a grand opening
and Sick Kids Can’t Wait celebration

Featuring our new:
Imaging Pavilion
Level IV Neonatal Intensive Care Unit
Universal Care Unit

AMERICAN FAMILY CHILDREN’S HOSPITAL
APRIL 25, 2014
Welcome!

On behalf of the entire leadership team of UW Hospital and Clinics and American Family Children's Hospital, we want to thank the community of donors who have made it possible for us to meet the increasing needs of sick children and their families. The 8,000 generous donors who have supported the hospital in the Sick Kids Can’t Wait campaign have helped American Family Children’s Hospital expand to meet the need and become one of the best children’s hospitals in the nation.

We have a tremendous team of physicians and staff caring for children and helping families through their healthcare journey. The demands for our services have continued to grow and there have been many days when American Family Children’s Hospital was completely full. The opening of the new 14-bed Level IV Neonatal Intensive Care Unit (NICU) and 12-bed Universal Care Unit will provide the space needed to meet the growing demand for care with the latest technology and equipment needed to heal the sickest, most vulnerable infants, toddlers, and children.

We want to thank everyone who helped make this expansion possible. The demand is great and we are pleased to be able to care for those who need us because of the partners and supporters who have joined us in this mission.

Thank you!

Donna Katen-Bahensky
President and CEO
UW Hospitals and Clinics

Jeff Poltawsky
Vice President
American Family Children’s Hospital
THANK YOU FROM
The Development Partners Advisory Board

In 2007, we joined together to celebrate the opening of a very special place – American Family Children’s Hospital – dedicated to caring for sick children and supporting their families. In 2012, forged by the increasing number of children needing the hospital’s care, we launched the Sick Kid’s Can’t Wait campaign to support the expansion of the hospital.

While the challenges of the economy made the timing of the Sick Kid’s Can’t Wait campaign less than ideal, the needs of sick children far outweighed the concerns.

As we hoped and believed, the community joined together once again in support of our children and made the expansion of American Family Children’s Hospital possible.

It has been our honor to lead the Advisory Board and work with a tremendous group of volunteers dedicated to helping support the American Family Children’s Hospital. To the members of the board, the care providers who had the vision, each trade person who took great pride in expanding the hospital, and ultimately to the generous members of the community who dedicated the philanthropy needed to complete the expansion, we share our gratitude. It gives us great pride as members of this community and joy as partners in this effort, to ensure that the most vulnerable among us, sick children, receive the best care possible in their time of need.

It is a pleasure to celebrate the expansion of this pediatric jewel with all of you who truly made it possible.

Thank you!

John Flad    Rich Lynch
Co-Chairs, American Family Children’s Hospital Advisory Board
Development Partners Advisory Board Members

A SPECIAL MESSAGE FROM
Cindy Crawford and Mike and Jessica McCarthy
Sick Kids Can’t Wait Campaign Honorary Co-Chairs

American Family Children’s Hospital is a very special place. Each time I visit Madison, I am reminded again of the amazing care that children in the community receive at this hospital. I have been delighted to be an honorary co-chair of the Sick Kids Can’t Wait Campaign and so excited to see how the community came together in support of the needs of its children. Thank you and congratulations!

– Cindy Crawford

We are glad to be part of the AFCH team of leaders and donors dedicated to caring for sick kids. This is an immensely important mission and Jessica and I have been proud to serve with Cindy Crawford as honorary co-chairs of the campaign. We are excited to celebrate the success of the campaign and more importantly, to know that our work will benefit countless children and families for years to come.

– Mike and Jessica McCarthy
THREE REASONS WHY Sick Kids Can’t Wait

A NICU FOR LITTLE ONES LIKE CREW

The new 14-bed Level IV Neonatal Intensive Care Unit (NICU) was built to ensure that very sick babies such as Crew Welsh have access to the very highest, most complex level of neonatal care in the region, all while providing maximum comfort to the baby and family.

Sarah and Isaak Welsh of Evansville, Wisconsin could hardly believe their ears when they first learned the news about their little baby son, Crew. Suddenly, it seemed, the joy of giving birth to their second child began to feel like a much heavier burden.

“Crew was born six weeks early with a very rare condition called VACTERL Syndrome,” said Sarah. “His medical challenges are so complex that each letter in the word ‘VACTERL’ actually stands for a separate body system that is affected.”

Most pressing for Crew’s ability to survive was his incorrectly formed esophagus. The upper and lower parts were disconnected from one another, so he could not eat or drink. It also caused him to choke and struggle while breathing.

Crew would have the first of more than 20 surgeries and procedures when he was only 12 hours old. He would not leave the hospital for eight months.

“For about 11 weeks of his stay,” Sarah said, “Crew was on a ventilator and it was so hard for me as his mother to not even be able to hold him. On several occasions, we were told that Crew could die. We prayed day and night throughout this long ordeal, and thankfully, our little boy finally started getting better.”

At eight months of age, Crew was healthy enough to get his esophagus fixed.

“That surgery was the longest seven hours of my life,” said Sarah, “but I will never forget the smiling faces of Crew’s surgeons when they came out and told us it was a success. I joke with my husband that they were my heroes, but it’s no joke, because they saved our little boy.” The Welshes have been in and out of the hospital many times, but as Sarah says, each surgery is one step closer to his last.

Dr. Dan Ostlie, Crew’s primary surgeon, knew exactly how to put Sarah at ease before one of Crew’s recent operations. “Don’t worry,” he told Sarah, “I will treat him as if he was my own son lying on the table.”

Crew turned one year old in February and is doing well, as if he was my own son lying on the table.”

“About six weeks in the hospital went by before her fever subsided and we knew she would come around.”

“After weeks of undergoing nearly every medical test imaginable, Camryn was finally diagnosed with a rare streptococcal infection in her abdomen that triggered septic shock syndrome. Her body’s vital organs nearly shut down completely.”

“Camryn’s body underwent many chemical reactions, causing infection-fighting cells to also attack her kidneys, lungs and digestive system,” says UW Health Pediatric Critical Care Nurse Practitioner Lynne Sears, RN, MS.

AN IMAGING PAVILION FOR KIDS LIKE MARISSA

Since the opening of the Pediatric Imaging Pavilion in January 2014, patients such as Marissa Fenske have procedures such as MRI, ultrasound and fluoroscopy done in a safe, child-friendly environment.

Four-year-old Marissa Fenske knows she is in a more comfortable environment when having procedures in the new Imaging Pavilion. Not long after the Pavilion opened in January, Marissa needed her feeding tube changed – a process that shows movement of fluids in the body.

“Feeding tube changes have not always been that easy for Marissa, but the first one she had in the new Imaging Pavilion went very smoothly,” says UW Health Pediatric Critical Care Nurse Practitioner Lynne Sears, RN, MS.

“About six weeks in the hospital went by before her fever subsided and we knew she would come around.”

“About six weeks in the hospital went by before her fever subsided and we knew she would come around.”

“We are so grateful for everything that was done to save Camryn,” says her mother, Jen Engebretson of Lyndon Station, Wisconsin. “Now, even more kids like our daughter will be able to receive the same amazing care that she did.”

A UNIVERSAL CARE UNIT FOR KIDS LIKE CAMRYN

This 12-bed Universal Care Unit is the new home for patients whose care needs are more complex than those in a typical general care unit, but not as acute as intensive care unit patients. Camryn Porter is the type of patient we will care for on this unit, which will focus closely on the family’s transition from the hospital to home.

Just days after Christmas 2010, a perfectly healthy Camryn Porter suddenly became acutely ill with no apparent cause. Her abdomen began swelling with fluid as she went into a coma-like state for several weeks, unable to breathe, speak or eat on her own.

After weeks of undergoing nearly every medical test imaginable, Camryn was finally diagnosed with a rare streptococcal infection in her abdomen that triggered septic shock syndrome. Her body’s vital organs nearly shut down completely.

“Camryn’s body underwent many chemical reactions, causing infection-fighting cells to also attack her kidneys, lungs and digestive system,” says UW Health Pediatric Critical Care Nurse Practitioner Lynne Sears, RN, MS.

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“We are so grateful for everything that was done to save Camryn,” says her mother, Jen Engebretson of Lyndon Station, Wisconsin. “Now, even more kids like our daughter will be able to receive the same amazing care that she did.”

Incorporates the use of new equipment that emits up to 60% less radiation than is used in conventional facilities.

American Family Children’s Hospital is also the first in the world to use brand new ultra-low dose radiation-emitting equipment for patients needing invasive cardiac or neurological X-ray procedures.
Pediatric Imaging Pavilion
First Floor

Our Imaging Pavilion, which opened in January 2014, provides a safe, calm, child-friendly environment for children during invasive, life-saving procedures and imaging tests. The American Family Children's Hospital theme of "All Things Wisconsin" extends through the space in its Wisconsin State parks and forests theme.

The pediatric imaging services are for children who require X-ray/imaging procedures, including MRI (Magnetic Resonance Imaging), ultrasound, fluoroscopy and, in the near future, PET/CT scans. Instead of being taken to the adult UW Hospital for these procedures and tests, children now come to a suite that is exclusively designed for pediatric patients and their families.

American Family Children's Hospital is especially proud to be the first pediatric medical center in the world to use a new piece of X-ray equipment that reduces exposure to radiation during invasive cardiac, radiologic and neuroendovascular procedures.

Welcome to the Newly Expanded American Family Children’s Hospital

Level IV Neonatal Intensive Care Unit
Eighth Floor, North Side

The brand new, 14-bed, state-of-the-art Level IV Neonatal Intensive Care Unit (NICU) will be opening for patients in May 2014. One of only two Level IV NICUs in the state, this unit will provide services to premature and full-term neonatal infants requiring complex surgical interventions and/or subspecialty medical care found within a comprehensive children's hospital. Typically, such babies are born with multiple medical conditions or may require immediate surgery to survive.

Complementing the world-class care provided by UW Health neonatology physicians, nurses and staff, the Level IV NICU is designed to provide optimal healing for the baby and maximum comfort and convenience for the family during what can be a very stressful time.

Each family’s room is totally private and includes a reclining rocker, private parental bath and shower, a couch that converts into a sleep bed, and in-hospital access to a family kitchen and laundry facilities. Other highlights of the NICU include:

- "Virtual visiting" allowing families who may still be in their birthing hospital to see their baby on a screen.
- A state-of-the-art "milk lab" where dedicated milk technicians mix, store and maintain milk for each baby to ensure optimal growth. Milk sources include mother’s breast milk, pasteurized donated breast milk and formula.
- An ultra-quiet environment featuring hallway carpeting and special in-room flooring and ceiling tiles. This quiet atmosphere is optimal for brain development in neonatal infants.
The brand new, 12-bed Universal Care Unit will open for patients in May 2014. This unit will help relieve much of the increasing demand for beds since the hospital opened in 2007.

“Universal care” means that each room has the flexibility to serve a wide variety of patients. This unit will serve children whose needs are higher than those of a general care unit, but not as acute as those in the Pediatric Intensive Care Unit (PICU). Like the NICU, the Universal Care Unit also features “virtual visiting” to allow family members who cannot be physically present to see and talk with their child and his or her care providers.

A special focus of the Universal Care Unit will be placed on making sure families are well prepared for the transition from the hospital to home care after discharge.

Universal Care Unit patients will have a wide range of medical conditions, including:
- Diabetes
- Epilepsy
- Complex orthopedic conditions
- Acute and chronic kidney failure
- Muscle and neurologic problems
- Tracheostomy- and ventilator-dependency

Tour Highlights Include:
- Family Lounge
- Playroom
- Patient Rooms
- Education Room
- Procedure Room

Founding Families
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- The Family of Helen Bakke, Frederick and Deborah Schwartz and the Sub-Zero Foundation
- Supporters of the Champions for Kids Radiothon
- Cindy Crawford and Rande Gerber
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