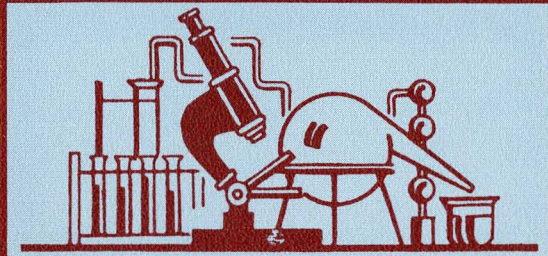


DAKOTA MIDLAND HOSPITAL

ABERDEEN, SOUTH DAKOTA



A NEW DIMENSION
IN COMMUNITY BETTERMENT



It's a fact . . .

. . . Dakota Midland Hospital is a non-profit, non-sectarian, **community owned hospital.**

. . . If a surplus should accrue, it must be re-invested in **YOUR** hospital.

. . . No individual or group may take any profit as their own.

. . . A capable Administrator will manage the day-by-day activities of the hospital.

. . . It will be governed by a **Board of Trustees** — your neighbors, who will work without pay, to bring you and your family the best in hospital facilities.

What Dakota Midland Hospital Will Mean to Us!

The Patients . . .

Dakota Midland will have one main objective: To help your Doctor provide YOU and YOUR FAMILY with better health and longer life.

Your new Dakota Midland Hospital will incorporate every advance in modern hospital design and equipment which today makes it possible for doctors to do more for people of all ages:

- ✦ **Modern obstetrical techniques** and the newest of nursery equipment, will get our babies off to a running start on a normal, healthy life.
- ✦ In the **pediatric department**, modern medications and new equipment in the hands of trained personnel will offer specialized and personal care in combatting childhood illnesses and injuries.
- ✦ **Young and middle-aged adults** will benefit more by our new hospital than any other group. The hospital's role in aiding the doctor in diagnosis will be a big factor. Specific ailments can be defined with pinpoint accuracy—and the hidden cause of future trouble will often be caught at a stage and time of life when complete recovery is assured.
- ✦ **For senior citizens**, medical advances and modern hospital progress have extended life an average of 18 years. New techniques in surgery, improved anesthetics, and the use of fluids will enable aged people to undergo operations formerly considered far too dangerous. **Orthopedic advances** in the treatment of fractures and bone diseases will send many older people home to active, useful lives.



ABERDEEN'S MEDICAL TRANSFORMATION

Aberdeen is probably the most dramatic example of the rapid changes taking place in the practice of medicine on the Great Plains. Because of the swift growth both in the number of patients, and the variety of specialized medical resources, there has been a tremendous increase in the utilization of Aberdeen's hospital facilities in the last few years.

As more and more physicians and their patients in the vast Dakota Midland look to Aberdeen for skills and services which can not be provided in small communities, this increased utilization is certain to continue and accelerate.

In January of 1959, there were 22 physicians in the community; the majority were general practitioners; several were elderly, being semi or almost completely retired. Today, there are 35 physicians; the majority have specialized training beyond the M.D. degree; and only one is not engaged in full-time practice. This increase in physicians represents the greatest such advance for any city in South Dakota, and quite possibly on the Great Plains.

All of this has had its effect on present hospital facilities. During the period 1959-1965, the average daily census of bed patients within the local hospital has **risen steadily**, despite an actual **decrease** in the number of maternity patients. And the increased use of **laboratory, x-ray**, and other diagnostic procedures by both general practitioners and specialists has sent the number of such procedures soaring past all expectations. Out-patient use too — in common with most other hospitals in the country — has risen tremendously — and hospital experts predict that even without an increase in the total number of patients, x-ray and lab work and other functions of hospitals, can be expected to **double** or **triple** within the next ten years.

400 HOSPITAL BEDS WILL BE NEEDED IN ABERDEEN
WITHIN THE NEXT FEW YEARS!

WHERE ARE THE PATIENTS COMING FROM?

When you think that Aberdeen and Brown County's populations have not risen dramatically in the last five years, the natural question arises: **"Where are the patients coming from?"** We recognize that a greater percentage of the population — about 3 more per 1000 per year — is using hospitals. This accounts for only a small part of the total increase. The remainder is coming from the 150 thousand people in the Dakota Midland region served by Aberdeen, where, as in most rural areas today, we are seeing a trend toward fewer but stronger hospitals and increased dependence upon the specialized resources of centers, such as Aberdeen.

THE IMPACT OF MEDICARE

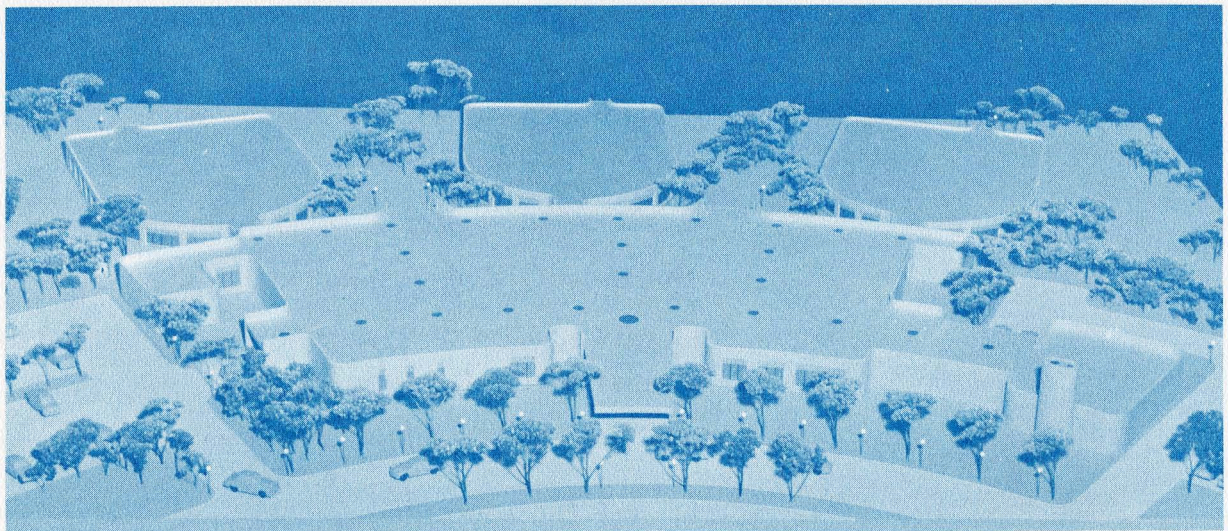
We must expect a substantial increase in the use of local hospital beds as a result of Medicare which begins this year. Experts from the United States Department of Health, Education and Welfare predict this increase will range from **five to twenty** per cent.

COOPERATIVE STUDY LEADS TO A NEW HOSPITAL CONCEPT

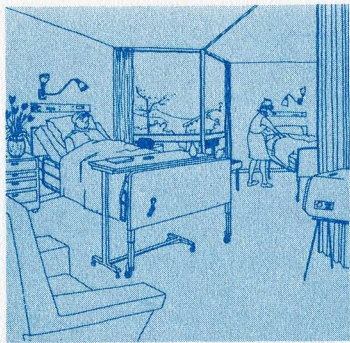
In preparing to meet the challenge of providing new and improved hospital facilities for our area, a co-operative study by interested physicians, a lay advisory group, hospital consultants and architects has resulted in a truly brilliant concept for providing the added hospital facilities needed to meet present needs, while at the same time allowing for any necessary future expansion—in a structure designed to stay as **modern as tomorrow's medical discoveries.**

In general, the principles of modern functional hospital design incorporated into the new Dakota Midland Hospital means that **Diagnostic and Treatment Departments**, such as Emergency, X-Ray, Laboratory, out-Patient, Surgery, and Physical Therapy . . . and **Service Departments**, such as Food, Laundry, and Central Supply . . . are placed in “**work-flow**” relationships to each other for maximum efficiency and conservation of the time and energy of both medical personnel and patients.

The new hospital will be approximately 60,000 square feet in size. Initially it will have 100 patient beds, but the plan allows for expansion to 300 beds without disturbing the working relationships between departments. Further, the plan allows expansion in stages; we will never have to build more hospital than can be used at the moment needed.



IN YOUR NEW HOSPITAL YOU WILL FIND . . .



EACH PATIENT ROOM WILL HAVE

- . . . Its own thermostatic heating and air-conditioning control.
- . . . piped in oxygen and vacuum piping.
- . . . telephone and television outlets.
- . . . an **outside view**.

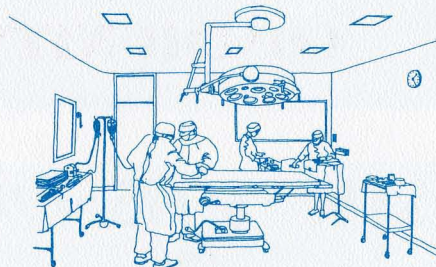


BED DISTRIBUTION

- . . . 90 beds for medical-surgical patients.
- . . . 5 beds for maternity patients.
- . . . 5 beds for pediatric care.

OTHER SPECIAL FEATURES

- . . . **Cobalt Therapy**, recognized as an outstanding method in the treatment of cancer. Only one other city in the state of South Dakota has cobalt therapy.
- . . . **Surgical Suite** with 3 major and 1 minor operating rooms.
- . . . **Intensive Care Unit** with electronic monitoring equipment.
- . . . **Obstetrics and Pediatrics** designed with flexibility to eliminate unnecessary beds.
- . . . **Diagnostic Center: X-Ray and Laboratories** next to surgery.
- . . . **Emergency Department** with quick access to surgery.
- . . . **Nutrition Department** with facilities to send patient's food at prescribed temperatures.
- . . . **Floor Pantries** for between-meal patient nourishment.
- . . . **Entire hospital 100% air-conditioned.**
- . . . **Cardiovascular and Cardiopulmonary** laboratories.
- . . . **Out-patient** facilities.
- . . . **Audio-Visual Intercommunications System.**
- . . . **Lounge Areas** for visitors.
- . . . **Cafeteria** for visitors and staff.
- . . . **Meditation Room.**
- . . . **Ample Parking facilities.**



Dakota Midland Hospital Development Program Is The Key To Over-all Financing . . .

TOTAL NEED \$2,175,000

STEP ONE HAS BEEN COMPLETED

Step one in the creation of this needed addition to our medical resources has already been completed. A 20-acre site valued at \$100,000 has been donated. In the path of Aberdeen's expansion to the northwest, the land lies east of Highway 281 between 15th and 17th Avenues (Extended). City sewer and water are available, and the site is easily accessible.

FINANCIAL PLAN

The new Dakota Midland Hospital can be constructed, completely equipped and conform to all state and federal standards, for \$2,175,000. Sources of funds now available include:

Land	- - - - -	\$ 100,000
Long Term Loan Commitments:	- -	\$1,275,000
TOTAL AVAILABLE	- - - - -	\$1,375,000

After conferring with responsible civic leaders it was decided to stage a community campaign for the remaining \$800,000.

The success of the Development Program depends on the Community Campaign. Achieving the minimum goal of \$800,000 is essential.

COMMUNITY CAMPAIGN \$800,000

\$1⁰⁰ = \$2⁷⁵

For each \$1.00 given by the citizens of our area,
\$2.75 in new up-to-date medical facilities
will be realized.



for Everyone

Everyone will benefit by the new Dakota Midland Hospital. Statistics prove that **ONE IN SIX** people will need a hospital bed every 12 months. When illness or injury strikes, you want, and deserve, the very best possible care for yourself; your loved ones; and your friends.

By supporting the Dakota Midland Hospital Development Program you are helping to provide our area with the best in hospital facilities.

YOUR GIFT INVESTMENT

When you give money to the Dakota Midland Hospital Development Program, **all (100%)** of your money goes towards the hospital. Professional fees, such as architects and campaign expenses, have been underwritten in advance.

DEFERRED PAYMENT PLAN

To assist you in giving a substantial gift to this campaign, rather than an **“out-of-pocket”** donation, you may have the option of up to five years to retire your commitments. Payments of gifts may be made monthly, quarterly, semi-annually, annually or in any manner suitable to you. Gifts of livestock, grain, real estate and other tangibles are also acceptable.

TAX ADVANTAGES

The Internal Revenue Service has ruled that contributions to the Dakota Midland Hospital Development Program are deductible up to **30%** of your adjusted gross income. Corporations may deduct **5%** of their net taxable income. Your Attorney or Tax Consultant can give you full details.

Your Gift to this Program is an Investment in Your Health, and the Health of Future Area Citizens.

MEMORIAL OPPORTUNITIES

Many opportunities to perpetuate the memory of a loved one, business associate, organization, family name, or friend, are available in the building program of Dakota Midland Hospital.

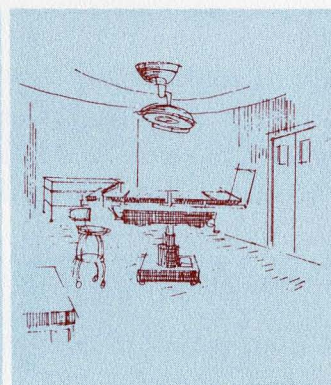
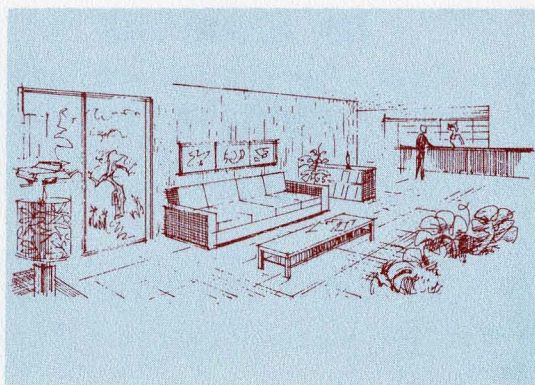
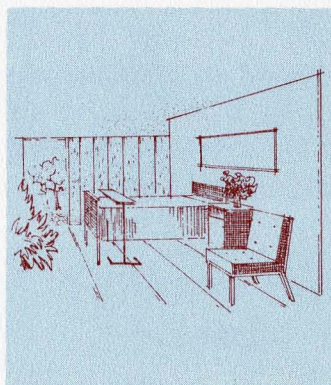
The living memorial will be a constant reminder and symbol of the donor's concern for the health and well-being of the community.

Memorials are available in sums ranging from \$1,500.00 to \$75,000.00 and may be paid over a five year period. A plaque, bearing the name of the donor, or any suitable inscription, will be placed in the facility which your gift will make possible.

To reserve a memorial, telephone the Development Office, 225-9100.

Memorial	Cost	5 Annual Payments	Memorial	Cost	5 Annual Payments
Main Lobby	\$75,000	\$15,000	Visitors Lounge (2) each	\$5,000	\$1,000
Cobalt Therapy	70,000	14,000	Blood Bank	5,000	1,000
Cafeteria	40,000	8,000	Patient Room, Single (40)	4,500	900
General Laboratory	30,000	6,000	In-Patient Waiting Room ..	3,500	700
Gift Shop	25,000	5,000	Out-Patient Waiting Room ..	3,500	700
Library	17,500	3,500	Expectant Fathers Waiting Room	3,500	700
Physical Therapy	15,000	3,000	Patient Room, Double (25)	3,000	600
X-Ray (3)	each 15,000	3,000	EKG Room	3,000	600
Pediatrics Nursery	15,000	3,000	Nurses Stations (4)	each 3,000	600
Pharmacy	15,000	3,000	Inhalation Therapy	2,500	500
Major Operating Rooms (3)	each 15,000	3,000	X-Ray Waiting Room	2,500	500
Emergency	7,500	1,500	Emergency Waiting Room ..	2,500	500
Business Office	10,000	2,000	Patient Room's Furnished (65)	each 1,500	300
Minor Operating and Cast Room	10,000	2,000			

(The cost of Memorials does not necessarily reflect the actual cost of the Facility.)



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