

THIS MOMENT FOR

PATIENT EXPERIENCE



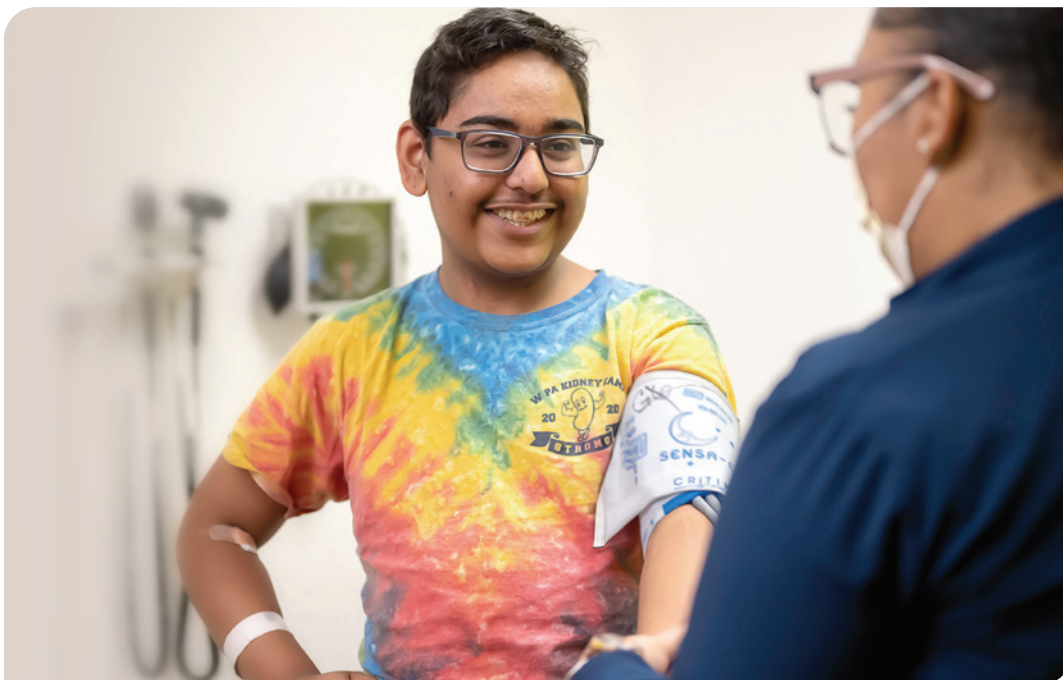
UPMC
**CHILDREN'S
HOSPITAL**
FOUNDATION

WHY, IN *THIS MOMENT*, THEIR EXPERIENCE MATTERS

A child's journey at UPMC Children's Hospital of Pittsburgh can range from routine check-ups to lengthy hospitalizations.

No matter the direction or duration, every child's pathway to health is influenced by more than the medical treatment and the care physicians and nurses provide. It is shaped by our holistic programs and services that bring moments of relief, joy, and normalcy to our children and families — **moments made possible by philanthropy.**

At UPMC Children's, a child's dedicated health care team includes non-billable licensed specialists from the departments of Child Life, Social Work, Creative and Expressive Arts Therapy, and Supportive Care. Each serves a unique set of needs and is there to ensure each family is surrounded by comfort, community, and support during moments of crisis.



The patient experience at UPMC Children's is curated by programs and people focused on the unique needs of every child and adolescent in our care, like Pushkar.



Child Life specialists like Lauren create customized care plans and work with each child to help them understand aches and pains they may be feeling or calm their nerves before a procedure or treatment.

Accessible and relevant to all diagnoses children may face, our programs provide a source of healing for children of all ages — from our tiniest NICU babies to adolescents in the Emergency Department.

Although their role in a child's road to recovery may vary, research has shown that with the right services and support, these critical resources can provide an optimal environment for children to find their strength, accelerate their healing, and become their healthiest, happiest selves.

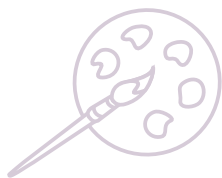
INVESTING IN OUR FAMILIES TODAY AND TOMORROW

UPMC Children's serves children and families from all over the country with varying challenges, circumstances, and needs through patient-centered programs and services.



CHILD LIFE

Our Child Life Department serves each child uniquely throughout their road to recovery. A Child Life specialist will curate personalized care plans, explain reasons for treatments, introduce distraction therapies before procedures, and soothe a child with therapeutic play. Every child would benefit from Child Life, but the volume of patients and spectrum of needs outpace the availability of staff and resources we can currently provide. **We need to build the sustainable funding to protect these critical positions and grow our team.**



CREATIVE AND EXPRESSIVE ARTS THERAPY (CEAT)

Children who are hospitalized for illness or trauma need more than just medical care to heal – they need the therapies that nurture their soul. Our board-certified art and music therapists provide an outlet for kids and adolescents to escape the challenges of their diagnoses by treating their spirit through music, art, and movement therapy. A growing number of children request comfort through Music Therapy, challenging our team of three music therapists to allocate time to each patient in need, sometimes requiring their focus on addressing the most crucial and time-sensitive cases. **We need to build the Music and Art Therapy endowments to grow our team and ensure no child needs to wait for moments of comfort.**



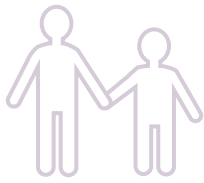
SOCIAL WORK

Social workers are vital and key players in a family's care team because they advocate for each child's health and provide the immediate and long-term support they need to get back to their day-to-day life. To ensure families have access to Social Work 24/7, social workers at UPMC Children's are challenged to attend to roughly eight families during their shift. This is a significantly higher volume compared to peer hospital standards of five families per social worker. **We need to establish the first endowment to support Social Work ensuring we have the flexibility to grow in perpetuity.**



FAMILY SUPPORT FUNDS

Throughout the journey of childhood injury, illness, and disease, families often face trying obstacles — like traveling long distances for treatment, maintaining job security with unexpected hospital stays, or keeping up with household bills. To alleviate the financial burden a family may face while their child receives care, social workers provide roughly \$300,000 a year in family support funds, all made possible by philanthropy. **We need to build the endowments that support families in need and establish an unrestricted endowment that can direct support to any family facing financial challenges at UPMC Children’s, regardless of their child’s diagnosis.**



SUPPORTIVE CARE

Our Supportive Care team offers complete end-of-life care for kids facing life-limiting illnesses and support for their families through unique, curated programming that fosters healing and comfort in times of grief. Palliative care specialists support more than 300 children facing life-limiting illnesses and 600 families facing bereavement through at-home visits and inpatient stays. Our UPMC Children’s Supportive Care team is one of the few in the country that includes a pediatric-focused palliative care fellowship. **We must build our endowment to meet the growing need for palliative care to ensure families have access to support at every stage of illness and bereavement.**

OUR VISION FOR THE PATIENT EXPERIENCE

We are determined to ensure every child achieves the healthiest outcome and highest quality of life through UPMC Children’s continuum of care today and 100 years from now.

To do this, we must protect the critical, yet non-reimbursable, services that make this vision possible by:

- **SECURING** permanent resources that ensure children can receive the comprehensive support and comfort these programs provide at no cost to the families.
- **SAFEGUARDING** critical positions that serve as a lifeline in addressing the emotional, social, and developmental needs of children across all diagnoses.
- **ENHANCING** the quality of care and experience through innovative collaborations that accelerate engaging and child-centric programming.



Kayson, a liver transplant recipient at UPMC Children’s.

SECURING EVERY CHILD'S WELL-BEING IN PERPETUITY

UPMC Children's leadership and those driving the *This Moment Campaign* have made the patient experience a top priority.

A child's experience with illness or injury is a critical starting point to a family's engagement and understanding of the health care landscape. Despite their immense impact, the care and support provided through these patient-centered programs are non-reimbursable by insurance and non-revenue-generating. They function within a fixed operating budget that limits the scalability of each program at a time when the demand has never been greater.

All children and families would greatly benefit from increased one-on-one therapeutic play, but currently, they experience shortfalls such as wait lists for music therapy and limits on the amount of time social workers can dedicate to addressing their needs.



Through the This Moment Campaign, philanthropic investment in our patient experience will ensure we have the sustainable resources that provide comfort, support, and healing to families and children like Cartel, a child in the Pediatric Intensive Care Unit.



UPMC Children's offers playrooms throughout the hospital to foster playful experiences for children like Ivy.

It is imperative we address the uncertainty of our finite institutional resources and their ability to sustain these programs for the long-term. Guaranteeing the financial sustainability of these patient-centered programs is vital.

An endowment secures — without question — substantial and permanent resources that will ensure every child and family has access to our unmatched services in perpetuity. Through our multi-year, comprehensive fundraising campaign, we aim to grow the collective endowments that sustain these vital programs to ensure we're able to secure permanent resources, safeguard critical positions, and enhance the quality of care and experience for every child and family in need of care at UPMC Children's.

INVESTING IN EVERY CHILD'S EXPERIENCE



SECURE PERMANENT RESOURCES

As non-revenue-generating departments with non-reimbursable services, the need for flexible and permanent funding is dependent on sustainable philanthropic investment and the hospital's fixed operating budget. To ensure we never have to limit the support we're able to provide a child, we must invest in the departments and programs that depend on this flexible funding.

Building our endowments today will enable us to:

- Ensure funding for financial assistance exists in perpetuity so families never have to worry about external financial burdens they may face when their child is in our care.
- Expand the resources and equipment available to our CEAT programs through the places and spaces that bring children joy like the Dream Big Studio, Nora Grace Kaufman Center for Creative Arts Therapy, and Matt's Maker Space.



SAFEGUARD CRITICAL PROGRAMS

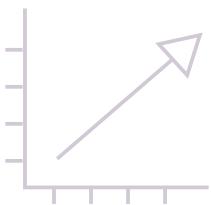
Our music and art therapists, Child Life specialists, social workers, and members of the Supportive Care team play strategic roles in cross-disciplinary care coordination, family engagement and advocacy, and treatment of non-medical needs, such as behavioral, social, and developmental support. Endowing critical positions that ensure a child's care team is complete will provide security and flexibility to add additional specialists vital to each program's growth and sustainability.

Building our endowments today will enable us to:

- Protect full-time and part-time positions in Music Therapy, Art Therapy, Child Life, and Social Work.
- Supplement current hospital funding to additional recruitment and retention efforts within each program.



Your gift can ensure children like Josh have access to critical programs like Art Therapy that provide moments of relief and laughter.



ENHANCE THE QUALITY OF CARE AND EXPERIENCE

As the landscape of pediatric health care evolves, so too will our hospital and the children and families we serve. Our patient-centered programs need the financial stability to not only meet the demands of today, but to grow over time and innovate as challenges arise.

Building our endowments today will enable us to:

- Explore innovative collaborations within UPMC Children's and throughout the landscape of pediatric health care, ensuring the high-quality care and support our programs currently deliver never diminish in the future.
- Prioritize challenges and evolving future needs without sacrificing the overall patient experience we're proud to provide.

YOUR IMPACT AT UPMC CHILDREN'S

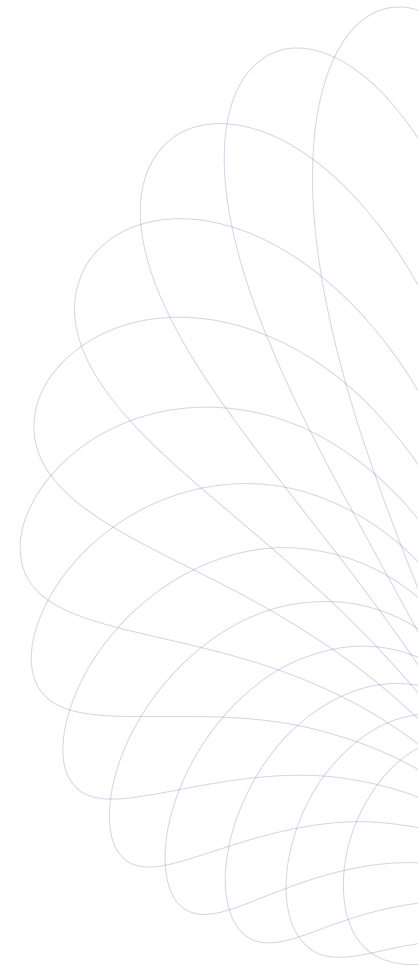
An endowment is a meaningful way for donors to provide long-lasting impact. With a gift of \$100,000 or more, your investment will exist in perpetuity with annual investment income, also known as a spinoff, to pivotal initiatives like our patient-centered programs.

Endowments also create a meaningful way to honor a family member or memorialize a loved one by naming the established fund. This not only ensures their name lives on, but it also establishes sustainable resources and creates an impactful difference in the lives of children and families at UPMC Children's for years to come.

With your help, we can ensure every child achieves the healthiest outcome and highest quality of life through our continuum of care today and 100 years from now. Through significant and sustainable philanthropic investment, we can achieve the very realistic goal of building endowments that directly contribute to a child's experience at UPMC Children's.

By safeguarding critical certified specialists and licensed social work positions, growing a sustainable source of funding for programs like CEAT and Supportive Care, and creating endowments that provide invaluable financial stability to families traveling to Pittsburgh for their child's care, **your investment in the patient experience guarantees no child is turned away in the future.**

The *This Moment* Campaign is your opportunity to transform the landscape of pediatric health care and celebrate the collective impact of generosity from community members like you.



Consider joining us at this historic moment and investing in our children's future.

On behalf of UPMC Children's Hospital Foundation, thank you for your support of our mission and your commitment to the health of children.



Child Life specialists use play to make medical procedures less scary for our patients. Whether it is medical play or a game of Checkers, Child Life specialists like Kelley create a sense of calm during a sometimes anxious time.

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