



# Serve Care Transform

**Inviting You to Write  
The Next Chapter of  
The Valley Hospital**



When you or someone you love is sick or in need of healthcare, you are at your most vulnerable. Being able to trust your healthcare providers and know that you are in the best of hands can provide reassurance and comfort during an often-difficult time. That is why our region is so fortunate to have Valley Health System (Valley), a not-for-profit organization comprised of The Valley Hospital, Valley Medical Group, Valley Home Care, and The Valley Hospital Foundation.

As one of the busiest hospitals in New Jersey, The Valley Hospital combines unparalleled clinical expertise with a patient experience that is second to none. Valley's clinical care rivals that of larger academic and urban medical centers, and, as anyone who has been a patient at Valley will tell you, it is also known for an extraordinary level of compassion and personal attention often missing in today's competitive healthcare landscape.

**TO PRESERVE AND EXPAND ITS IMPACT IN THE REGION,  
AND TO ENSURE THAT IT CAN CONTINUE TO MEET THE  
NEEDS OF FUTURE GENERATIONS, VALLEY IS BUILDING  
A NEW CAMPUS IN PARAMUS.**

The new 40-acre campus will provide first-class physical facilities worthy of this first-class institution and create a health and wellness destination for the entire region. The campus will house a new 372-bed acute-care hospital, medical offices, and the Robert and Audrey Luckow Pavilion (Valley's comprehensive cancer and same-day surgery center) in a park-like setting. Not only will Valley's presence in Paramus provide exceptional healthcare to the community, but it will also serve as a driver of economic growth for Bergen County and the entire region.

With the opening of the new hospital scheduled to be completed by the end of 2023, Valley is now turning to members of the community to join in supporting the development of this extraordinary community asset — and to invest in the future of healthcare in the region. The \$800 million project will be funded through a combination of bond financing, hospital equity, and philanthropic contributions through a \$125 million comprehensive campaign, **Serve. Care. Transform. The Next Chapter of The Valley Hospital.**



**Valley**  
invites you to  
**participate.**

# A CULTURE OF CARING

**A CULTURE IS DEFINED BY BEHAVIOR, AND AT VALLEY, THOSE BEHAVIORS HIGHLIGHT ALL OF THE SMALL THINGS THAT MEAN THE DIFFERENCE BETWEEN GOOD CARE AND GREAT CARE.**

Ask anyone associated with Valley — whether patient, family member, nurse, staff, or administrator — what sets it apart, and they will tell you about the unique culture that is unlike anything experienced at other hospitals. You will hear stories about a nurse who took the extra time to be with a family, of a technician who went out of their way to make a patient comfortable, or of a staff member who helped a homeless patient find housing. Everyone who works at Valley puts patients and families at the center of care, and that personal touch extends to how staff treat one another. At a time when staff turnover is commonplace in healthcare, Valley has reason to be proud of its remarkable staff longevity. **Valley is where caring people work, and it is also where they and their families come for care — it is their hospital.**

Valley's culture extends to every corner of the system. The set of standards for enhancing the patient and family experience (**see Serve & Care Standards**) is not simply posted on walls or written in handbooks, it is truly lived.



**“Doing the right thing” is a way of life at Valley**

Compassionate care drives Valley today, and it is also at the core of the new hospital, which has been designed with the needs of patients and families as the top priority.

# Valley's Compassionate Care in Action

**A nine-year-old child with developmental disabilities** came in for a minor procedure that ordinarily would not require anesthesia — but because he was very agitated, his mother indicated full sedation might be required, even though that would complicate the procedure. His nurse Alexa entered and introduced herself, and he immediately brightened. Thinking of the Amazon device at home, he said “Alexa, tell me a joke!” She played along, telling jokes and responding to the child’s questions. In just a few short minutes, his agitation subsided to the point where they could do the procedure without sedation, thanks to Alexa’s intuition and compassion.

**A thirty-four-year-old woman had tried everything to get pregnant,** but nothing worked. She came to Valley for in vitro fertilization (IVF) and succeeded in becoming pregnant — but lost the baby at six weeks. She was devastated and felt hopeless. But her doctor was undaunted, saying, “So, we’ll try again.” With just four calm, assuring words, he spoke volumes about his hope, which re-inspired her and her husband. Today they have a daughter, “their miracle.” She said, “Everyone at Valley made me feel welcome and supported. Life feels complete now.”

**A mother’s newborn baby was in the neonatal intensive care unit (NICU),** diagnosed with a rare genetic mutation that comes with a grim prognosis and extremely short life expectancy. Tragically, she lost her son, but she remains grateful to the NICU staff for making her son’s time there and her family’s time with him not only bearable — but filled with love and compassion. She says of that experience, “[The NICU staff] carry themselves with a compassion and understanding that exceeds what mere mortals are equipped with. The Valley NICU staff are truly the angels that walk among us.”



<b>S</b> ervice:	We are privileged to collaborate with and serve our patients, their families, our community and each other.
<b>E</b> xcellence:	We maintain the highest standards of care at all times.
<b>R</b> espect:	We treat everyone with dignity and sensitivity.
<b>V</b> alue:	We provide high quality patient and family centered healthcare services efficiently and effectively to all.
<b>E</b> thics:	We are honest and fair in all we say and do.
<b>C</b> onnect:	First, make a connection.
<b>A</b> ttitude:	Attitude is everything.
<b>R</b> esilience:	Believe in your strength.
<b>E</b> mpathy:	Walk a mile in another's shoes.

At Valley, we are motivated and inspired by our patients. Their words make our work worthwhile.

- “Thank you for helping me get through a most difficult time of my life. I appreciate your kindness and willingness to listen to me and my concerns.”
- “Like many others, I can’t thank you enough for your caring and thoughtful treatment style at a time when I needed it most. Your knowledge, expertise, and care for my well-being has been of great comfort.”
- “Your gentleness and compassion are equal to your medical expertise and our family is forever grateful for the way you cared for our mother during her life.”

# AWARD-WINNING HEALTHCARE

Residents of northern New Jersey are fortunate to have many healthcare choices due to the proximity to New York City and a number of other regional healthcare systems.

**THE CHOICE COMES DOWN TO WHERE YOU OR YOUR FAMILY MEMBER WILL GET THE VERY BEST OVERALL CARE.**

## Cardiac Care — Valley's Affiliation with Cleveland Clinic



In alliance with



Cleveland Clinic, the country's top heart hospital (*U.S. News & World Report 2020-21*), chose Valley when they were looking for a single partner in cardiac care in the New York metropolitan area.

Valley met high standards that mirrored the Cleveland Clinic's excellent outcomes, and Valley today engages in quality management, benchmarking efforts, and case review, assuring continuous improvement and the highest quality cardiac care.

Specialty programs include general and interventional cardiology, cardiac surgery, electrophysiology (with Valley's renowned Snyder Center for Comprehensive Atrial Fibrillation), and programs in structural heart disease, including Valley's valve center, advanced cardiac imaging, heart failure and aneurysm surveillance program. Cardiac research at Valley is focused on large-scale clinical trials to test new technologies and treatments for cardiac care, and investigator-initiated research focusing on quality and outcomes.



That is why the region has relied on Valley since 1951. Its award-winning care rivals larger metropolitan healthcare systems. With physicians, nurses, and technicians who are at the top of their fields, patients and families can rest assured that they are receiving the best possible care at the highest standards.

The new Valley campus in Paramus will build upon existing Valley programs with the cutting-edge facilities necessary to deliver and expand upon Valley's reputation for excellence.

## Valley-Mount Sinai Comprehensive Cancer Care



### COMPREHENSIVE CANCER CARE

**Valley's goal in cancer care is to offer the highest quality care, from prevention, screening, early detection, diagnosis and treatment through survivorship and/or end of life — with empathy and reliability.**

An academic partnership with Mount Sinai Health System helps to expand Valley's existing strengths and supports delivery of evidence-based treatment for cancer, access to clinical trials and Mount Sinai specialists, collaborative case review, and the highest standards of care. Mount Sinai specialists see patients at Valley's Luckow Pavilion in Paramus. Valley's specializations include breast cancer, lung cancer, urologic oncology, gastrointestinal cancers (including esophageal, gastric, hepatobiliary, neuroendocrine, pancreatic and colorectal cancers) gynecologic oncology,

hematologic oncology, brain tumors, skin cancer, and head and neck cancer. In addition, Valley engages in novel research to test new paradigms and drug therapies.

But cancer treatment goes beyond clinical care. At Valley, the priority is to treat the whole patient and provide access to support services (including financial advocates), integrative and complementary therapies, palliative and home care, and treatment for co-morbid conditions — all in a caring and personalized environment. Dedicated nurse navigators help to coordinate care and guide patients and families through the complexities of treatment.





## Women's and Children's Services

**Women's and Children's Services at Valley provide evidence-based, expert, holistic, and compassionate care throughout one's life.**

Keys to success lie with the people providing care — a dedicated team of physicians, nurses, and staff who deliver outstanding care with the compassion for which Valley is known.

Valley offers a wide spectrum of services for women and children of all ages. These include the Center for Childbirth (which includes a level 3 neonatal intensive care unit), maternal-fetal medicine with genetic counseling, fertility, reproductive endocrinology, obstetrics, gynecology (including minimally invasive surgery) and urogynecology. The Valley Hospital was the first hospital in New Jersey to receive the Joint Commission's Gold Seal for Excellence in perinatal care. In addition, Valley offers exceptional services exclusively for women in cancer and cardiac care.

Child-specific specialists deliver services for children and adolescents, including pediatric critical care, pediatric subspecialty care in endocrinology, pulmonary medicine, gastrointestinal diseases and emergency care, with a separately staffed Emergency Department exclusively for children and adolescents. The Kireker Center for Child Development is recognized throughout the region for its breadth and depth of services and for providing special care that often incorporates the entire family in its approach to diagnosis and therapy. It is no wonder that women choose Valley for themselves and their family.





# A HEALTH AND WELLNESS DESTINATION ● ● ●



**A TOP-TIER HOSPITAL REQUIRES TOP-TIER FACILITIES. TO CONTINUE DELIVERING THE HIGHEST QUALITY HEALTHCARE TO NORTHERN NEW JERSEY RESIDENTS AND ENSURE THAT VALLEY'S EXCELLENCE WILL EXTEND WELL INTO THE FUTURE, NEW FACILITIES ARE ESSENTIAL.**

Rare in today's healthcare environment, Valley has a unique opportunity to build, from the ground up, a state-of-the-art campus in Paramus to meet the region's present and future healthcare needs. The campus, anchored by a new acute-care, 372-bed hospital, will offer a sophisticated and easily accessible health and wellness destination for the entire community and further enhance Valley's already strong reputation. Rounding out the campus will be the Luckow Pavilion, medical offices, extensive green space, and potential future retail businesses to serve patients, families, and staff.



FIRST FLOOR LOBBY



Not only will the new campus represent a significant investment in healthcare for the community, but it also promises to be an important economic engine that will create jobs and business opportunities in Bergen County and beyond. Data from the American Hospital Association points to the economic benefits of healthcare investment.

**IT IS ESTIMATED THAT EVERY HOSPITAL JOB CREATED SUPPORTS TWO ADDITIONAL JOBS, AND THAT EVERY DOLLAR SPENT BY A HOSPITAL CREATES NEARLY TWO AND A HALF TIMES THAT AMOUNT IN ADDITIONAL ECONOMIC GROWTH.**

Building upon Valley's longstanding commitment to giving back to the community, the new campus will deliver health education classes, free preventive screenings, community outreach programs, and support groups. Valley will also partner with local organizations that support the health and wellness of their community.

The current Ridgewood campus will continue to serve the community and be an integral part of the Valley Health System continuum of care. Opportunities are currently being explored to repurpose the current facilities in a variety of ways, including as ambulatory and outpatient services, same-day surgery, senior care, and business functions.

## **Patient-Centered** ●

The planning process for the new hospital reflected Valley's priority to place patients and families at the center of care. The specific design process — called 3P (process, preparation, production) — brought together staff from all service lines and departments in interdisciplinary teams to consider how to build a hospital that incorporated the latest advances in healthcare, while also retaining Valley's renowned personal touch. The result is a timeless design with 372 single-bed rooms for patients — whether on the medical and surgical floors, labor and delivery, emergency department, or the NICU. Single-patient rooms offer a more private healing environment for patients and families and will also help medical staff to deliver care. Research has indicated that private rooms improve safety and infection control and reduce sleep disturbances. Each single-patient room has dedicated space for families and for the technology and diagnostic equipment that facilitate care.

Two expansive lobbies will guide patients and families to three pavilions housing women's and children's services and medical/surgical patient rooms. Patient floors will be designed so that nursing stations are closer to patient rooms and will offer private consultation areas for families and medical staff.

One of the key decisions that came out of the design process is a new "on stage/off stage" design to improve the functioning of patient floors. Consider how

crowded hospital corridors can be. This new design places essential equipment, supplies, environmental services, and other materials that support patient care behind the scenes—accessible to staff, but in a way that does not interfere with patients or their families. Locating functions such as dietary, laundry, patient transport, and other support functions “off stage” minimizes congestion on patient floors, provides for a safer and more patient-centric experience, and streamlines delivery of patient care. The result will be cleaner, more open, and easier to navigate corridors designed with patient, family, and visitor safety and convenience in mind.

The new hospital will also feature a vastly expanded emergency department, growing from the current 39 patient rooms to 72 individual treatment rooms, again with extra space for families. The expanded room size will facilitate in-room testing and diagnostic procedures, so that in emergency situations, care can be delivered right at the bedside, rather than moving patients in and out for testing. Valley will continue to have a pediatric emergency department and will also have two critical care rooms for cardiac and trauma patients. In addition, the new emergency department will include a rapid decision unit for patients who require more time for testing before a decision is made on admission or next steps.

## Built for the Future ●

In building The Valley Hospital in Paramus, flexibility for the future has been a central consideration — ensuring that the hospital will serve the healthcare needs of the community for generations to come.

In addition to the latest technological advances, the new hospital will integrate and coordinate key service lines to maximize future opportunities. The new central interventional

**“Thank you for all that you do — always ensuring we get the best care with kindness and support. You are the best!”**

**— Cardiology Patient**

platform — an area that will house the emergency department, diagnostic imaging and testing, and operating (OR) and procedural rooms — will help break down walls between surgical and non-surgical interventions to deliver the best, most coordinated and efficient patient care, while also providing flexibility for the future. For example, the anesthesia department will be able to efficiently serve cardiology, surgery, and endoscopy for seamless care; diagnostic imaging will be adjacent to the emergency department and the OR on the floor above, reducing patient transport time and improving care quality. This coordinated interventional platform will make it possible for Valley to look forward and respond quickly to future opportunities in imaging, robotics, and other advanced technologies and medical breakthroughs.

Further enhancing future adaptability, all operating and procedure rooms will be sized uniformly to meet standards for a range of uses, including general surgery, minimally-invasive robotic surgery, cardiac catheterization, and endovascular procedures, among other uses. Patient rooms are also being designed to a universal set of standards to be flexible in meeting future needs.

The new hospital, its design, and advanced technology will allow Valley to stretch the possible and take maximum advantage of future advances in patient care, research, and technology.

## Beautiful, Accessible, and Sustainable ●

The new campus in Paramus will occupy 40 acres, of which more than 30 percent will be green space. Gardens, lawns, and walking paths will provide a beautiful, park-like setting, so that families, patients, and visitors can relax and have a moment of serenity. Patient rooms will overlook either the gardens on the ground level or rooftop gardens.

The new campus will contribute to the community's health and beauty and will be easily accessible to major highways and access points, including Route 17, the Garden State Parkway, East Ridgewood Avenue, A&S Drive (Paramus Park Mall), and From Road. Estimates indicate there will actually be an improvement

in traffic flow on East Ridgewood Avenue due to road improvements and new traffic lights and patterns that have been incorporated into the project. The campus will have 2,800 parking spaces (both outdoor and in a dedicated parking structure) and will be easily accessible to public transportation.

The construction plans have been developed with a focus on sustainability, incorporating best practices for energy efficiency, space utilization, water consumption, and use of natural light, with the goal of gaining top LEED (Leadership in Energy and Environmental Design) rankings.

In sum, this new patient-centered, future-oriented, and accessible campus will truly be a health and wellness destination for the entire region.



## A Message From Campaign Leadership

Since 1951, Valley has played a critical role in our region and in the hearts of our community. Today, the hospital is a destination for world-class healthcare and has earned international recognition and accolades for strong partnerships, specialized programs, and distinctive technologies. The development of the new Valley campus in Paramus represents a major investment in our future and in Valley's mission to enhance lives by healing, caring, and inspiring wellness.



*(L-R) David J. Bohan, VP & Chief Development Officer, The Valley Hospital Foundation (VHF); Victor D. Wortmann, Chairman, VHF Board of Trustees; Campaign Co-Chairs: Michael A. Ietta, MD, Bergen Anesthesia Group, Carol A. Gillespie, and Vincent A. Forlenza, Chairman, Valley Health System Board of Trustees; Audrey Meyers, President & CEO, Valley Health System*

Philanthropy has been a cornerstone throughout Valley's history, and it is the strong commitment of donors that has helped to transform patient care, advance bold research, and move strategic priorities forward. Now your participation is essential to writing The Next Chapter of The Valley Hospital through the **Serve. Care. Transform.** campaign. The Valley Hospital in Paramus will help to expand upon our reputation for excellence, and ensure that we continue to deliver sophisticated and easily accessible care for generations to come.

### Please Join Us

Valley is turning to its supporters and friends to be champions and advocates for this important project.

**WITH AN ESTIMATED COST OF \$800 MILLION, AND A FUNDING PLAN THAT INCLUDES BOND FINANCING, HOSPITAL EQUITY, AND PRIVATE DONATIONS, AN AMBITIOUS CAMPAIGN GOAL OF \$125 MILLION HAS BEEN SET.**

Whether you are grateful for the care that you or a loved one received at Valley, are a leader in the community, or are simply committed to the future strength of healthcare in the region, your gift will make a lasting impact and difference in this campaign.

Thank you for your support.



**“Your donation to **The Valley Hospital** in Paramus will provide a unique opportunity to enrich the community and will continue the excellent healthcare to patients for which Valley is well known. Quoting Valaida Fullwood, ‘Your mind expands when you give, your heart expands when you share and your soul expands when you are charitable.’”**

**— Victor D. Wortmann, Chairman,  
Valley Hospital Foundation Board of Trustees**



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