

Beyond Extraordinary

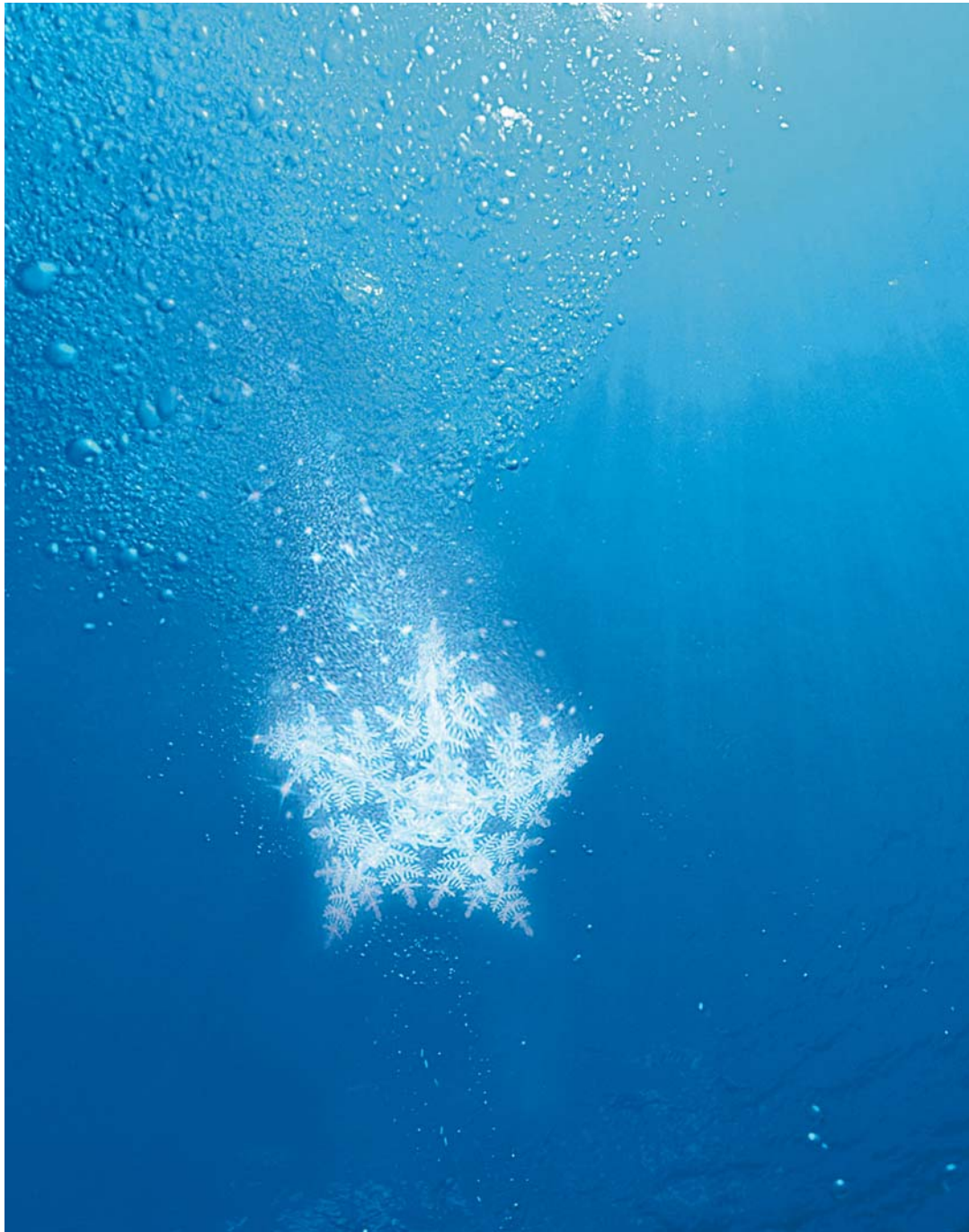


Table of Contents

1	Extraordinary Preamble
18	Letter from the Campaign Leadership
20	Campaign Co-Chairs
21	National Campaign Chair
22	Mission Statement
23	Letter from Dr. Andrew Pecora
24	A Place Beyond Extraordinary
32	Awards and Achievements

Beautiful
Complex
Unique

a Life

To save it
requires
the extraordinary.

Extraordinary Care

At Hackensack University
Medical Center,
where science is partnered
with compassion,
our cancer patients receive
the best medical care
from the most caring people
in medicine.

With additional
resources, could we provide
even better care?



Extraordinary Teamwork

Our internationally renowned doctors and our nurses are experts in specific forms of cancers. We bring together all their skill and experience in a teamed approach to cancer care, enabling more patients to survive and thrive.

What if we
could bring our teams
even closer together?



TomoTherapy
HI-ART

Extraordinary Innovation

We offer patients access to the most promising clinical trials and medications, personalized therapies and treatments, and innovative surgical techniques.

With the right support, how many more advances are possible?



Extraordinary Satisfaction

We treat our patients as
unique individuals,
to satisfy their specific needs—
medical, social, and emotional.
That's why we so often exceed
their expectations.

With the right facilities,
could we serve
them even better?



Extraordinary Outcomes

No two people and no two cancers are exactly the same.

Personalized medicine and novel, targeted therapies mean superior outcomes—longer lives and a higher quality of life for our patients.

What can we do to help more and more people live longer and healthier lives?



We can build a place
where the once impossible
becomes routine.

A place where life,
like a snowflake in water,
can survive...

a place
Beyond
Extraordinary

The New
John Theurer Cancer Center
at
Hackensack University Medical Center

The new cancer center at HUMC will be named in memory of John Theurer by his beloved wife, Helena.

This facility will be 155,000 square feet with a 960-car garage adjacent to it. Mrs. Theurer's magnificent gift was made possible by a lifetime of hard work and business success shared with her husband.

After serving in the U.S. Navy during World War II, John Theurer returned home to the family business, Theurer Wagon Works, established by his grandfather in 1888. John built the business from a small start-up company with six workers into an enterprise with more than 2,000 employees in Newark, N.J. John and Helena later expanded Wagon Works into Theurer, Inc., running the business together, managing real estate, and building floating motel suites in the Florida Keys.

“So many people are touched by cancer,” Helena Theurer said, “My mother died of it, and so did John’s grandfather. John did not live long by today’s standards, but he crowded a full and exuberant life into the time he was allotted.”





Letter from the Campaign Leadership

The Board of Governors at Hackensack University Medical Center has approved a strategic plan for the development and expansion of the hospital's cancer center into a world-class facility. We knew that raising the funds for this would be a challenging task that would stretch the limits of the possible.

But the doctors at our cancer center stretch those limits every day, saving the lives of patients who once could not be saved. The remarkable results they achieve are an inspiration and a reminder to us that anything is possible. So it's with great confidence that we launch the Beyond



Extraordinary Campaign, to turn the new John Theurer Cancer Center into a reality.

The symbol for the campaign—a snowflake surviving in water—represents the patients we will be helping in our new cancer center, more and more of whom will survive to enjoy long, full, and satisfying lives. To make that happen, we'll need your support.

Our cancer center chairman, Dr. Pecora, has built an outstanding team of physicians, with experts in every area of cancer research and treatment. These are 'destination' doctors: men and women who, because of their unique skills, experience, and stature within the profession, attract patients from all over the country and the world.

Aided by a sensitive and superbly trained nursing staff and support team, these doctors treat record numbers of patients each year, and in 2007 they performed 250 blood and marrow stem cell transplants—among the most in the world. The number of patients they bring into clinical trials is truly phenomenal. Nationwide, only ten percent of the cancer patients eligible for trials are actually participating in one. In the better hospitals, that percentage rises to 20 or 30 percent. But here at HUMC, it's an astounding 60 percent.

Left to right:

J. Fletcher Creamer, Jr.
*Chairman, Board of Governors
Hackensack University Medical Center*

John P. Ferguson
*President and Chief Executive Officer
Hackensack University Medical Center*

Joseph Simunovich
*Chairman, Board of Trustees
Hackensack University Medical Center
Foundation*

Robert L. Torre
*Executive Vice President
Hackensack University Medical Center
Foundation*

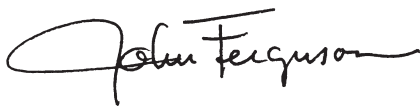
Over the years, as our patient load and physical plant have grown, our cancer specialists have become separated from one another, working at various locations throughout our sprawling hospital campus. Brought together in one building, these extraordinary people will accomplish things Beyond Extraordinary.

We believe this new state-of-the-art cancer center will further enhance the reputation of our entire hospital, whose size and patient volume are a magnet for innovative researchers and practitioners. In fact, based on our 76,000 admissions per year, HUMC is *the busiest independent hospital in the United States*. Our annual budget is more than \$1 billion, and we are the largest employer in a county whose population is bigger than six states. And while we're proud to be a New Jersey hospital, we're also a local resource for the entire New York Metropolitan Area.

We're also proud to be well-managed and fiscally responsible. Over the last 20 years, we've delivered a superb level of patient care while controlling costs and maintaining a balanced budget—this even despite the State's limited reimbursement for the charity care we are pleased to provide. We've received any number of highly prestigious awards for quality of care and service, and for the past two years we have topped all other hospitals in the pay-for-performance program sponsored by Medicare, whose objective is to improve patient outcomes while reducing health care costs.

Thanks to effective management, we're also able to provide a friendly, rewarding, and supportive environment for our employees. Our nursing staff has an unusually small turnover, and displays an infectious enthusiasm to which our patients are happily and beneficially exposed. The Planetree philosophy—a holistic approach focused on patients and providers—serves as a guide to patient care throughout the hospital and the model for the planning and design of our new cancer center.

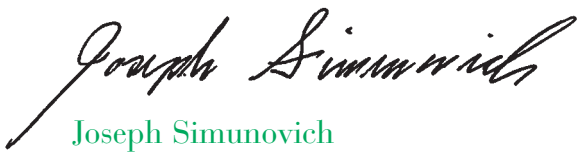
So now we're asking you to make a donation to the Beyond Extraordinary Campaign—one of the few investments you can make that offers a life-saving 'return.' With your help, our physicians and nurses will continue to prove that anything is possible.



John P. Ferguson



J. Fletcher Creamer, Jr.



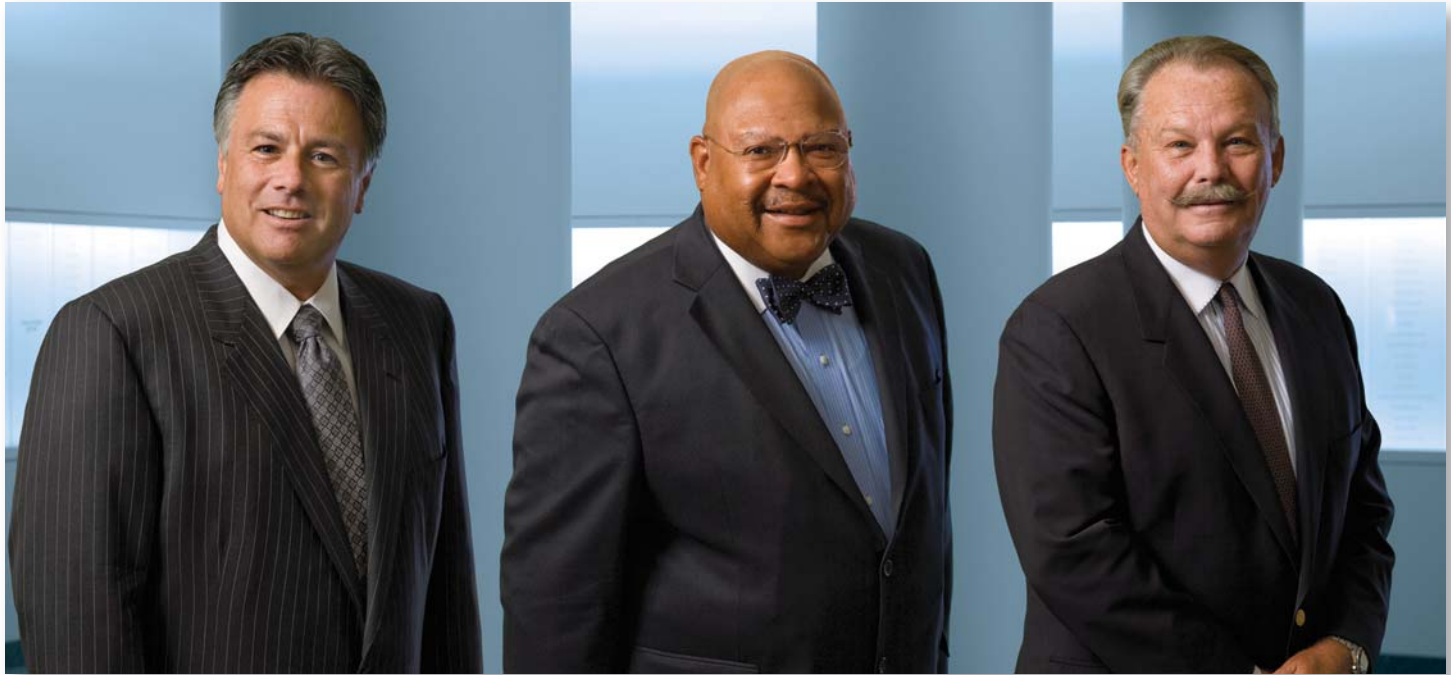
Joseph Simunovich



Robert L. Torre

Campaign Co-Chairs

Strong leadership is vital to the success of any capital campaign. The board of trustees, physicians and staff of Hackensack University Medical Center have provided compassionate care to the community for over a century. Collectively, our focus will drive the building of the finest cancer center in the United States, offering the promise of extraordinary patient care. We look forward to sharing our progress throughout the campaign and are most grateful to our leadership and our donors who continue to go Beyond Extraordinary in their efforts to help build this fine facility.



Lawrence R. Inserra
President
Inserra Shop-Rite Supermarkets

John Randolph Smith
Director of Corporate Responsibility
and President, PSE&G Foundation

Joseph T. Dockery
President-Owner
The Prestige Family of Fine Cars

“As members of the New Jersey business community, we are honored to lead the fundraising committee to build the premier cancer center in the United States, the John Theurer Cancer Center. We have an opportunity to set the course for the future of healthcare for our region. This capital campaign is an investment in our medical center, as well as an investment in the lives of all residents of New Jersey and beyond.”

Mary Higgins Clark, *National Campaign Chair*

Acknowledged as a master of mystery and suspense, the novelist Mary Higgins Clark specializes in creating independent and sensible young female characters and ingenious, tension-building plots. Embraced and honored by readers and fellow authors around the world, her books have sold 80 million copies in the United States alone. Many have been adapted for film and television. And she is working, as always, on a new one.

Ms. Clark, whose life has been personally touched by cancer, is a member of the Board of Governors of HUMC. She has received a number of distinguished literary prizes, “but my greatest reward,” she says, “is when someone tells me, ‘My daughter read your novels and fell in love with reading.’”



“Cancer, if detected early enough, can be stopped. I don’t think many people are aware of how many new treatments there are or how many people are being saved. HUMC is a wonderful hospital, on par with the best in the country. As a patient, you’re treated with warmth, courtesy, and compassion. The doctors are superb; my daughter and I have both benefited from their remarkable skill and dedication. There’s a personal sense of everyone being totally involved with every patient, for whose comfort and dignity the beautiful new cancer center is being planned. I am honored to be National Chair of the Beyond Extraordinary Campaign.”

Mary Higgins Clark

*O*ur Mission

Deliver extraordinary care that is multidisciplinary, personalized, innovative, and at the appropriate cost with superior outcomes to the most satisfied patients.

To Our Friends and Supporters

My colleagues and I are asking you to help us build the new John Theurer Cancer Center at HUMC—one that will give us the space and state-of-the-art facilities we urgently need. But the culmination of our efforts will not be just a new building. It will be the transformation of the cancer care experience.

When you bring a lot of talented people together under one roof, great things happen. In our new cancer center, all the specialists a patient needs will be right there, working side by side on a diagnosis and treatment plan tailored to his or her unique biologic makeup. In bright, comfortable surroundings, patients will get their therapy while sustaining the flow



of life—through work, exercise, and education. Psychosocial services will be there, too, to support them and their loved ones. And by collaborating to make better decisions, decrease variance, and increase efficiency, our doctors will help to control the cost of care.

Most important of all, the new center will help us seal the implicit ‘promise’ we make to every patient: although we serve many people, we don’t look at you as one of many, but as one of one—a unique individual, deserving of the finest care. All the knowledge and skill, all the innovations and clinical trials, all the healing capacities of our new center will be working for you with one single objective: to improve your outcome.

My colleagues and I have dedicated our lives to the effort of curing cancer, preventing its recurrence, and sparing future generations from it. Please join us in building a center for hope and wellness and survival. A center where the cancer care is extraordinary.

Andrew L. Pecora, M.D., FACP
*Chairman &
Executive Administrative Director of the
John Theurer Cancer Center*

A Place Beyond Extraordinary

Each year, more than a million Americans are diagnosed with cancer. At worst, the disease they face is a deadly threat. At best, it's a physical and psychological affront to their everyday existence. Suddenly, life as they know it has changed and can no longer be taken for granted.

All the very best hospitals offer the services that enable these patients to survive and to resume their interrupted lives: a swift and accurate diagnosis; the skill and dedication of their doctors; the latest advances in treatment and technology; attention and support from the nursing staff; and an environment favorable to their recovery. At the John Theurer Cancer Center at Hackensack University Medical Center, we offer all these services—and something much more. We go to extraordinary lengths to care for our patients.

What this means, simply, is that we attend to all the complementary factors—psychological, social, emotional, and spiritual—that can play a crucial role in a patient's survival and recovery. We provide care that is both personal and personalized, balancing great science with great service, and clinical excellence with compassion. And we do so in a fiscally responsible way, offering the highest quality care with the greatest efficiency.

We have far outgrown our roots as a small community hospital in New Jersey to join the top 10 cancer centers in the nation. We've achieved this growth by recruiting many world-renowned physicians, who've been drawn here by the rare opportunity to pursue revolutionary advances in medical science while keeping in close touch with their patients. Each of our cancer divisions is directed by a doctor with exceptional clinical and research expertise in his or her sub-specialty. We see 150 new cancer patients every week and conduct more than 200,000 follow-up visits each year. We run more than 75 clinical trials annually and treat every form of the disease.

Demand for the unique combination of skill and service we offer continues to grow. Not only are some of the most intractable cancers on the rise, but as the baby-boom generation ages, the number of overall cases is predicted to increase. The cancer center is already a victim of its own success. We are attracting the best doctors and an increasing number of patients, but have nowhere to put them. We have simply run out of space.

Like many other enterprises, a hospital is a living organism. To survive and flourish, it must grow and adapt to changing conditions. Right now our cancer center has no room to grow: no place for additional patients and staff, no capacity to expand our clinical trials, and no space for additional research. The dry clinical atmosphere of our buildings is the opposite of what our patients need: a healing environment that matches the extraordinary healing skills of our people.

“The main goal of the new center is to further our multidisciplinary approach to cancer and improve our patients’ outcomes.”

André Goy, M.D., M.S.
Deputy Director of the Cancer Center; Chief, Division of Lymphoma Oncology; and Director of Cancer Research



For all these reasons and more, we plan to bring our people and resources together under one roof in a cancer center built for the 21st century. With your help, we can make it a place where anything is possible. A place Beyond Extraordinary.

A Commitment to Personal Care

The quality of patient care is what makes the John Theurer Cancer Center unique among elite hospitals, and we have designed our new cancer center to help maximize this strength.

Personal care starts with our attending physicians. Our patients rely on them throughout the course of treatment for information, consultation, and crucial decision-making. But the attending is hardly alone. Our doctors work in concert with a whole team of specialists and experts in cancer care.

A patient coming to the John Theurer Cancer Center with a probable case of lung cancer, for instance, sees an oncologist who's an expert in that field. That doctor may soon be joined by a pulmonologist, thoracic surgeon, radiation oncologist, radiologist, advanced practice nurse, and a nutritionist from the support staff. Each of these subspecialists in lung cancer will bring their unique experience and point of view to the patient's case. At a group conference, they will discuss it, form a detailed diagnosis, and decide on a treatment plan.

This multidisciplinary approach to patient care not only ensures the most accurate diagnosis possible; it also hastens the delivery



of treatment, thus improving the patient's prognosis. Throughout the course of therapy, this team of experts will continue to share information and ideas most likely to lead to a successful outcome.

We are currently practicing this multidisciplinary approach under conditions that are less than ideal. With a busy medical staff now housed in many buildings over a wide area, it is difficult to coordinate schedules and logistics so that patients can meet with specialists—and specialists can meet with each other—at mutually convenient times. Communication is also hampered by facilities that were not designed to take advantage of the latest information technology.

The new John Theurer Cancer Center facility will solve these problems, placing specialists within easy reach of one another, providing them with information on demand, and enabling them to keep current on their patients' progress. The doctors who treat blood cancers will all be housed on the same floor, and the solid cancers will have their own floor as well. A 'women's floor' will be devoted to the treatment of breast and gynecologic cancer. And there will be a floor dedicated to our radiation specialists.

The history of science tells us that proximity can lead to serendipity. During a coffee break or an impromptu encounter in the hall, a casual chat between doctors can reveal a novel idea with productive results. Both our patients and the people who care for them will benefit from these kinds of interactions, which will be possible every day. In our new cancer center, what we now do best, we will do even better—and the personal care we provide at HUMC will rise to new levels.

The Best Care at the Lowest Possible Cost

Of all the problems cancer patients and their families must contend with, the onerous cost of treatment is among the most troubling. The key to containing costs while maintaining the highest level of service is a consistent approach to the staging and care of patients.

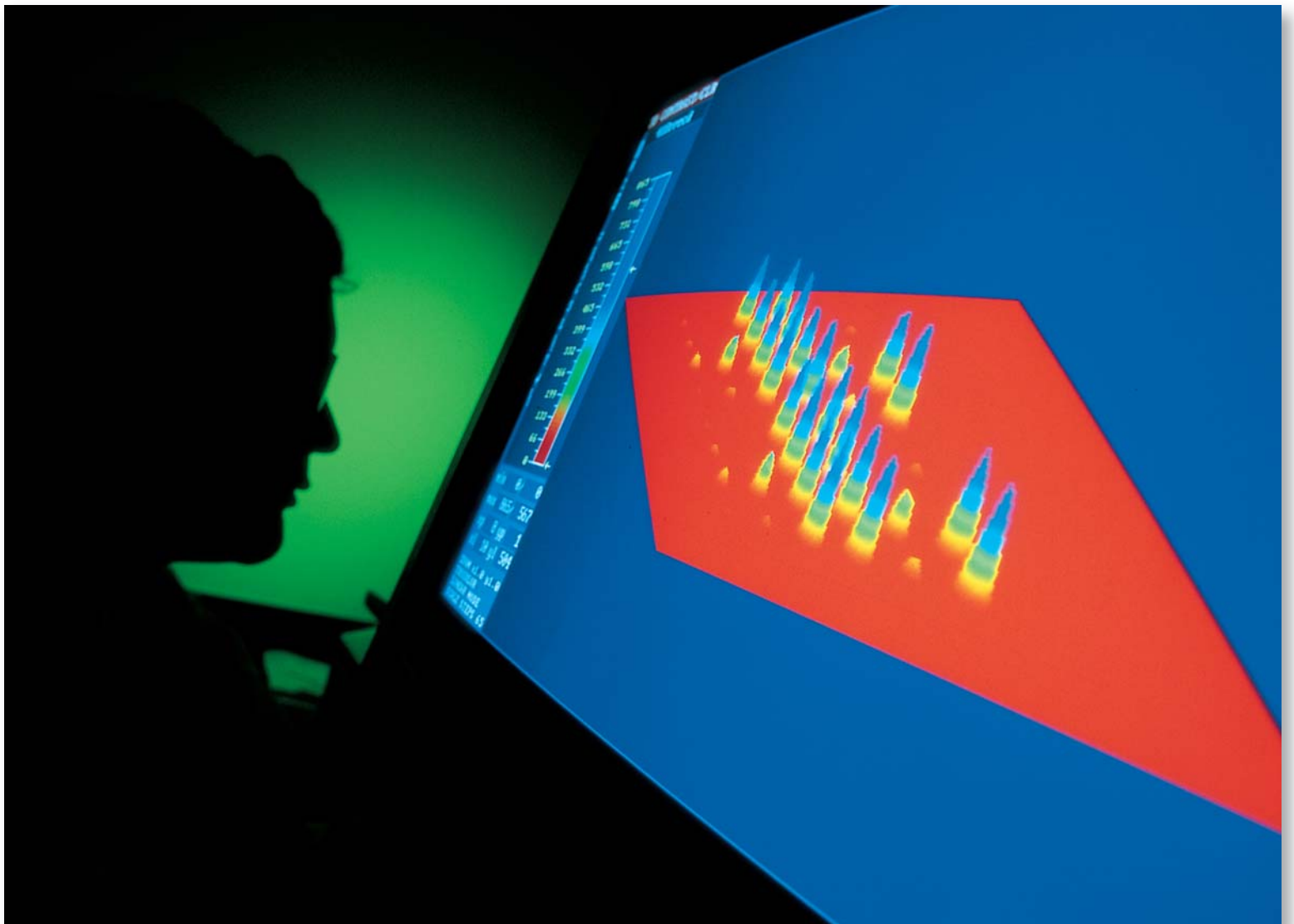
Our clinical standards of excellence are based on peer-reviewed guidelines set by the National Comprehensive Cancer Network—an organization comprised of most of the major cancer centers in the country. These guidelines take into account research studies, data from clinical trials, and years of physician experience. When a group of our multidisciplinary specialists hold a conference to discuss treatment plans for their patients, the decisions

“Providing financially responsible care means taking a standard approach to the staging and care of patients. If we know the tests our patients need and what the treatment should be, we can outline a full menu of costs to the insurance company; so they’ll know what to expect. Decreased variance means lower cost.”

Dr. Harry D. Harper
Co-Division Chief, Thoracic Oncology

they make are informed by NCCN findings. These findings enable our specialist teams to match the types and stages of disease with treatments that have proven most effective. At HUMC, this results in greater predictability, better patient outcomes, and fewer expensive, high-risk, unnecessary procedures. And when insurance companies know what to expect, the results are lower costs and fewer disputed claims.

In the new John Theurer Cancer Center, where the opportunity for give-and-take among physicians will be greatly enhanced, we will refine and firmly establish these standard approaches of care, lowering the cost of care for people whose burdens are heavy enough.



The Promise of Personalized Medicine

For people who dedicate their lives to cancer care, this is an exciting time. Recent developments have revolutionized the field and expanded the meaning of how personal our care can be. With the mapping of the human genome, advances in the field of molecular biology, and continuing progress in stem cell research, ‘personalized’ medicine is now a reality.

The practice of personalized medicine rests on a deep understanding of the genetic makeup of each patient and his or her cancer. Today we can use that knowledge to tailor a treatment that works

against a particular disease. Within a few years, we expect to develop a credit-card-sized DNA card that will contain each patient's genetic profile and a record of their medications and treatments. Each doctor a patient sees will be able to 'read' the data contained in the card to customize a treatment plan for each patient. The DNA card will also contain vital information about the patient's tumor(s). Thanks to new technology, we can now identify, compare, and differentiate tumors at a molecular level and store them in a 'tumor bank.' A tumor effectively treated in one patient will become a guide to treating a similar tumor in a patient with a similar profile.

Meanwhile, our physicians and researchers continue to do groundbreaking work in personalized medicine. Using targeted therapies, they destroy patients' diseased cells while leaving healthy ones unscathed. They employ new technologies in surgery and radiation oncology that are less invasive yet more precise, resulting in shorter recovery times for patients and more successful outcomes. New drugs are halting the progress of multiple myeloma and achieving remission in patients with breast cancer and chronic myeloid leukemia. Others are reducing chemotherapy infusion time to a fraction of its former length, with no side effects.

Our doctors' pioneering work in stem cell transplantation informs the treatment of blood and bone marrow cancer in hospitals around the world. We are working to cure other blood cancers with immunotherapies—approaches that stimulate the patient's own immune system to kill off cancer cells.

This is just a brief sample of the exhilarating progress we have made and only a hint of what the future can bring. The new John Theurer Cancer Center will mean more opportunities for us to pursue innovative treatments and a wider range of clinical trials. We have many breakthroughs waiting in the wings. The possibilities are limitless.



The Patient As Hero

Someone who displays great courage and strength in a crisis—this is the standard definition of a hero. Asked to supply their own definition, our medical staff will say, “Our patients.” People facing a diagnosis of cancer bring expectations, both great and small, to the hospital in which they’re treated. Everyone, of course, wants to be cured. But patients have other priorities as well.

They want to know that the therapy we prescribe has been designed to work specifically for them. They’re not satisfied with percentages or survival rates in hundreds of other cases. This is their therapy, and for them it’s a new and unique experience.

Likewise, our patients don’t want to be anonymities who come and go. They want to feel present, to be recognized as individuals, and to be cared for by people who know them, who understand what they’re feeling, and who can help them through this crisis.

If the disease or the therapy is debilitating, the patient needs help in coping with it. Many need advice on how to live—what activities to pursue or avoid, what to eat, what to wear, and how to maintain a positive attitude. Their spouses, partners, parents, children also need assistance on how to help both the patient and themselves.

These are the *heroes* we serve—ordinary people, to whom something extraordinary has happened. An astonishing number of them become lifelong friends with our doctors and nurses, because they are treated here as whole, complex, unique human beings. In taking this approach, our entire staff is guided by our affiliation with Planetree, a non-profit organization that helps hospitals develop a patient-centered model of care, one that integrates the physical, mental, and spiritual aspects of healing.

In our new facility, we’ll have the ideal setting to deliver and support this kind of care: an airy, light-filled, and warmly inviting place in which the whole person can be healed. Once inside the new building, patients will be just down the hall or a short elevator ride from all their doctors. Waiting rooms will offer them comfortable seating in attractive surroundings. When called in, they’ll have greater privacy, thanks to ampler space and more discreet rooms for consultation and treatment.

Patients with spare time between appointments may head for an exercise room or visit a dietician or nutritionist. They might stop in at the library to learn more about improving their health, take a yoga or cooking class, have a therapeutic massage, consult with a social worker, or join a group (perhaps with their spouse) that offers psychosocial support.

For our patients, the new John Theurer Cancer Center will be a true destination for wellness. Here we will welcome our *heroes* into a beyond extraordinary environment of hope and survival.

“The psychological dimension of care is important. When you’re going through a rough experience, you want to do it in a light and cheery place.”

Dr. Robert Ashton
Chief of Thoracic Surgery and
Co-Division Chief, Thoracic Oncology

Longer, Healthier, Productive Lives

Most people really don't ask for much. They don't long to be rich or famous. They're not hoping to win a Nobel Prize or give a recital at Carnegie Hall. Their interest in ruling the world—or saving it—is minimal. They just want to live long, healthy, productive lives.

And that's what every cancer patient wants, too.

Our job is to save and restore the lives of our patients—to produce superior outcomes for them and the people who love them. In recent years, we've been doing it with increasing success.

In some cases, we're able to cure the disease entirely. In others, we can halt the progression of the illness and extend lives for ever-longer periods. Since many of the most dangerous cancers are those that come back after their original source has been removed, our most formidable task is to prevent recurrence—and more and more often we're winning the battle.

At the new John Theurer Cancer Center, we'll further advance the science of survival with education on cancer prevention—which of course offers the most superior outcome of all.

What once seemed impossible is now a reality. Many cancer patients can live the long, healthy, and productive lives we all want to have. In our new cancer center, we will save many, many more. But to make it happen, we need your support.

As one of our doctors said, “An investment in our new cancer center is an investment in the human quality of our citizens.” That's the quality a struggle against cancer brings out. We see it every day in the patients we're honored to serve. It's they who are truly Beyond Extraordinary.





Awards and Achievements

Health Grades® One of America's 50 Best Hospitals for two years in a row

The only healthcare facility in New Jersey, New York, and New England to be named to this prestigious list.

HealthGrades® Distinguished Hospital for Clinical Excellence

Ranked among the Top One Percent in the Nation and One of America's 50 Best Hospitals for two years in a row, 2007 & 2008.

Magnet Award for Nursing Excellence

from the American Nurses Credentialing Center. The second hospital in the nation and the first hospital in New Jersey to receive this designation.

J.D. Power and Associates

recognized HUMC for providing "Outstanding Patient Experiences" in Cardiovascular, Inpatient, Maternity, and Outpatient Services. HUMC is one of America's select few hospitals honored with this designation and was the first in New Jersey to receive designation in these areas of care.

*HUMC ranked the nation's **Top Quality Performer** for two years in a row in the Centers for Medicare & Medicaid Services/Premier, Inc. Pay-For-Performance project.*

*One of six New Jersey hospitals awarded a Medal of Honor for Organ Donation from the **U.S. Department of Health and Human Services.***

Named one of the nation's 100 Top Hospitals® for Cardiovascular Care

by Thomson Healthcare. This is the fifth time HUMC has been recognized with this honor. The medical center is the only hospital in New Jersey to achieve this distinction.

*BEYOND Medical Spa named among the **Top 10 Best Spas in the World** for the Best Medical Program in its fifth annual Spa Finder Readers' Choice Awards. This is the second time BEYOND has received this award.*

*HUMC received the "**Hospital of Choice**" award from American Alliance of Healthcare Providers for four years in a row.*

*HUMC named a 2007 **Most Wired Hospital** by Hospitals and Health Networks. HUMC is the only hospital in the New York metropolitan area and one of six in the nation to receive this ranking annually since the award's inception nine years ago.*

*HUMC received the 2007 **Partners for Change Award** from Hospitals for a Healthy Environment. The award recognizes HUMC's remarkable achievements in improving environmental performance at the Sarkis and Siran Gabriellian Women's and Children's Pavilion.*

*HUMC received prestigious accreditation by the American College of Surgeons (ACS) Bariatric Surgery Center Network as an ACS Level 1a Accredited **Bariatric Center.***

*HUMC received **13 Gold Seals of Approval®** for quality from the Joint Commission. HUMC is the only medical facility in the United States to achieve this record number of Disease-Specific Care Certifications in Acute Myocardial Infarction, Asthma, Chronic Obstructive Pulmonary Disease, Coronary Artery Disease, Diabetes, End-Stage Renal Disease, Heart Failure, Hip Replacement, Knee Replacement, Pediatric Asthma, Pneumonia Disease, Primary Stroke Center, and Trauma.*

*U.S. News & World Report 2007-2008 **America's Best Hospitals –** Top rankings in Geriatrics, Gynecology, Heart and Heart Surgery and Orthopedics.*

*HUMC named a NJBiz Magazine **Best Places to Work 2007.***

*Four years in a row, HUMC has been a **Consumer Choice Award** recipient—Bergen and Passaic's most preferred hospital for overall quality and image.*

*In the American College of Surgeons National Surgical Quality Improvement Program, HUMC achieved a **lower than expected risk-adjusted morbidity and mortality rate** in "general and vascular surgery" for two years in a row.*

*HUMC received the state's **highest marks for cardiac bypass surgery** in the ninth annual Cardiac Surgery Report Card—the only hospital with a statistically significant better-than-average performance.*



Hackensack University Medical Center Foundation

360 Essex Street, Suite 301, Hackensack, NJ 07601-8566
www.humcfoundation.com

Printed by Tanaseybert, LLC