



The campaign for the Esther R. Culp
Women's Center at High Point Medical Center

family *first*





President's Letter



Dear Friends,

High Point Medical Center's incredibly rich heritage reaches back to 1904. The organization has grown over the last 120 years. We have evolved into the health system we call home today, and continue to work diligently to focus on health, hope, and healing in our community.

As we grow, we continue to fulfill our mission, and bring further clarity and purpose to the vision we fiercely pursue every day. Several years ago, as part of a master facilities plan, we greatly enhanced our cardiac, cancer and surgical presence in the region with an expansion and modernization initiative. We knew then it is not enough to simply stay abreast of innovation. We needed to be ahead of the curve because our community deserves that diligence and foresight.

Our next endeavor will include a major renovation and modernization of our Atrium Health Wake Forest Baptist High Point Medical Center Esther R. Culp Women's Center. Our history is full of mothers and fathers welcoming new lives into their families. We are proud of our role as an extended member of these families, and we start anew now with a plan to bring the latest in birthing center care to our community.

On the following pages, Atrium Health Wake Forest Baptist High Point Medical Center plans to make exciting investments in our Women's Center, so that families in our region can experience the most contemporary and comfortable birthing experience. The Family First Campaign for the Esther R. Culp Women's Center will include an approximately 17 million dollar investment which will have an impact for generations to come. We invite you to consider a commitment to this exciting project and help us welcome the newest members of our community in a modernized and renovated women's center.

Sincerely,

A handwritten signature in black ink, appearing to read 'James Hoekstra'. The signature is fluid and cursive, with a large loop at the end.

James Hoekstra, MD, FACEP

President

*Atrium Health Wake Forest Baptist Health High Point
Medical Center*

*Senior Vice President and Associate Dean, Clinical and
Academic Network Development*

Our Commitment to Community

There are few relationships as important as the one between hospital and community.

It is a bond interwoven through generations, from the celebration of birth, through the various experiences of life.

High Point Medical Center's mission is to improve Health, elevate Hope, and advance Healing - for all.

We are committed to your health and to maintaining our position as the recognized leader of the highest quality, value-based health care available. We are passionate about assuming this role to benefit the greater High Point community. Doing so with the utmost and friendliest patient care and respect is our aim every day. Our capital campaign is a product of these responsibilities and one that we believe will benefit us all.



Today, we look to the future as we plan important facility and technology adjustments for the health and well-being of our families for generations to come.

Our Goal: The renovation and modernization of the Esther R. Culp Women's Center.

This expansion will offer state-of-the-art care to the women in our community while continuing the compassionate expertise for which our women's center is known.

The benefits will be plentiful for our community and especially for our patients:

- Planned renovations focus on the expectations and needs of new moms, babies and families – putting Family First!
- The Esther R. Culp Women's Center also cares for women who have undergone surgeries: gynecological surgeries, surgeries related to cancer care, etc. The expanded patient rooms will offer them increased comfort during their recovery.
- The ability to stay close to home while family members and friends have access to visit and support them.
- Assurance that the physicians are the best, because recruiting and retaining such doctors will be enhanced by technologies and innovations available right here in High Point.

The Atrium Health Wake Forest Baptist High Point Medical Center mission to improve health, elevate hope and advance healing has impacted generations of families in our region. Many changes have occurred over the last several years as High Point Medical Center became a member of the Wake Forest Baptist Health family, which then came under the Atrium Health umbrella in 2020. These changes reinforce our mission as Atrium Health is committed to be the preeminent health care provider and academic learning health system in North Carolina.

Atrium Health formed a strategic partnership with Wake Forest Baptist Health in October 2020, with Wake Forest University School of Medicine becoming the academic Core of Atrium Health, expanding the enterprise to a 42-hospital academic learning health system serving communities in four states: North Carolina, South Carolina, Georgia, and Virginia.

Today, the 351-bed High Point Medical Center serves a region encompassing 600,000+ people. Last year:

- ***Nearly 50,000 were cared for in our Emergency Department***
- ***More than 175,000 visited on an outpatient basis***
- ***More than 1,400 babies were born***

Among its distinguished centers of excellence are the Hayworth Cancer Center, the Piedmont Joint Replacement Center, the Congdon Heart and Vascular Center, the Esther R. Culp Women's Center, the Emergency Center, and the Neuroscience Center. Notably, Atrium Health Wake Forest Baptist Health High Point Medical Center's level of expertise and distinction is firmly demonstrated by recognition and acknowledgment. Intuitive Surgical designated it the first general and bariatric surgery epicenter for da Vinci robotic surgery in North Carolina.



The Esther R. Culp Women's Center

Our dedicated team of physicians and nurses provide expert care to new mothers, babies, and their families. Modernizing our aging facility will allow The Esther R. Culp Women's Center to offer a comprehensive and unmatched experience unique to our community.

Built in 1986, our current facility has served us well and allowed us to care for nearly 54,000 babies and their families. Atrium Health Wake Forest Baptist High Point Medical Center aspires to be the model of best practice care it has been for generations for new mothers and children in a facility that befits that mission.

There is a building momentum at Atrium Health Wake Forest Baptist High Point Medical Center concerning family-centered mother and baby care.

To assist in funding this \$17 million vital initiative, High Point Medical Center is planning a capital campaign, which will seek to raise a significant portion of the project cost through a robust philanthropic partnership with the communities we serve.

This investment will ensure personalized care for mothers and babies in all situations, from routine to unexpected, and create an unparalleled experience for expectant families. Welcoming a new baby at the Esther R. Culp Women's Center will be an unparalleled experience offering the finest in both medical care and comforts for families. The ultimate success of **Family First... The Campaign for the Esther R. Culp Women's Center at High Point Medical Center** will depend upon your generous philanthropic partnership in assisting us to create the future of women's and children's healthcare in our region for the benefit of all.



"Our goal is to provide the best possible environment for what has evolved over the years to be a family event, not one simply concerning mother and child. Clearly, rooms have to be private, more spacious, more homelike, less clinical, and more comfortable for fathers, siblings, grandparents and others. For many years, our extraordinary clinical staff has worked wonders in an outdated, less than optimal, space. This modernization and reconfiguring changes everything. The facelift will be comprehensive...the result spectacular."

Barbara Faith Eisenberg, M.D.
Obstetrics and Gynecology, High Point Medical Center





A Passion for Care:

Sarah Barkley Fulfills Her Calling in Labor and Delivery

Sarah Barkley feels her work as a labor and delivery nurse is a calling, and she can not imagine doing that work anywhere else than at High Point Medical Center.

Barkley has experienced labor and delivery as a patient and as a nurse. The delivery of her first child – daughter Harper, now five years old – at High Point Medical Center inspired her to attend nursing school and to work in labor and delivery.

“It was honestly the best decision I could’ve made,” said Barkley, an Asheboro native who worked for more than 10 years as a certified nursing assistant at High Point Medical Center’s emergency department before making the change. “I’ve been there for three years, and I absolutely love it.”

Barkley said people may have misconceptions about labor and delivery work. It is about more than just holding babies. It is a challenging job in which her experience in emergency situations can prove helpful.

“You walk away every day knowing that you make an impact,” Barkley said. “You help bring new life into the world, you help coach a woman and help her baby latch for breastfeeding for the first time or help them learn to bottle feed. It’s their journey, and you get to help navigate that journey with them. It’s something that I feel I was meant to do.”

With the delivery of her son, Grant, in early 2022, Barkley tried to soak up every detail of the experience from the patient’s point of view. She describes the deliveries of both of her children as great experiences and feels strongly that she would have received the same great care even if she did not know the doctors, nurses and staff.

The only thing to improve, she said, would be the setting for labor and delivery at High Point.

“The care you’re receiving is the most important thing, but the setting is part of the overall experience,”





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“I can confidently say that we give great care, and I feel like a new, nicer facility would make the entire experience more complete.”

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Barkley said. “I definitely think a new facility would increase the satisfaction rates from surveys we give new moms when they go home. A lot of the comments have nothing to do with the care they received. They always have good things to say, but you can see in what they’re writing that the common denominator is the room and the space they were in. I feel that with a new facility, every check mark would be checked as far as what they would want in their experience with us.

Barkley loves her work and High Point Medical Center enough to make a lengthy commute. She and husband Ryan are building a home in the Stanly County town of Richfield, and she makes the daily drive to High Point – about two hours round-trip.

“It would be easy for me to transfer to a closer hospital, but I choose not to,” she said. “I really couldn’t see myself leaving. I love my job, our staff, the hospital and everything about it. Minus the fact that labor and delivery could use a facelift.”

Renovation Benefits For New Families

- A reconfiguration of current space will allow for greater efficiency and usability of space.
- The existing Women’s Services facility offers only one C-section area. The addition of a dedicated, multi-purpose procedural room, which can serve as a second C-section area as needed, has significant benefit for women and babies.
- Four Level-2 bassinets are included in the plan, which better reflect the needs of the community.
- Enlarging three assessment/pre-labor rooms, with the potential to convert to labor and delivery areas, increases capacity.
- Larger post-partum rooms are more family-friendly and meet the expectations of new families.
- Currently High Point Medical Center delivers around 1,400 babies annually. The plan, by utilizing space differently, is to deliver up to 2,000 babies per year.

Our Reimagined Birthing Experience

The modernization of the Esther R. Culp Women's Center will mark the beginning of a new era at Atrium Health Wake Forest Baptist High Point Medical Center, one that features the most contemporary birthing experience in the region. The spacious, nearly 40,000 square-foot, family setting will offer a new generation of sophisticated technology, and a bright and vibrant amenity-rich design.

Post-Partum/Patient Rooms

Probably the starkest difference in the new unit will be the re-apportionment and redesign of post-partum patient rooms.

- Individual room size will increase by 50% to enable a more comfortable family-friendly environment, and a more efficient design for physicians and nurses.

NICU/Nursery

- The planned new NICU area will house four Level II bassinets. Two newborn stabilization bassinets will be available and all will reflect today's standards with babies staying in the post-partum rooms with mom.

Procedural Rooms

- Mothers who require C-Section procedures will have accessibility to two such OR's. The addition of a dedicated, multi-purpose procedural room, which can serve as a second C-section area as needed, has significant benefit for women and babies.

New Infant Nursery



Family *First...*

The Campaign for the Esther R. Culp Women's Center at High Point Medical Center

"Our passion every day is focused on making a blessed event the safest, most memorable, most gratifying time in the lives of our families. We know the expectations and are determined to meet and exceed them...and now we'll be able to achieve that. It's a personal mission for all of us, as well as an organizational one. Our goal is to annually bring 2,000 babies into this world, and into these families' homes. For us in Women's and Children's services, it's one of the most important initiatives in our history."

**Judy Pietsch, Director of Women's and Children's Services,
High Point Medical Center**

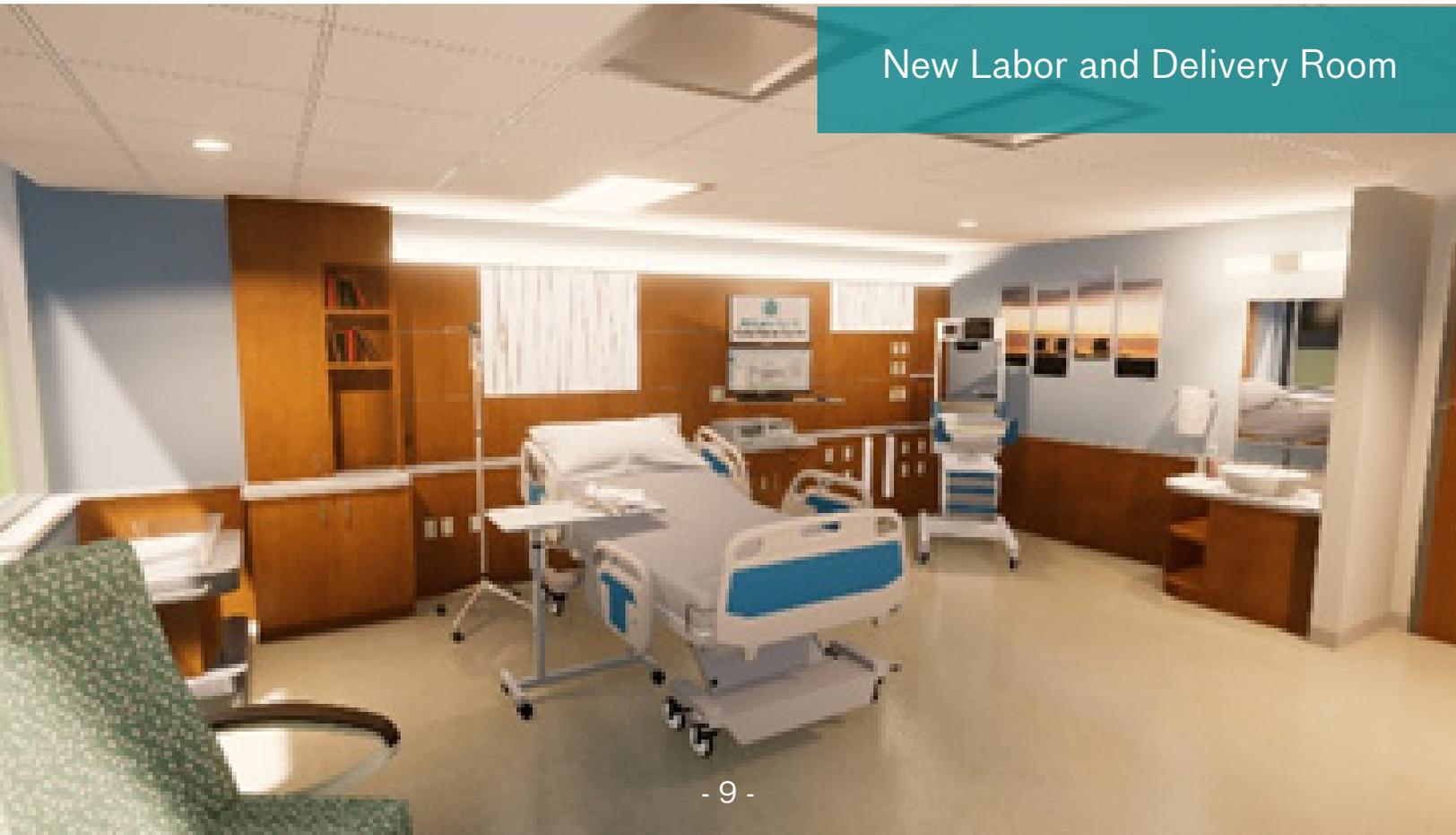
Labor and Delivery

- The six Labor and Delivery Rooms will be expanded and modernized with more space for clinical personnel and family members.
- Enlarging three assessment/pre-labor rooms, with the potential to convert to labor and delivery areas, will increase capacity.

Technology

- The new design of the Women's Center will enable the latest and most sophisticated equipment to be employed such as the most recent computer technology, electronic fetal monitoring, ultrasonography, blood pressure screening, maternal/fetal pulse oximetry, infusion pumps, warmers and suction machines.

New Labor and Delivery Room





High-quality Care Spans Sarah Petty's Range of Labor and Delivery Experiences

Every child is unique, and in delivering each of her three children at Atrium Health Wake Forest Baptist High Point Medical Center, Sarah Petty has experienced three distinctively different scenarios.

Son Stone, her first child, arrived needing NICU care. With her daughter Elle's birth, Petty needed emergency care. In between, the arrival of middle-child Rhett was smooth and easy. Through it all, she gained a deep appreciation for the level of care provided through High Point's labor and delivery services.

"We've had lots of joy and celebrations, and some scary moments," said Petty, a High Point resident. "But through it all, we felt so cared for and advocated for at High Point Medical Center. I can't imagine

having that same delivery and patient experience anywhere else."

Her first experience, with Stone, came with complications. Petty and husband Austin Petty knew midway through her pregnancy that there were concerns about how Stone was developing. Sarah had low levels of amniotic fluid, and Stone was very small. At 36 weeks of pregnancy, doctors decided it was time to bring the Pettys' son into the world.

Despite some friends and family advising them to deliver their child elsewhere because of the added concerns, the Pettys were steadfast in wanting to deliver their baby at High Point Medical Center.

"We had so much trust and faith in the care that we

would be receiving, it was a very easy decision for us to choose to deliver at High Point,” she said.

At birth, Stone went into respiratory distress.

“The team cared for him so quickly,” she said.

“They gave him every resource they had there, but what was most impressive to me was that when the team recognized his needs exceeded their ability to care for him, they did not hesitate one minute to send him where he could receive the care that he needed.”

Stone’s care was moved to the Level IV NICU at Brenner Children’s at Atrium Health Wake Forest Baptist Medical Center. At the time, High Point Medical Center was not part of the same health system as Wake Forest Baptist, but Brenner was, and remains, the region’s leading children’s hospital.

“The whole time, I was so well informed,” Petty said. “Every minute, every scan, every x-ray, the pediatricians who were there, the level II nursery team, my OB – everybody kept me so

well informed. When you’re going through a traumatic experience like that, it’s kind of a blur and you don’t always know what’s going on but being well informed was the most empowering feeling that I could possibly have at that time.”

Stone, now nine years old, stayed in the Brenner Children’s NICU for about two weeks before heading home to his family. Because of the issues she experienced with Stone, doctors kept Petty on a close watch during her second pregnancy. She described the delivery of Rhett, now six years old, as easy.

Daughter Elle was born in May 2022 as a planned cesarean section. The situation was complicated when Petty began hemorrhaging in the delivery room and continued following the delivery.

Petty admitted she felt terrified, but again, she felt well informed by the medical staff about all potential options for her situation.

“I will never forget this one nurse,” she said. “I was crying hysterically. I seriously did not know what was going to happen to me. She held my hand, looked me





in the face and said, ‘I want you to look in my eyes. Sarah, you are going to be OK. You are in the best of hands, and we’ve got you.’

“I needed that personal touch, that human interaction. To have someone moderately hemorrhaging like I was, the medical staff there may deal with that several times a week. They could have treated it as a very routine situation and could have gone through the motions, but so many people took the time to make sure I was reassured in my care and that I felt good about what was happening. It took away all the pressure when she said that. I needed to hear from somebody that they knew and acknowledged that I was scared, and that they were taking care of me.”

Doctors and nurses soon got Petty’s hemorrhaging under control, and Elle was fine. It was a level of care that, when considered with her earlier experiences, left Petty with no questions about the quality of care available at High Point Medical Center. She believes the setting in which that care is provided could be improved, which is the focus of the medical center’s Family First campaign.

“I’m excited for the future, for my daughter and for the many women who are going to be delivering their babies in a facility that matches that high level of care so that you get a five-star experience across the board,” she said.



“We already have the staff and the medical team in place. Being able to have that five-star facility for labor and delivery in the future is exciting.”





We invite you to step forward with us in supporting this exciting endeavor to meet the health care needs of you, your family and your neighbors...today and tomorrow.

An investment in our families *and our future*

As Foundation Board Chair and generational resident of High Point, I deeply appreciate the need for expert and compassionate health care in our community. This is never more evident as when we welcome our newest community members in the Esther R. Culp Women's Center. The Family First Campaign is an exciting opportunity for the renovation and modernization of The Esther R. Culp Women's Center which will serve women, infants and families for many years.

- Sparky Stroud

The Esther R. Culp Women's Center is very important to my family and me. Named in honor of my mother in 2007, the center remains an integral part of our community and our hospital. I am so excited about the plans to renovate and modernize The Esther R. Culp Women's Center and the impact it will continue to have on women, infants and families for generations to come.

- Frosty Culp

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