

Transforming Lives

2020 GIVING CATALOG

USA HEALTH



When it comes to healthcare, we know it takes a team to provide access and quality care for all patients in need. USA Health would not generate the outcomes we've achieved without each and every one of our employees, from physicians and nurses to researchers and nutritionists, fulfilling their critical roles. You may not realize that you play a vital role in our ability to deliver leading-edge treatment in a warm, compassionate environment. USA Health relies on our partnerships with businesses and individuals to help people lead longer, better lives.

Donor support has helped us earn top designations for our trauma, burn and stroke programs; it has enabled us to expand our oncology services and pediatric programs where we care for our community's most vulnerable patients; and it has allowed us to expand our footprint through the recruitment of primary care teams and other

specialists. In short, donations enable us to transform lives!

Our vision for the future is focused and ambitious. We plan to improve emergency medicine through the addition of the Fanny Meisler Trauma Center and the renovation and expansion of our pediatric emergency department. We plan to improve outcomes for lung cancer, statistics that have remained stagnant for years. We plan to continue providing the highest level of education to future generations of physicians through a new state-of-the-art medical education building.

Our dreams may be big, but with your help they can become a reality. Enclosed in this catalog are several giving options for your consideration to help USA Health realize its vision and provide the highest level of care to all patients in our region and beyond. Whether you have supported us in the past or feel like now is the time to get involved, we appreciate your consideration.

Wishing you and yours a healthy and prosperous new year!

Owen Bailey, FACHE
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USA Health Children's & Women's Hospital



USA Health University Hospital



USA Health Mitchell Cancer Institute



University of South Alabama College of Medicine



USA Health Physicians Group





When Jenny and Andru Bramblett's son, JB, burned the palms of his hands on an open oven door, they knew immediately they had to get him to the pediatric emergency department at Children's & Women's Hospital. Jenny, a pharmaceutical rep, had visited the pediatric emergency department many times as part of her job and knew she wanted JB treated in a place that was specifically designed to care for children. She recalls the rush from Baldwin County to the hospital as one of the most terrifying times of her life. As soon as they arrived, she knew she had made the right decision. The healthcare team not only took care of JB, but also comforted Jenny and calmed her nerves. After a two-week stay in the hospital and several surgeries, JB was back to an active childhood with minimal scarring and no long-term damage to his hands. Jenny and Andru credit the clinical team at the pediatric emergency department for JB's speedy recovery.



**Rendering subject to change.*

Emergency care for our most vulnerable patients

No one can predict when an emergency will arise. But if your child is ever in need, you can take comfort in knowing that Children's & Women's Hospital staffs the region's only Level III pediatric emergency department. Our team consists of Mobile's only board-certified pediatric emergency physicians and expertly trained staff who are ready 24 hours a day, seven days a week to care for medical emergencies. Built more than 50 years ago as an evaluation center, our current facility does not reflect the

level of care provided. Cramped spaces, limited beds and a challenging layout make it difficult to provide care to more than 40,000 pediatric patients annually. Our plans call to expand and improve access and care through state-of-the-art resuscitation bays, improved waiting areas and triage rooms and enhanced equipment.

Item# CW1

\$5,000,000*

**A gift of this amount may be pledged over 5 years and includes naming rights.*



Mother Baby infant security system

An infant security system would track newborns to ensure their safety and security during their hospital stay.

Item# CW2 **\$350,000**



PICU touch ultrasound system

These point-of-care systems enhance our care team's ability to diagnose the most critically ill children. These systems are easy to use, delivering fast response times and high image quality for patients in our Pediatric Intensive Care Unit.

Item# CW5 **\$40,000**



Neuvo EEG cart

Electroencephalogram (EEG) carts monitor pediatric epilepsy patients by recording electrical patterns in the brain. Units with the latest capabilities allow us to provide the best care for patients.

Item# CW3 **\$50,000**



3D Tomo unit

This breast imaging equipment detects breast cancers at an earlier stage and can identify lesions more clearly, thus reducing the number of unnecessary biopsies. Earlier, more accurate cancer diagnoses allows for more timely treatment while supporting better outcomes for patients.

Item# CW6 **\$350,000**



Pediatric hand-held ultrasound machine

It's hard enough for a parent to watch a sick child suffer. So, trying to insert an IV or other needles shouldn't add to the pain. This system enables our nurses and care providers to easily find veins and vascular access.

Item# CW4 **\$8,500**



Pediatric IV poles

IV poles are a staple in the treatment of many childhood medical conditions. From cancer to heart disease, these poles not only are vital to the care we provide, but poles also grant mobility to our pediatric patients so they can walk the halls or visit our Tree House for a change of scenery.

Quantity needed: 6

Item# CW7 **\$300**



High-Risk OB fetal monitors

For expectant mothers experiencing complications during pregnancy, specialized care and close monitoring are critical - for both mother and child.

Quantity needed: 2

Item# CW8

\$16,000



NICU cribettes

The first place some newborns call "home" is a special cribette. These unique beds are the foundation of our Hollis J. Wiseman Neonatal Intensive Care Unit. They provide safe, comfortable protection for our most vulnerable patients.

Quantity needed: 5

Item# CW10

\$4,000



TVs

Updated flat-screen TVs provide distraction and comfort to patients and families throughout their hospital stay. Monitors also display educational information.

Quantity needed: 50

Item# CW9

\$500



NICU privacy screens

Our most vulnerable patients in the NICU are cared for in open pods allowing easy access for our providers. Certain situations call for privacy and these screens enable families to have personal space within the open unit.

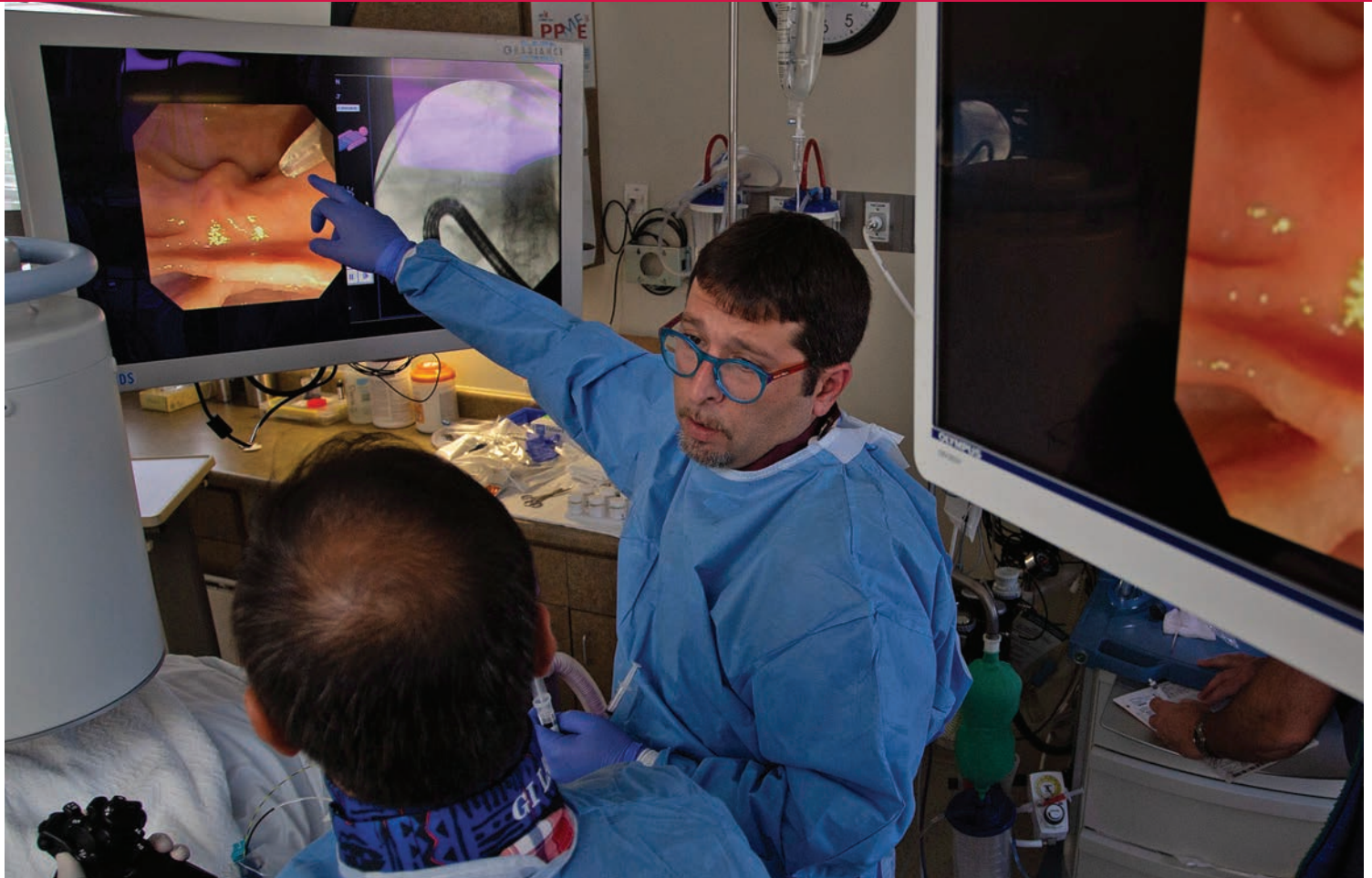
Quantity needed: 10

Item# CW11

\$250



As an industrial business leader serving the Mississippi Gulf Coast, Greg Williams is a busy man who spends his time managing the day to-day operations of his company. So when digestive pain started to plague him, he did what most busy people do and tried to ignore the symptoms. Williams later attempted to self-medicate with over the-counter medications, but they didn't provide the relief he needed. Eventually, rapid weight loss and the sudden inability to eat led him to seek help from his primary care provider. The pain continued, interfering with his daily routine so Williams requested a referral to USA Health's Digestive Health Center. Under the interdisciplinary care of a gastroenterologist and a surgeon, Williams received the care he needed to resume a normal lifestyle.



Leading-edge treatments for digestive conditions

At the USA Digestive Health Center, we provide patients with leading-edge treatments for all digestive conditions, from the most common to the most complicated. Our interdisciplinary specialty team provides a complex level of technical sophistication and experience that rivals the top GI centers across the United States. In the past three years, the number of patients who depend on our services has grown by more than 100 percent and the need for

more space and the latest technology is greater than ever. Your gift will provide critical funds to match world-class equipment with our nationally recognized team of digestive health experts.

Item# UH1

\$2,400,000*

**A gift of this amount may be pledged over 5 years and includes naming rights.*



Trauma advanced imaging

We see more than 2,400 trauma patients per year at University Hospital’s trauma center. This gift will help bring the most advanced CT imaging available to our trauma patients when they need it the most. The equipment will be located adjacent to the trauma bay to provide the fastest and most accurate imaging of critical injuries.

Item# UH2

\$1,000,000



Stroke coils

Highly trained interventional neurologists routinely use coils to not only save lives, but also to greatly preserve a patient’s quality of life after a stroke. The tiny, platinum coils are inserted through the patient’s artery to help prevent or stop life-threatening brain bleeds.

Quantity needed: 50

Item# UH3

\$2,000



Stroke stent

Using stents is critical for stroke treatment. As the stroke center with the highest recognition in the state, University Hospital is where people turn when a stroke occurs. This world-class technology is extremely small but its impact on a patient’s life is enormous.

Quantity needed: 50

Item# UH5

\$3,000



Coronary Care Unit

This gift will fund critical care rooms dedicated to the treatment of patients who suffer from heart attacks, chest pain or other cardiovascular conditions.

Quantity needed: 6

Item# UH4

\$30,000



Patient assistance

Many of our patients are unable to afford medical care. Your gift will help those in financial need gain access to care and receive the treatment they need to lead longer, better lives.

Item# UH6

unlimited



Urology surgical table with built-in imaging

This technology enables our surgery team to capture high-quality images during procedures in order to make precise diagnoses and deliver better treatment.

Item# UH7

\$400,000



Bariatric shower table

The Arnold Luterman Regional Burn Center is in need of a specialized shower table to facilitate the care of bariatric patients. The nationally ranked burn center cares for an estimated 500 burn victims a year from south Alabama, northwest Florida, southern Mississippi and eastern Louisiana.

Item# UH10

\$5,000



Urology surgical instruments

Urology is one of USA Health's fastest growing service lines. With our patient population on the rise, surgical instruments will ensure patient needs are met.

Item# UH8

\$100,000



Urology 3-D ultrasound

This technology "fuses" detailed MRI scans with live, real-time detailed images of the prostate, providing urologists with the capability to identify the location of a malignancy and stage the disease and develop precision treatment plans.

Item# UH11

\$150,000



Combilizer Chair

Traumatic brain injuries, spinal cord injuries, and multiple fractures complicate mobility for patients. This revolutionary chair helps these patients with serious injuries regain mobility more quickly, speeding along their recovery.

Quantity needed: 4

Item# UH9

\$15,000



TVs

Updated flat-screen TVs provide distraction and comfort to patients and families throughout their hospital stay.

Quantity needed: 183

Item# UH12

\$500



Newly married and settling into a professional career, Austin Lacey never dreamed his life would be turned upside down at the young age of 27. As an avid outdoorsman and sportsman, Lacey spent lots of time fishing with the people he loved. They were all taken by surprise by his lung cancer diagnosis. Before succumbing to this disease, Lacey encouraged those around him to raise awareness about lung cancer and advocate for advanced technology for early detection and treatment.



Breathing new life into lung cancer treatment

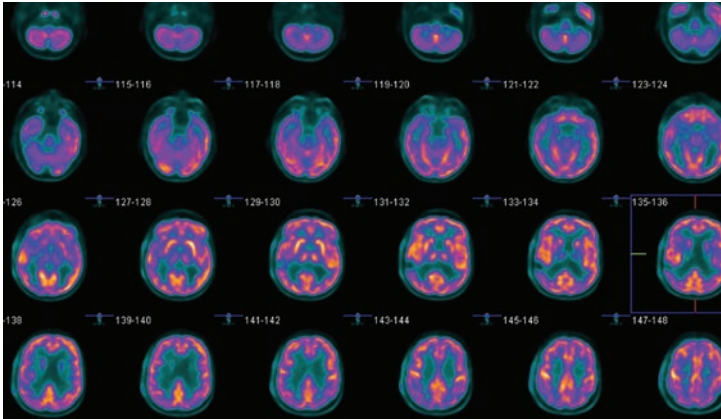
More than 228,000 people in the United States will be diagnosed with lung cancer this year, with a diagnosis every 2.3 minutes. In Alabama, lung cancer accounts for more deaths than any other cancer — more than prostate, breast and colon cancer combined. To address these statistics and improve outcomes, the Mitchell Cancer Institute is establishing a Comprehensive Lung Cancer Program that includes low-dose CT screening,

state-of-the-art Monarch robot-assisted bronchoscopy and Rapid On-Site Evaluation of a tissue specimen for staging lung cancer. We plan to establish an endowed chair to recruit an internationally recognized scholar and create a lung cancer center of excellence.

Item# MCI1

\$3,000,000*

**A gift of this amount may be pledged over 5 years and includes naming rights.*



PET/CT technology

PET/CT combines the images of a PET scan with those of a CT scan to get a clear diagnosis for our cancer patients. Maintaining the most advanced technology ensures shorter procedure times and a more precise diagnosis.

Item# MCI2

\$2,200,000



Infusion poles

For patients who undergo chemotherapy, infusion poles are part of the medication delivery system that is used to provide the care they need in their battle with cancer.

Quantity needed: 20

Item# MCI3

\$250



Infusion stations

Cancer treatment can often be difficult, but we strive to make our patients comfortable. Our infusion stations are equipped with recliners, monitors for surfing the internet or watching DVDs and reading materials to pass the time away. The station may be named in honor of a loved one.

Quantity needed: 20

Item# MCI4

\$7,500



Summer research internship program

Our summer research internship program offers undergraduate students an opportunity to grow professionally through laboratory training and hands-on research experience under the mentorship of a principal investigator. At the end of the 10-week program, students present their findings to a panel of research faculty and staff for the opportunity to travel to conferences and network with renowned researchers from across the globe. Your gift will provide stipends for five interns and a travel stipend for the competition winner.

Item# MCI5

\$15,000



Medical Oncology Fellowship

Our Medical Oncology Fellowship Program is a two-year program designed to provide physicians comprehensive training in the evaluation and care of patients with cancer. The purpose of the fellowship is to lead to board eligibility in the subspecialty of Medical Oncology, and to develop highly qualified, productive and funded clinical and/or laboratory-based investigators. The program promotes career development by providing focused education and training in both clinical management and clinical and/or laboratory investigation.

Quantity needed: 2

Item# MCI6

\$150,000



Patient assistance

For many of our patients, access to medication, transportation to appointments and availability of supplies add to the stress of their diagnosis. Patient assistance helps supplement resources so that cancer patients can focus on treatment and recovery.

Item# MCI7

unlimited



Genetic counseling

Some types of cancer run in families and knowing your risks can inform decisions about your healthcare. A cancer genetic counselor will discuss your risk of inherited cancer and well as future screening recommendations.

Quantity needed: unlimited

Item# MCI8

\$300/patient



Culinary Medicine Program

A healthy diet is associated with lower rates of disease and death from a number of major chronic diseases. At MCI, we understand the positive influence that healthy eating and proper nutrition can have on the body throughout treatment, remission, and into survivorship. Our Culinary Medicine Program seeks to combine good nutrition and healthy cooking in a series of educational, hands-on, and enjoyable community-based sessions to demonstrate that eating healthy is both feasible and beneficial. Your gift will fund one six-week course for sixteen patients per course.

Quantity needed: 6

Item# MCI9

\$10,000



Zach White of Birmingham, Ala., has his sights on being the best physician he can be for his future patients. White was inspired to be a doctor after he witnessed the care his mother received following her breast cancer diagnosis. Today, he is concentrating on a career path to become a radiation oncologist. Although White's decision to attend the University of South Alabama College of Medicine was made based on the small class size and one-on-one interaction with his professors, having scholarships available also played a huge part. White is involved in mentoring his underclassmen and other underrepresented minority students and he plans to continue assisting others to demonstrate his gratitude.



Rendering subject to change.

Building for our students today, physicians tomorrow

The USA College of Medicine serves as one of only 141 allopathic, or traditional, medical schools in the entire United States. Our students are among the nation's best when it comes to the Step-2 clinical knowledge exam that assesses their ability to apply medical knowledge and skills learned in medical school. Despite these outstanding educational outcomes, the learning environment is

antiquated and does not provide adequate space for today's learning or growth. Our plans call for a new state-of-the-art facility to accommodate an expanded class size, faculty development, wellness and simulation needs.

Item# COM1

\$20,000,000*

**A gift of this amount may be pledged over 5 years and includes naming rights.*



Graduate or Ph.D. fellowships

We believe postdoctoral programs should provide fellows with mentored, advanced training to enhance their professional skills and foster research independence. Fellowships are awarded to outstanding students who are working toward advanced degrees in our graduate or Ph.D. programs.

Quantity needed: unlimited

Item# COM2

\$30,000



Scholarship funding

In 2017, students graduating from our medical school carried with them an average of \$156,000 in debt. When an average cost for tuition and fees is more than \$30,000 annually for a medical education, many students rely on scholarship funding to help lessen financial stress, enabling them to focus on learning.

Quantity needed: unlimited

Item# COM3 min. \$10,000

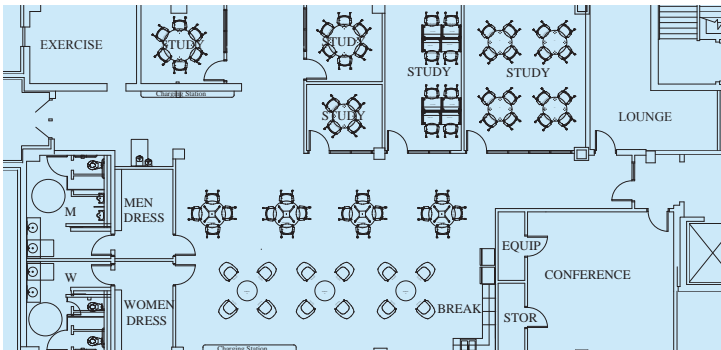


Medical education technology

The Small Group Learning Center allows medical students to exercise critical thinking skills in a team-based environment. The learning approach used in the space enhances collaboration by giving students the opportunity to use their collective knowledge to integrate and analyze data. We have a critical need to purchase new technology to update this center.

Item# COM4

\$20,000



Relaxation suite

From the long hours devoted to studying to the pressures of financing the cost of their medical education, the rigors of medical school can take a toll on students. Stress reduction is a critical part of the educational experience at USA. Our relaxation suite provides a convenient, calming setting where students can take a break to relax or exercise while maintaining their emotional and physical health.

Item# COM5

\$500,000



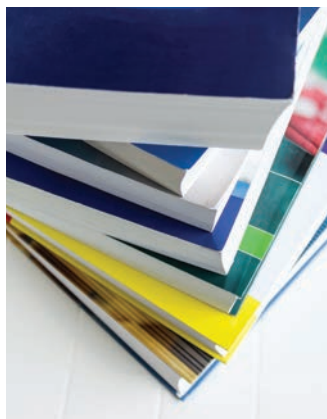
Produce bags - Stanton Road Clinic

While our Boxing Out Hunger program provides patients with shelf-stable goods, we recognize the nutritional importance and benefits that fresh produce provides. Our produce bags enable patients to incorporate the freshest ingredients when preparing healthy food options for their families.

Quantity needed: unlimited

Item# PG1

\$500



Reach Out and Read

USA Health is concerned about every facet of a child's well-being. So when a child visits a USA Health pediatrician's office for a wellness visit, starting in their first year of life, they receive a free, age-appropriate book.

Quantity needed: unlimited

Item# PG2 **\$8 per book**



Boxing Out Hunger - Stanton Road Clinic

Boxing Out Hunger is an innovative program that improves patient health by addressing food insecurities in the clinical setting. Pre-packaged boxes meet the immediate needs of patients and teach the importance of a healthy diet.

Quantity needed: unlimited

Item# PG3 **\$18 per box**



Culinary kitchen equipment - University Commons

Our culinary kitchen located in University Commons enables us to teach the importance of healthy eating through hands-on demonstrations. Participants learn healthy eating habits and basic cooking techniques in order to manage diabetes and other chronic conditions.

Item# PG4

\$10,000



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If you do not wish to receive fundraising requests from USA Health, please contact us at (251) 460-7032 or email medicalaffairsdev@southalabama.edu.