



impact2012

PARKLAND FOUNDATION



ONLY PARKLAND. A strong Parkland means a strong Dallas. Parkland keeps the whole community healthier and provides a stable and vital resource for Dallas County residents, regardless of their ability to pay. From prenatal services to adult health care to senior care, Parkland cares for residents in all stages of life.

Parkland is on the frontlines of health care in Dallas, bringing care to places many others won't go. You'll find Parkland at shelters for homeless individuals and families, in high schools, at senior centers and in apartments tucked away in low-income neighborhoods where homebound seniors have no one to care for them. All of this is in addition to our world-renowned centers of excellence, such as our Level I Trauma Center and Burn Center, help meet critical health care needs in Dallas County.

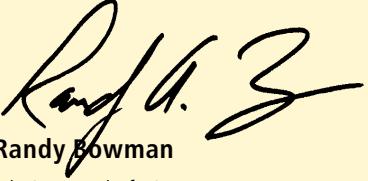
Parkland is proud to play an essential role in the community framework that makes Dallas a world-class city. And Parkland is proud of our many donors whose philanthropic support allows us to extend these services to reach more people who need us. These gifts help make every story you are about to read a reality.

WHAT A PRIVILEGE IT IS TO THANK PARKLAND'S GENEROUS DONORS who have made the programs that provide the underpinnings of health care in Dallas County possible. From the more than \$114 million raised in the capital campaign to help build the new Parkland, to the funds that allow us to extend our services to reach more people and enhance our existing services, you are making a difference in improving the well-being of Dallas.

We are particularly humbled by the gifts contributed to our capital campaign. We have seen an outpouring of prominent philanthropists and organizations investing in Parkland as a way to deepen their investment in Dallas County. We have also seen patients at our community clinics, who are so thankful for Parkland, reach in their pockets and give what they can to support their new community hospital.

In our 2012 Impact Report, we highlight Parkland programs that serve Dallas County residents throughout their lives—from prenatal services to adult health care to senior outreach. Your philanthropic support has helped make these programs possible. On behalf of the Parkland Foundation, Parkland Health & Hospital System and most importantly, the Dallas residents who rely on these programs, we thank you.

Warm Regards,



Randy Bowman
*Chair, Board of Directors
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David E. Krause
*President and Chief Executive Officer
Parkland Foundation*

P.S. We invite you to view the list of our donors at: www.IStandforParkland.org/donorlist



FROM COOKIES TO CAULIFLOWER

Health centers teach residents the keys to a healthy lifestyle



RENEÉ VALENTINE IS SPENDING A LITTLE MORE TIME in the produce section than in the cookie aisle since being diagnosed with Type 2 diabetes in the summer of 2012. This 50-year-old Pleasant Grove resident is following the advice she learned through diabetes classes at the Southeast Dallas Health Center, one of Parkland's 12 Community Oriented Primary Care health centers.

"The clinic dietitian taught me how to eat right, and she let me know I needed to back off of the cookies," said Reneé with a laugh.

With no transportation and little income, Reneé relies on the

community health center for many of her health care needs. Parkland's network of community clinics serves as a critical resource for accessible primary care, and preventive and wellness services for Dallas' most vulnerable individuals. The effectiveness of these clinics is essential to improving health care throughout Dallas.

"Without the classes and programs at the clinic, a lot of us wouldn't make it," said Reneé. "I thank God for those services every day."



CHAMPIONING HEALTHY CHOICES

Summer camp helps kids learn to develop good habits

WHILE THE LAZY DAYS OF SUMMER MEAN TV, video games and ice cream for many children, Parkland's CHAMPS camp keeps more than 180 kids moving and learning. Angela Tunales sent two of her kids to the camp because she recognized the importance of setting good habits early.

"This is where their foundation is established," she said. "If they don't learn it now, it's going to be more difficult when they get older."

A partnership between Parkland and the Dallas Independent School District, CHAMPS (Choosing Healthy Activities, Meals and Positive Self-esteem) gives kids the opportunity to attend a summer camp where they can learn about positive self-esteem,

nutrition, exercise and healthy alternatives. For many of the kids, it is their only chance to attend summer camp.

"We know many kids in DISD are at risk for engaging in unhealthy behaviors," said Jeff Howard, community development specialist in charge of the CHAMPS program. "They may live in an area without decent grocery stores and community gardens but with lots of fast food restaurants."

The program is offered free of charge, and parents are encouraged to attend as well.

"With childhood obesity such an epidemic in low-income neighborhoods, this is a great opportunity for kids, and we look at it as a win-win situation," said Jeff.



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FARBER

HOMELESS BUT NOT HELPLESS

Mobile unit provides medical and emotional support to homeless



TIFFANY SMITH HAS LEARNED THAT EMOTIONAL SCARS can go much deeper than physical scars. She and her four children left her husband after 11 years of abuse and began an odyssey that finally led them to Family Gateway, an organization that provides housing and comprehensive services to homeless families with children.

Parkland's Homeless Medical Outreach Services (HOMES) mobile medical unit travels to Family Gateway each Thursday and alternating Mondays, providing primary care, vaccines, screenings, social work and other services to residents. The HOMES clinics travel throughout the city providing medical

care for homeless individuals and families.

While Tiffany was grateful to get physicals for her kids through HOMES, it is the counseling that is truly healing her family.

"I hadn't realized the emotional damage an abusive relationship could cause," said Tiffany. "Dr. Lisa is a Godsend. She has helped us realize that we're still letting the abuse take a toll on us."

Tiffany says her family would have never gotten the counseling they needed without the access the HOMES program provides.

"I'm getting spiritually and emotionally sound, and I'm working to become the good mom I was before the abuse began," said Tiffany.



STILL THE SAME RAYNE

Program helps burn survivors return
to school with confidence

HAVING BEEN BURNED OVER 80 PERCENT OF HIS BODY in an explosion in a relative's backyard, 14-year-old Rayne Newby faced many transitions during his grueling recovery. From more than 100 days in the intensive care unit at Parkland Memorial Hospital to 100 more days in a hospital room, Rayne pushed through one dramatic transition after the next.

When Rayne returned home to Weatherford, he faced another difficult transition.

"When Rayne went back to school he had a hard time," said Carrie Larkin, Rayne's mom. "He's at a small school, and it was hard for many of the students to know what to say to him."

Parkland's Back to School program stepped in to help. The

program is designed to help children and teenagers re-enter school with confidence and support by educating teachers and students about burn injuries. Sue Vanek, burn program manager, along with another nurse and a therapist, made a presentation to all of Millsaps High School explaining Rayne's injuries and recovery.

"We emphasized that even though he's had an injury, he's still the same Rayne," said Sue.

Carrie said the difference that the presentation made was remarkable.

"The very next day after the presentation, Rayne had a totally different, totally positive experience at school," she said. "The program is wonderful."





TURNING MEN INTO FATHERS

Boot camp helps first-time
dads learn the ropes



STEVE CREW HAS BEEN A PROUD FATHER for more than a year, but he didn't have the same confidence in the weeks before his son Sebastian's birth.

"I was apprehensive before he came," said Steve.

Sebastian is his first child, and as any parent knows, there are fears and questions that no book or instructional video can answer. That's why Steve attended Parkland's Boot Camp for New Dads®. "Daddy Boot Camp," as it is known, is a program where veteran fathers orient rookie dads on the realities of fatherhood.

It helps men like Steve come to grips with their fears, questions and worries about becoming a dependable father and partner.

Veteran fathers teach the rookies techniques for holding, feeding and calming their baby while emphasizing the importance of creating a bond with their child from the beginning.

"Daddy Boot Camp helped prepare me for the responsibility of being a dad and how to deal with this life change," said Steve, who now helps teach this message as a veteran dad in the program.



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TAKING IT TO THE STREETS

Mobile mammography unit provides much-needed services to Dallas neighborhoods



PEGGY NETTER UNDERSTANDS THE IMPORTANCE OF KEEPING HER SPIRITUAL HEALTH STRONG. A member and volunteer at Concord Missionary Baptist Church, she regularly serves in the church's food pantry. Little did she know her spiritual health would improve her physical health as well.

Uninsured and relatively new to Dallas, Peggy had been unsure of where to get a mammogram. It was at church where she saw a sign regarding Parkland's mobile mammography unit. Peggy walked to the unit and stood in line with other women from the neighborhood who were also relieved and pleased to have

convenient and affordable mammography services.

"There are lots of working poor in my neighborhood, and we need these services," said Peggy. "Getting a mammogram is not a luxury; it's vital for our health."

The mobile mammography unit is one more way Parkland is serving on the front lines of health care in Dallas.

"Having the opportunity right here in my neighborhood, I just had to take advantage of it," said Peggy. "Having the hospital come to us is a huge benefit."

WILMER-HUTCHINSON YOUTH & FAMILY CENTER



JUST WHAT THE TEACHER ORDERED

Youth and Family Centers bring health services to Dallas schools

LEARNING AT WILMER HUTCHINS HIGH SCHOOL goes beyond the classroom. Here, students are learning the importance of their choices in the tidy Wilmer-Hutchins Youth & Family Center on the south side of the school.

Pregnancy, sexually transmitted diseases, depression, hand hygiene, stress—the team at the Youth & Family Center cares for and teaches about a wide range of issues. Being located in a school provides easy access for students and supports their work in school.

“Our goal is to care for students so that they can be healthy and focus on their academic success,” said Betty Brown-Trask, FNP-C, PNP-BC on staff at the center.

The Wilmer-Hutchins Center is one of Parkland’s 12 Youth & Family Centers. A partnership with the Dallas and Carrollton-Farmers Branch Independent School Districts, the centers provide care for students ages four to 21, as well as for students’ babies. Physicals, preventive services, routine care, sick care and immunizations are all available at the clinics. Additionally, DISD provides mental health services, including assessments and counseling, at the centers.

“We have a captive population here which puts us on the front lines of teaching students to understand that they are making choices and developing habits that can have both short- and long-term consequences for their well-being,” said Betty.



MAKING HOUSE CALLS

Program provides care for homebound seniors

FROM WHERE TO FIND A GOOD PHILLY CHEESESTEAK to when the next Greek Food Festival is, 96-year-old Hazel Fiengo loves to talk food. Unfortunately, she doesn't get out to enjoy that food as much as she used to. Hazel has a number of health challenges, from arthritis to a heart murmur to Type 2 diabetes. An Oak Cliff resident for more than 50 years, Hazel was a patient in Parkland's Geriatric Clinic for many years. With age and decreased mobility, trips to the clinic began to really take a toll, according to her son and caregiver, Lee.

"The parking and the waiting when we went to the clinic would totally wear her out," he said.

That's when Parkland's Senior HouseCalls program stepped in. Dedicated to providing primary medical care to homebound seniors age 65 and older, the program reached out to serve Hazel. A physician visits Hazel at home every three months, a nurse comes out monthly and a social worker also visits regularly.

"The HouseCalls program is wonderful," said Hazel. "It's so much more convenient, and I just love Parkland."

Lee echoes his mother's appreciation.

"The HouseCalls program has been tremendous," he said. "They are so responsive and have gotten my mom everything she needs."





BARA
SAM MOSES

QUALITY IN EVERY CORNER

Team building new Parkland takes pride in their work

SAM MOSES WAS FLOORED when he learned he would be the general superintendent for construction of the new Parkland.

"I gave a huge 'yeehaw' followed quickly by an 'oh my gosh,'" he said. "This is the biggest hospital where I've led construction. It's off the charts."

Working on the project for the past two and one-half years, Sam oversees all field activities. He has a reputation for skill in pulling together teams and enjoys the challenge of a large project.

When construction was scheduled to begin, the site was not quite ready. Sam knew that the work needed to start, so he challenged his crew to begin working in just one corner of the site. Although it

was an uncommon approach, everyone pulled together.

"Starting in that corner really got us going as a team," said Sam.

The new Parkland will be an awe-inspiring 2.1 million square feet—nearly twice as big as it is today. The increased size and flexible space will improve issues of overcrowding and enable staff to more effectively manage patient care. Additionally, the hospital is designed with patients in mind, creating a healing environment with single-patient rooms, more windows and natural light, and more space for family and visitors.

"I hope that the community will be impressed by what we've done," said Sam. "The quality of the new Parkland is phenomenal."

Take a virtual hard hat tour of the new Parkland hospital with Sam at www.IStandforParkland.org/tour

NEW PARKLAND BY THE NUMBERS

	CURRENT PARKLAND	NEW PARKLAND
TOTAL SQUARE FOOTAGE	1.2 million square feet	2.1 million square feet
NUMBER OF BEDS	684	862
PATIENT ROOM TYPES	semi-private	private
PATIENT ROOM SIZE (average)	225 square feet	275 to 320 square feet
NEONATAL INTENSIVE CARE UNIT CAPACITY	89 beds	96 beds
NEONATAL PHARMACY SIZE	100 square feet	2,200 square feet
OPERATING ROOMS	19	27
OPERATING ROOM SIZE (average)	400 square feet	650 to 750 square feet
AMBULANCE PARKING	6 spaces	11 spaces
BURN INTENSIVE CARE UNIT CAPACITY	9 beds	12 beds
BURN ACUTE CARE UNIT CAPACITY	14 beds	18 beds

EVERY DAY AT PARKLAND

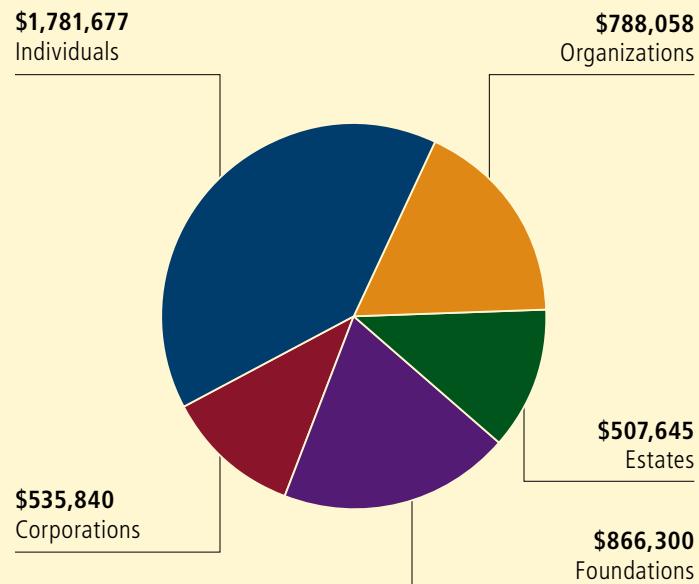
- As many as 600 patients will be cared for on the inpatient units
- More than 1,850 people will receive primary care
- As many as 2,825 people will be cared for in outpatient clinics
- Approximately 31 babies will be born
- More than 40 surgeries will be performed
- Nearly 400 people will be seen in the emergency department
- Approximately 21,500 prescriptions will be filled
- Over 26,225 laboratory tests will be performed
- Nearly 1,175 radiology examinations will be performed

PARKLAND FOUNDATION DONORS

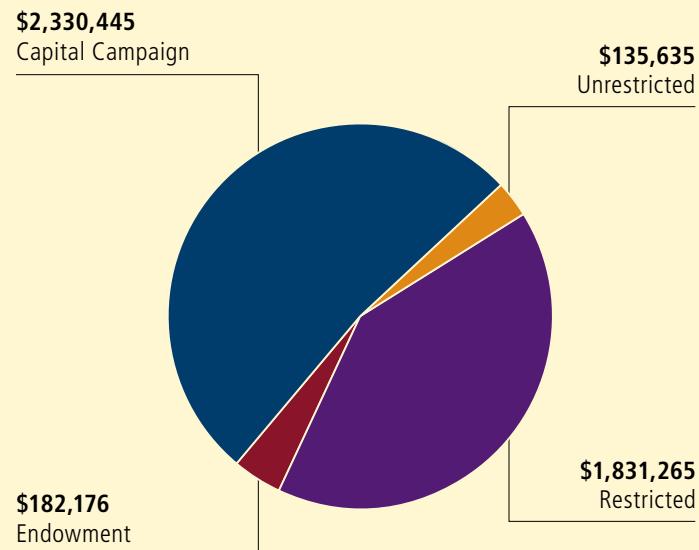
Parkland Foundation received many generous gifts during our Oct. 1, 2011 to Sept. 30, 2012 fiscal year, as well as throughout the *I Stand for Parkland* capital campaign that began July 1, 2007. Lists of these donors can be found at www.IStandforParkland.org/donorlist.

GIFT SUPPORT SUMMARY (Oct. 1, 2011 – Sept. 30, 2012)

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WHAT IS YOUR DONATION SUPPORTING?



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