

VIDEO FOR "TOPPING OUT" CEREMONY
SAINT JOSEPH MEDICAL CENTER
SEPTEMBER 23, 1996

Good morning. Congratulations on the completion of "Project Renewal." As you raise the final beam in celebration of the end of construction, you mark a new beginning for Saint Joseph Medical Center. This renovation and addition will allow you to build on your tremendous success as a high quality specialty and primary health care provider and prepare yourself for the new challenges brought by a rapidly evolving health care system.

Today, you are also celebrating Saint Joseph's continuing tradition of caring and community. That tradition was never more clear than it was last year when you became only the second hospital in the country to allow mothers and newborns to stay an extra day in the hospital. You recognized the danger of discharging mothers and newborn babies before they are ready and ended so-called "drive by deliveries" at Saint Josephs.

In 1970, the average length of stay for an uncomplicated hospital delivery was 4 days. By 1992, it had declined to 2 days. Today, a large and growing number of insurance companies are refusing to pay for anything more than a 24 hour stay, and some even recommend releasing new mothers as early as 8 hours after delivery. That's unfair to new mothers -- exhausted, in pain, often overwhelmed by unfamiliar responsibilities -- who simply may not be ready to leave the hospital. And worse, it can have severe health consequences for new babies.

If we care about our children and our families, then health professionals -- not rigid insurance company rules -- should decide when a new baby goes home. The President and I have spoken out about this, and the President has repeatedly urged Congress to take action. Last week, it did. Congress passed legislation with strong bipartisan support that will require health plans to pay for 48 hour hospital stays after uncomplicated deliveries and 96 hours after a Cesarean section.

In the past few years, a number of states have enacted laws requiring insurers to provide this level of coverage, and a growing number of hospitals have followed your humane example and taken it upon themselves to provide a second day of coverage free. Now, mothers and newborns across the country will be guaranteed the same protection. You at Saint Josephs were pioneers, and I join the 600 families that have taken advantage of your "Mother's Day" program in thanking you.

The "Renewal Project" will allow you to continue to be pioneers in medicine -- by supporting new technology, innovative programs, and a state of the art facility. Your faith and commitment to meeting the health care needs of all people will allow you to continue to be pioneers in caring for your community.

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NEWS RELEASE

CONTACT: MARY BETH EMERSON
(202) 293-2048

COLUMBIA HOSPITAL FOR WOMEN INSTALLS 24-HOUR NEW PARENT HOTLINE AS HILLARY SUGGESTS

Washington, D.C. -- August 28, 1996 -- As crowds cheered Hillary Rodham Clinton's message at the Democratic National Convention, officials at Columbia Hospital for Women Medical Center planned to initiate her suggestion of a 24-hour hotline for parents of new babies. As the District of Columbia's largest provider of maternal and infant care -- and in complete agreement with the first lady's proposal for a national 48-hour length of stay, Columbia initiated the hotline in direct response to the first lady's speech and to provide a continuum of care to new parents, many of whom leave the support of a hospital environment after only 24 hours. The number will be given to new parents upon discharge.

The hotline is only one of many initiatives that Columbia has introduced over the years, according to Susan M. Hansen, Columbia's President and Chief Executive Officer. "All new parents take home a Columbia-produced videotape, with detailed information on new-baby and new-parent care." Dr. Safa Rifka, President of the Medical Staff, adds that "while in the hospital, new mothers are encouraged to attend breastfeeding classes and to visit with nurses, nutritionists and social workers, and prior to the baby's birth, parents have access to a wide range of childbirth and parenting classes."

"When we saw maternity stays shortening," says Doris Johnson, R.N., Columbia's Vice President for Patient Care Services, "we knew we'd have to get more proactive for our mothers before, and after the baby's birth. It is our responsibility." Columbia's Ambulatory Care Center and Teen Health Center also operate telephone triage services, staffed by midwives, nurses and social workers. Health care professionals nationwide also have access to up-to-date information on pregnancy and environmental factors through Columbia's REPROTOX database.

Well over one-quarter of a million children have been born, and countless families have been formed at Columbia since its founding 130 years ago. Columbia Hospital for Women today offers life-long, comprehensive health care to women, specializing in fertility and reproductive health, mid-life and later-life health, neonatology and breast health.

For more information, please call Mary Beth Emerson at (202) 293-2048.

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WHY THE RENEWAL PROJECT?

The renewal project is in direct response to a demonstrated need in this region for the latest and most cost-effective healthcare services. Also, as our nation's healthcare system continues to evolve and competition among healthcare providers increases, this significant expansion and enhancement of our existing high-quality

services is critical to maintain leadership as this region's premiere source for specialty and primary healthcare needs.

The scope of the renewal project includes construction of a 90,000 square foot facility, and the renovation of 70,000 square feet that will enhance the Medical Center's

emergency room, obstetrics, operating room services, cardiac care, and outpatient services. The new and renovated areas of the project will be located on the northwest corner of the Medical Center.

WHAT WILL THE COMMUNITY GAIN FROM THE RENEWAL PROJECT?

▼ From this project, the community will gain a vibrant, world-class medical center and health system committed to supporting the region's continued growth and prosperity.

▼ The community will gain more cost-effective and patient-focused service.

▼ Superior, community-oriented physicians and nurses committed to providing quality healthcare in a sophisticated, contemporary setting.

PROSPERING THROUGH PARTNERSHIP

In the past few decades, the healthcare industry has faced many challenges. Many community hospitals haven't survived, and among those that have, many have had to sacrifice autonomy.

Through the support of the community, the dedication of our staff and experience of our highly skilled Medical Staff, Saint Joseph has continued to grow to meet the ever-changing needs of those we serve.

Today, the Medical Center faces new challenges, and a future that is less predictable than ever before. Therefore, it is imperative that we prepare our institution to continue managing change and growth in areas that will bring superior medical care to community residents.

Working together as partners, with our employees, physicians and the entire community, we can build needed facilities that support state-of-the-art medical care. We can meet the costs of new technologies and implement innovative programs. Most importantly, we

can face the changes yet to come...continually raising the level of care available to everyone in our community.



Saint Joseph
Medical Center

A Division of Franciscan Sisters Health Care Corporation

The History Behind "Topping-Out"

According to ancient history, the success or failure of a building venture was usually attributed to the gods the builder worshiped, rather than to his skill or lack of it. And from the Aztecs to the Chinese and the Romans to present day, a rich tradition marking the completion of the structural frame of a building has taken root.

Through the years this custom evolved from sacrifices to appease the Gods to attaching sheaves of corn to ward off lightning.

Today it is customary to place a flag on a small pole near one end of the ceremonial beam and a small pine or evergreen, signifying long life, attached near the other end.

*You are cordially invited to the "Topping Out" Ceremony
of Saint Joseph Medical Center's*

Project Renewal

when the final beam will be raised in celebration.

*Friday, October 4, 1996
10:00 a.m.*

*Saint Joseph Medical Center
On the Construction Site
(see enclosed map)*

*Kindly join us for refreshments following the ceremony in the
College of Nursing Auditorium.*

HRC VIDEO REQUEST FORM

DATE TO BE RECORDED 9/23

YES ☐ NO ☐ APPROVED BY: HRC PS MW MV /CONFIRMED _____

ORGANIZATION	St. Joseph Medical Center
DATE OF EVENT	Oct 4 10:00 am
LOCATION	
EVENT	"Topping out" Ceremony St Joseph Med Center Project Renewal
WHITE HOUSE STAFF CONTACT	MV
CONTACTS	814? Jack Bresch 256-3553
BILL TO	
SEND TO	
SEND VIA	REGULAR MAIL _____ FED EX _____ ACCT # _____ SATURDAY DELIVERY _____ AIRBORNE EX _____ ACCT # _____ PICK UP _____ CONTACT _____ PHONE # _____
FORMAT	VHS _____ BETA _____ BETA CAM _____ BETA CAM SP _____ 3/4" _____ OTHER _____
NOTES	Jen - draft should be no more than 3/4 of a page to 1 page long.



Saint Joseph Medical Center

A Division of Franciscan Sisters
Health Care Corporation

6 September 1996

David W. Benfer, FACHE
President / CEO

Hillary Rodham Clinton
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Mrs. Clinton:

Your passionate support of hospitalization for new mothers and babies as determined by doctors, not dollars, during last week's electrifying Democratic National Convention in Chicago has prompted our warmest invitation to Saint Joseph Medical Center's Project Renewal "Tapping Out" Ceremony, Friday, October 4, 1996, at 10 a.m.

About a year ago, Saint Joseph Medical Center, the flagship division of the Franciscan Sisters Health Care Corporation, was only the second hospital in the nation, the first in Illinois, to give mothers and babies the extra rest and care their insurers would not pay for, but yet was recommended by the American College of Obstetricians and Gynecologists. Since then, more than 600 families have taken advantage of our "Mother's Day" program.

Bold, innovative programs, like Mother Day, are a critical part of our Christian, person-centered mission to meet the health care needs of all people and improve the health status of our community. And because the residents of the region we serve deserve nothing less than the best, our "bridge" to 21st century health care includes "Project Renewal," a \$33 million addition/renovation enhancement benefitting surgical, outpatient, cardiology and yes, maternity health.

Fourteen beautiful and state-of-the-art Labor/Delivery/Recovery/Postpartum rooms will ensure parents experience the miracle of birth in the warmth and private comfort of individual suites which combine "hi-tech" aspects of care with the "hi-touch" for which our Medical Center is known. The Family Birthing Suites of Saint Joseph Medical Center are also a key to improved patient convenience and long-term cost control.

Our October 4 "Topping Out" Ceremony will signify the last phase of construction in this vital project. As we raise the final beam in celebration, I can't think of a more appropriate keynote speaker for our event than you Mrs. Clinton, a true champion of families throughout our great nation.

Details can be cheerfully coordinated through my office at (815) 725-7236. Thank you very much in advance for your consideration. We greatly look forward to your response.

Sincerely,
SAINT JOSEPH MEDICAL CENTER

David W. Benfer
David W. Benfer
President & CEO

333 North Madison Street
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Modern Healthcare

October 02, 1995

SECTION: News; Pg. 92

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HEADLINE: STAY-AN-EXTRA-DAY PROGRAMS PROVE POPULAR

BYLINE: Mary Chris Jaklevic

BODY:

University Medical Center at Stony Brook (N.Y.) was trying to do the right thing when it offered to let some new mothers and their babies stay in the hospital an extra day without charge.

Officials didn't expect to start a trend.

In fact, University didn't advertise the policy, which began in May. The 500-bed hospital already had an occupancy rate of 85%, and its 30-bed maternity unit had 3,500 births in 1994.

'We all agreed this is not a marketing issue,' Director and Chief Executive Officer Michael A. Maffetone said.

The aim was to follow the guidelines of the American College of Obstetricians and Gynecologists, which prescribes minimum stays of 48 hours after a normal vaginal birth and four days following a Caesarean section. The college endorses those minimums until shorter stays are proved to be safe.

About 10% of University's patients have health plans that require earlier discharges-24 hours after a normal vaginal birth or three days after a C-section-and the hospital was noticing problems with those cases. New mothers did not always have time to learn to breast feed. Some lived so far away they could not easily return the next day for a follow-up visit.

So the hospital offered to pick up the tab for mothers and babies to stay up to the recommended minimum. If the insurer would not pay, the patient would not be billed.

Word spread, and many women took advantage. The hospital's maternity admissions increased, although it has not yet measured how much.

'It shows that women do prefer to go to a place where they can stay an extra day, even if they aren't going to use it,' Maffetone said.

The hospital hired two lactation consultants, but otherwise there's been little cost because most insurers pay the full bill anyway, he said.

As the nation's lawmakers debated mandatory minimum maternity stays, the

media picked up on University's program. Now, Maffetone said he gets calls nearly every day from hospitals that want to copy the idea.

At least three facilities-Grand View Hospital in Sellersville, Pa.; Saint Joseph Medical Center in Joliet, Ill.; and Tampa (Fla.) General Healthcare-have instituted similar programs.

All the hospitals told MODERN HEALTHCARE their motive was to make healthier mothers and babies, not boost market share.

But the issue of medical necessity aside, new mothers seem to like the perk.

The Mother's Day program at Saint Joseph began Sept. 1. In the first 20 days, three out of four mothers who were eligible for the program took the extra day.

Spokeswoman Barbara Fallon said there has been an "outpouring of compliments" from new mothers.

"We have had a lot of press coverage and calls," she said.

Saint Joseph is the only one of the four hospitals contacted by MODERN HEALTHCARE that has advertised the service, although Tampa General said it may do so in the future.

Saint Joseph normally charges \$850 for a 24-hour maternity stay. The cost of an extra day is much lower because of excess capacity; the hospital's 32-bed maternity ward averages four births a day.

"We're going to keep track of (the costs of the program) compared to the cost if that baby has to be readmitted and stay in intensive care," Fallon said.

On Oct. 1, Tampa General started a program to discharge mothers and newborns according to their health plans' dictates, then readmit them to newly renovated suites, where they may stay up to two days at no charge.

The hospital has set aside \$300,000 of its own money for the Family Suite program and expects to recruit corporate sponsors.

Weeks before the start date, Tampa General reported an increase in its maternity admissions, apparently because women viewed the hospital more positively. The hospital had 2,800 deliveries in 1994.

"The word of mouth has been just tremendous-everywhere from the Rotary Club to the Junior League to the Urban League," said Hector Perez, executive director of Tampa General.

Grand View Hospital started a program similar to Tampa General's in July. Grand View discharges patients according to their plans' requirements but allows them to remain an additional day free of charge under its residential-care program.

Patients usually don't change rooms. During the additional day they receive education on breast feeding and infant care but no nursing care. Normally, the charge for a night's stay in residential care would be \$100.

Modern Healthcare, October 02, 1995

About 70 new moms participated in the first three months. The hospital couldn't provide data on how many qualified.

Grand View's 23-bed maternity unit hosted 1,102 births in the last fiscal year, ended June 30.

'As a healthcare provider, your job is to make sure people are being taken care of. We felt it was our responsibility to make sure the moms were ready to go home,' said Joan Ocamb, the hospital's public relations director.

As an academic center, University Medical Center did not have to please independent physicians. However, some community hospitals scrapped the idea of free days because obstetricians don't want extra work without extra pay and pediatricians object to losing an office visit because the baby stays longer in the hospital, Maffetone said.

'We've gotten a lot of feedback that community hospitals are having a tougher time doing this,' he said.

Maffetone said it's a bad precedent for legislatures to mandate coverage for lengths of stay. That can be avoided if providers and HMOs satisfy patients' needs.

'You can go down the wrong path once you create the opportunity for people to become irate. You're going to get legislative action that is not appropriate,' he said.

GRAPHIC: Lorian Cody and newborn son Keyan James got to spend an extra day at University Medical Center at Stony Brook (N.Y.) on the house.

LANGUAGE: ENGLISH

LOAD-DATE: October 05, 1995

What is the Mother's Day Program?

Saint Joseph Medical Center offers complimentary room and board (up to 24 hours) to moms and their infants whose health plans cover less than the recommended hospital stay guidelines. The program follows the guidelines established by the American College of Obstetricians and Gynecologists, including a two-day hospital stay for uncomplicated vaginal deliveries and a four-day hospital stay for C-section patients.

**Think of it
as our gift
to you and
your baby.**

How does the Mother's Day Program work?

If your health plan covers less than two days (48 hours after birth) for an uncomplicated vaginal delivery, the medical center will provide a full day (up to 24 hours) of free room and board to make sure that your hospital stay follows recommended guidelines. If you have a C-section and your health plan covers less than four days (96 hours after birth) for your hospital stay, the medical center will provide a full day (up to 24 hours) of free room and board as well.

Why is Saint Joseph Medical Center offering this program?

For your health care...and your baby's. Our physicians and nurses are concerned that moms and their newborns do not rush home before everyone is rested and medically evaluated. This innovative program is designed to encourage mothers to stay in the hospital to restore their energy, learn breast feeding from certified lactation consultants, learn other baby care skills, and make sure their babies are healthy and ready to go home.

Who is eligible to participate in the Mother's Day Program?

All patients delivering babies at Saint Joseph Medical Center are eligible to participate. If your health plan does not cover the recommended two-day stay (or four days for C-section patients), you will receive up to 24 hours of free room and board at the medical center.

How can I participate?

Discuss the program with your personal physician during your prenatal care visits. And ask your health plan coordinator what type of hospital stay coverage is included for maternity services.

Where can I call for more information?

To find out more about our complimentary Mother's Day Program and our family-centered maternity services, please call Ask-A-Nurse at 815-725-9400 for more information.



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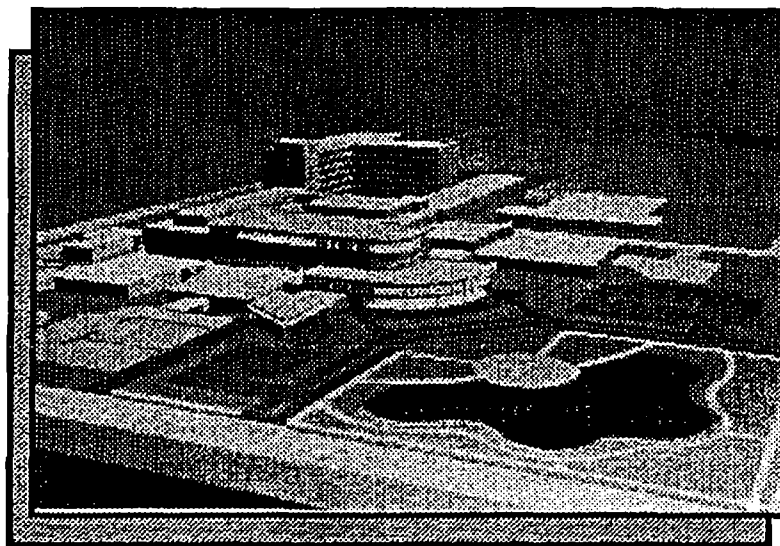
A RENEWAL OF SJMC

❖ NEW BIRTHING CENTER

Saint Joseph's move to LDRPs (labor, delivery, recovery and postpartum services provided in one, private room) will provide area women with the most advanced equipment in a comfortable, contemporary setting designed to optimize the childbirth experience. Given the increasing emphasis by insurance providers for decreased lengths of stay in the hospital, Saint Joseph's ability to provide quality, efficient care in one room will also offer distinct operational advantages.

❖ NEW EMERGENCY SERVICES DEPARTMENT

Plans for a new and expanded Emergency Services facility will bring obvious benefits to the community. Nineteen new treatment rooms will significantly increase the Medical Center's capacity to provide needed trauma services. Also included in the plan, is a specially designated "express care" area for individuals with non-emergent conditions. With the Medical Center reporting a more than 10 percent increase in "non-emergent" caseloads recently, these enhancements to our existing high-quality trauma services are essential.



The groundbreaking for the new facility is scheduled for Spring 1995, with completion of the expansion project set for October, 1996. The renovation of the Medical Center's existing facility space is scheduled for completion by October, 1997.

❖ CONSOLIDATED, PATIENT-CENTERED AMBULATORY CARE AREA

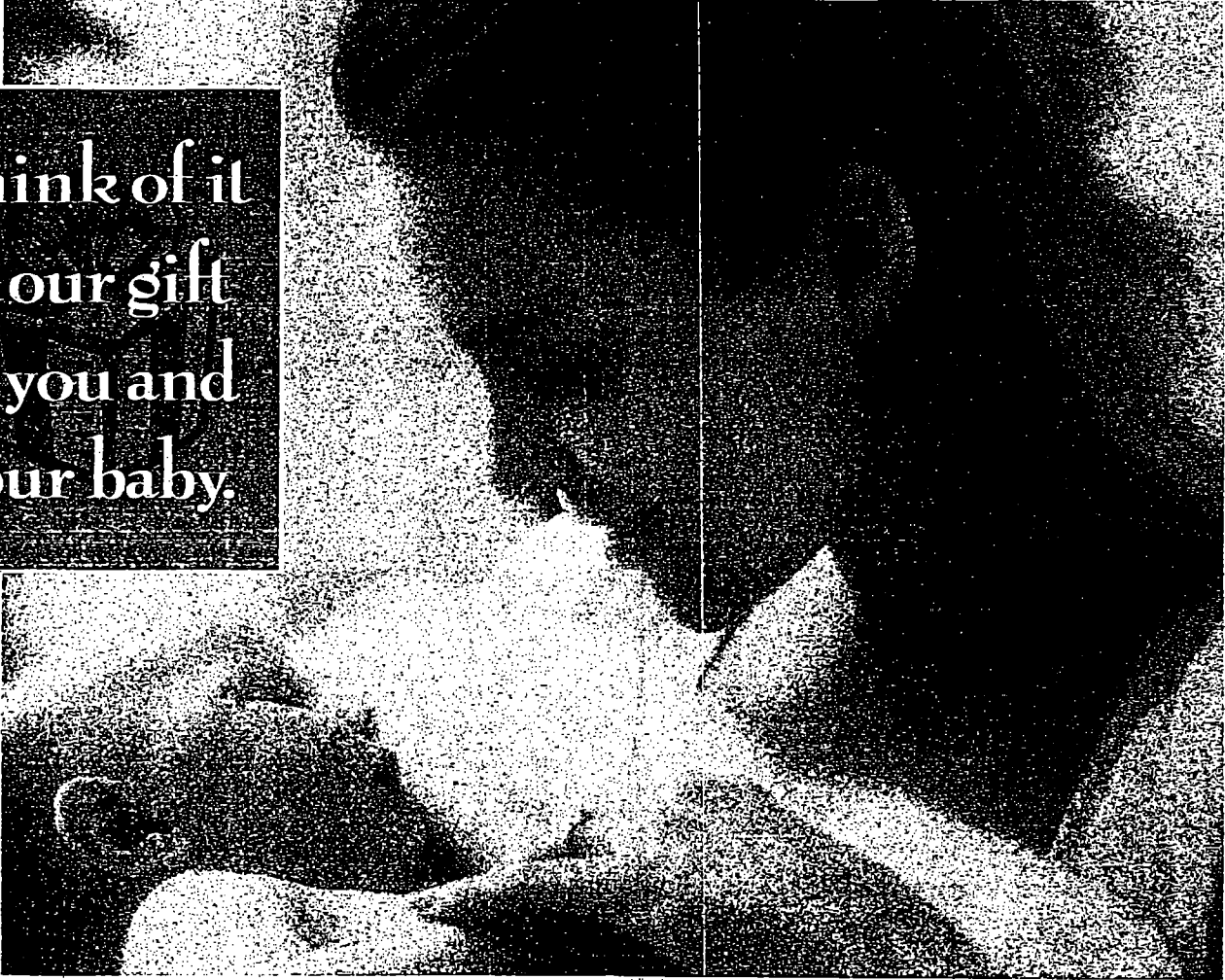
With changes in healthcare delivery and increased efforts to contain costs, outpatient treatment has become the fastest growing service area. To meet this increased demand for outpatient services, Saint Joseph is making it more accessible and convenient for patients who need outpatient procedures and tests. We are consolidating the laboratory, pre-surgery, radiology, diagnostic cardiology, neurodiagnostic, and other ambulatory care services into one central area. This will result in increased efficiency and reduced costs.

❖ ENHANCED CARDIAC DIAGNOSTIC AND CARDIO-PULMONARY SERVICES

The fourth floor of the Medical Center will be completely renovated to bring cardiac diagnostic, cardio-pulmonary and cardiac rehabilitation services together in one convenient, easily accessible area. This centralized approach to providing cardiac care will be more beneficial to our patients.

❖ NEW AND ENHANCED SURGICAL SERVICES

Changing technologies have dramatically affected the need for more space in operating rooms to accommodate new equipment and improve support systems. Saint Joseph's plans call for building eight new operating rooms and renovating three existing rooms, resulting in 11 world-class operating rooms. This project also reflects the Medical Center's objective to accommodate the growing demand for outpatient current surgical procedures which represent 55 percent of the Medical Center's surgical volume.



Think of it
as our gift
to you and
your baby.

We would like to offer you one extra
day of rest...with our compliments.

Our Mother's Day Program is designed for moms and their newborn babies who may need a bit of extra care and rest before returning home.

In keeping with guidelines developed by obstetricians across the country, Saint Joseph Medical Center recommends a two-day stay for uncomplicated vaginal deliveries and a four-day stay for C-sections. If your health plan does not cover this length of stay, our Mother's Day Program will...including up to 24 hours of complimentary room and board to meet the national guidelines.

Our physicians and nurses want only the healthiest environment for you and your new baby. That's why they have designed this innovative program to give you both the extra care and rest that you need.



Saint Joseph
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A Division of Franciscan Sisters Health Care Corporation

Organization

♦ Saint Joseph is a division of the Franciscan Sisters Health Care Corporation (FSHCC) based in Frankfort, Illinois.

♦ The FSHCC is governed by a twelve-member Board of Directors. In addition to Saint Joseph Medical Center in Joliet, the FSHCC provides acute care facilities in Waukegan, Elgin, and Danville; long-term care facilities in Joliet and Avilla, Indiana; an independent living community in Avilla; and Saint Joseph College of Nursing in Joliet.

♦ Saint Joseph Medical Center was founded in 1882. In 1964, Saint Joseph moved its services from 372 North Broadway in downtown Joliet to North Madison Street in the western portion of Joliet.

♦ Saint Joseph Medical Center is under the direction of a twelve-member community-based Divisional Board of Directors.

♦ Saint Joseph "family" also includes a 500-member Volunteer program and a Women's Auxiliary that's 400 members strong.

Clinical Expertise

♦ The area's first comprehensive heart and vascular program includes our heart surgery performing over 500 procedures annually.

♦ The Advanced Laser Center is equipped with nine state-of-the-art lasers and nearly 85 fully-trained physicians.

♦ The Sister Theresa Cancer Center is equipped with a Clinac 1800 Linear Accelerator, in-house dosimetry, a high-dose rate afterloader unit, chemotherapy, brachytherapy (implants), strontium 89 therapy (bone pain) and a full-time radiation oncologist.

♦ Area's first 24-bed inpatient rehabilitation program.

♦ Behavioral Medicine including a 52-bed adult inpatient mental health program, a 12-bed adolescent mental health program, outpatient services, and a comprehensive outpatient substance abuse service.

Facts About...

Saint Joseph Medical Center, Joliet

- ♦The leading provider of multi-specialty, high quality, cost-effective health care for the people of Joliet, Will, and surrounding counties. As the area's community-based Regional Referral Center, Saint Joseph is driven by its person-centered, Christian-based philosophy. It is the 542-bed flagship provider of the Franciscan Sisters Health Care Corporation—a comprehensive regional health care system.
- ♦The area's leader in the provision of full-service cardiac care, including the region's first and only open heart surgery and angioplasty programs. Maternity services include a Level II nursery and round-the-clock neonatal intensive care coverage. Recently implemented, the Mother's Day Program offers up to 24 hours of free room and board to mothers whose insurance does not cover minimum lengths of stay. Its Advanced Laser Center brings the latest advances in laser technology to area patients in need. The Physical Medicine and Rehabilitation (PM&R) program is the first and most comprehensive in the region. Saint Joseph provides 24-hour emergency care and is designated as a Level II Trauma Center. Most recent additions to its list of sophisticated clinical offerings are the region's only Sleep Disorder Center and Retina Center for the treatment of retinal diseases.
- ♦Supported by state-of-the-art technology, clinical research protocols and compassionate nursing care. Its multi-specialty capabilities extend to comprehensive cancer care services, full service obstetrical and neonatology services, child, adolescent and adult mental health services, outpatient substance abuse, home health service and a fully equipped employee fitness center.
- ♦One of the largest employers in Will County, with a staff of 2,200 professional, technical, and support personnel. Its medical staff, which includes a wide range of specialists, numbers over 275. The on-campus Saint Joseph College of Nursing is a single-purpose, upper-division institution offering a baccalaureate degree in nursing. In addition to its basic program, the College also offers a degree-completion program for R.N.s which may be pursued on a full or part-time basis.
- ♦Committed to promoting health and wellness to individuals of all ages. The Women's Health Connection is a resource and education program that provides a link to all Medical Center services. Senior Spirit is a membership program that builds a partnership between the area's seniors and the Medical Center. A broad spectrum of community health education services, and Ask-A-Nurse, a free 24-hour health information and physician referral service, are available.



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Public Relations
FAX:815.741.7203

TELECOPIER COVER LETTER

Please deliver the following (7) pages to:

Name Ms. Jennifer Klein

Location Mrs. Clinton's Office

Phone (202) 456-2599

From Lisa Lager, Public Relations Director

Location Saint Joseph Medical Center, Joliet, IL

Comments Additional background for your information. Thanks so very much

again for all of your assistance. Please call with any questions:

(815) 741-7665 or my direct number (815) 725-7133 x. 3470.

If you do not receive all the pages, please call 815/741-7664 or 5 as soon as possible...