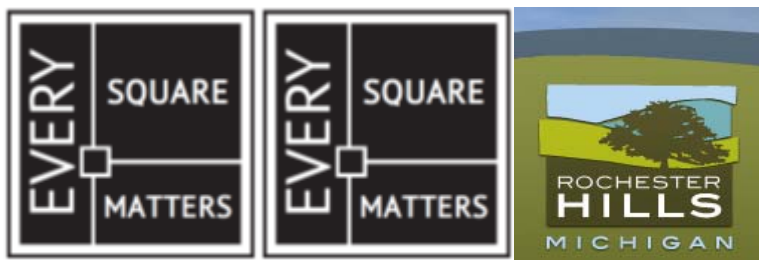
165,000 Square Feet in the Tower
165

1
One Square Matters

Visit www.crittenton.com/squarefoot or call 248.652.5345 for more information on how you can make a difference with just one square foot.

- *Every Square Matters*: You can make a difference by donating one square foot
- Each square foot donation is \$300
- Allows everyone to “own” a square foot of our community hospital
- Requesting Rochester Hills City Council members to invest in Crittenton by donating a square foot of the new tower

***Every square matters. You matter.
Make a difference!***



www.crittenton.com/squarefoot

EVERY SQUARE MATTERS
Cornerstone Campaign
THE SOUTH TOWER PROJECT

CRITTENTON FOUNDATION

We invested because Every Square Matters. Close

Frank J. DeLaura

Mellon Pries, PC

Pat & Phil Gerwert

Sharon L. Watton
In memory of John

Tom & Judi Petterson

Jennifer Jostock

Paul & Barbara Cenko
In honor of our children, Lauren & Kathryn

Michael & Karen Sweeney
In Honor of Mr. & Mrs. Brian Sweeney, Mr. & Mrs. Michael Schomaker

Anthony J. Nehra, MD
In honor of Carlene S. Nehra

165,000 Square Feet in the Tower

165

Donate Now

Do Help community now and for the future.

- Square foot donors photo or name on Crittenton web site virtual donor wall
- Recognition on signage at the Tower Grand Opening and throughout the hospital
- Who's life will your square save?

EVERY SQUARE MATTERS

CRITTENTON FOUNDATION

51%

165,000 Square Feet in the Tower

165

Donate Now

Do you have a square?
Help ensure the best patient care for our community now and for the future.

CRITTENTON FOUNDATION

Value Proposition for City of Rochester Hills



- Largest recent building project in the City of Rochester Hills
- Access to private rooms for our families, neighbors, employees and community
- Rochester Hills City Council and city employees hard hat tour
- Tower Grand Opening Ceremony
- Recognition and signage on our virtual donor wall and in the hospital
- Access to health education seminars, resources and events at Crittenton



Partnership Promotion & Strategy



- Donors highlighted in *Wellspring* publication, mailed to 140,000 households and *CrittentonTimes*, an internal publication
- Partners promoted on hospital signage, digital patient screens, I-75 billboard, social media, press releases, web site and eBlasts
- As leaders, City Council participation will inspire others to invest in Crittenton, ensuring good health care in our community for the future

