



The **Primary Promise** Campaign

Building the Nation's Model Health System for Children

Pediatric Cancer Center

PROJECT OBJECTIVE: Strengthen Primary Children's Hospital in Salt Lake City

What if... you could ensure that children diagnosed with cancer receive the most state-of-the-art treatments delivered in a warm, caring environment?

THE SITUATION

The Cancer Center at Primary Children's Hospital treats children, adolescents, and young adults — ranging in age from newborns through mid-20s — with pediatric cancers and non-malignant blood disorders, such as sickle cell anemia. Consider that:

- Primary Children's Hospital is ranked among the top 50 hospitals in the nation for pediatric cancer care by U.S. News and World Report.
- With 1,400 inpatient admissions and nearly 20,000 visits annually — and serving families from across six Intermountain states — the Center is one of the busiest in the nation.
- The multidisciplinary team belongs to several national cancer research consortiums dedicated to improving care, treatments, and outcomes for pediatric cancer patients.

THE CRITICAL NEED

One in 285 children in the U.S. will be diagnosed with cancer before his or her 20th birthday, and that number continues to increase each year. The most feared diagnosis for parents — the word "cancer" — brings anxiety and anguish, signaling that their child will face a battle for life. Pediatric cancer and the acute discomfort that comes from chemotherapy, radiation, and surgery are, without question, a gut-wrenching experience.

At a time of great physical and emotional challenge, these families deserve the peace that comes from knowing their child is receiving the most advanced medical treatment in a state-of-the-art facility. Our response was to create the Primary Children's Hospital Pediatric Oncology Center, built in 1977.

A steady increase in the number of pediatric cancer patients and the size of the new medical equipment necessitate a complete overhaul of the current facility. Children must receive day-long chemotherapy treatments in a large, shared-space infusion bay with no windows. The Center also offers very few community spaces where children

can engage in age-appropriate activities and play. Whether watching movies, playing video games, or interacting with others who are on a similar treatment path, children battling cancer deserve a safe, healing space where they can just be a kid.

THE PROMISE: A State-of-the-Art Pediatric Cancer Center

A contemporary, reengineered Pediatric Cancer Center at Primary Children's Hospital will ensure that the infrastructure matches the exceptional care provided by the medical team. At twice its current footprint, the redesigned Pediatric Cancer Center will provide a modern space that embraces not only the clinical but also the emotional side of healing. The new Pediatric Cancer Center will:

- Increase the capacity of the current clinical rooms by 20%.

- Widen the hallways to meet requirements.
- Reconfigure the chemotherapy infusion bays to furnish spacious, private rooms with natural light.
- Create multiple community spaces where children and teens can pursue age-appropriate activities.
- Build a private and nurturing environment to deliver hospice care.



HELP US KEEP THE PROMISE

The Primary Promise Campaign seeks philanthropic support to double the footprint of the Pediatric Cancer Center at Primary Children's Hospital's Salt Lake City campus, making it a more inviting, effective, and healing space for the more than 20,000 patients and their family members who visit the Center each year.

Donors to *The Primary Promise Campaign* have an opportunity to provide comfort for these young patients and their families during one of the most challenging moments of their lives. Because of this effort, those who must manage the devastating diagnosis of pediatric cancer will feel peace, knowing they have access to the top specialists and treatment modalities in a modern, state-of-the-art facility.