

Profiles OF GIVING

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REIMAGINE CANCER CARE

CAMPAIGN FOR A NEW CANCER PAVILION LAUNCHES WITH ASPLUNDH FAMILY GIFT

With a lead gift from the Carl and Emilie Asplundh family, and a dramatic vision for expanding the frontiers of cancer care, Abington Health Foundation announces the launch of "Reimagine Cancer Care," a capital campaign to help build the new Asplundh Cancer Pavilion.

"Our family has a history with Abington that goes back a long way," notes Ed Asplundh, devoted Abington philanthropist and trustee, and son of the late Carl and Emilie Asplundh. "We are very pleased to support the hospital in this way."

"The history of the Asplundhs is deeply entwined with that of the hospital," adds Jill Kyle, Abington's vice president of institutional advancement. "The family's recent gift, though, lifts their involvement to a new level, and it will propel Abington into the very front ranks of excellence in cancer care."



The late Carl and Emilie Asplundh

An outstanding new facility

The new, 82,000-square-foot Asplundh Cancer Pavilion, scheduled to open in 2017 on the campus of Abington Health Center – Willow Grove, will feature comprehensive, leading-edge facilities across the full spectrum of outpatient cancer care. Services will include chemotherapy, radiation therapy, a dedicated oncology pharmacy and immediate access to Abington's excellent adjacent services, which include the Mary T. Sachs Breast Center, advanced imaging technology and an outpatient surgical center.

The Cancer Pavilion will also offer the latest features designed to reduce stress and enhance healing, including large walls of windows for outdoor views and natural light, healing gardens and walking paths, a café serving healthy foods, resource areas for families and patients and a community space for support groups and healing therapies.

(See *Asplundh Cancer Pavilion details below.*)

A vital campaign

"Reimagine Cancer Care" is a capital campaign to help meet the \$75 million cost to build, equip and staff the Asplundh Cancer Pavilion. The lead gift from the Asplundh family was made in memory of Carl and Emilie Asplundh, parents of Edward, Chris and Carl Asplundh, Jr. and Emily Jane Lemole. Members of the Asplundh family and the

Asplundh Foundation are among Abington's most generous and long-time loyal donors.

Says Chris Asplundh, who received his own cancer care at Abington, "When you have as positive an experience as our family has had at Abington, you want to do something to give back."

(See *Campaign details on back page.*)

FROM THE PRESIDENT

NEW CANCER PAVILION MAKES ABINGTON AND JEFFERSON "BETTER TOGETHER"



Abington's new Asplundh Cancer Pavilion is a perfect example of how the recent merger between Abington and Jefferson is making both institutions "Better Together." Abington's outstanding new Cancer Pavilion will further enhance

a combined entity that includes many of the region's finest care facilities and its best and brightest clinicians, scientists, academicians and healthcare professionals. Patients at the new Cancer Pavilion will also benefit from the latest therapies and trials through our affiliation with Jefferson's Sidney Kimmel Cancer Center, an NCI-designated Cancer Center.

While this merger continues to bring exciting changes, I want to assure you that one thing will stay constant: your gift to Abington Health Foundation, including your support for our new Asplundh Cancer Pavilion, will still specifically benefit your expressed intent as a donor. Gifts from our communities will remain in our communities, supporting the outstanding health services, facilities and professionals you depend on – exactly as you wish.

Thank you for being such a vital friend of Abington,

Meg McGoldrick
President, Abington – Jefferson Health

A FAMILY LEGACY OF SUPPORT

The Asplundh family has deep roots at Abington – fitting for a family whose name in Swedish signifies a grove of Aspen trees.

For generations the Asplundhs have been devoted to tree care. The family originally moved to Philadelphia from Sweden in 1882, and by 1928 three Asplundh brothers – Carl, Lester and Griffith – had started the Asplundh Tree Expert Company. Today the company has grown into an international leader in tree and vegetation management services to the utility industry.

In 1953 brothers Carl and Lester established the Asplundh Foundation. The Asplundh Foundation and members of the Asplundh family have consistently been among Abington's most generous, most loyal and most significant supporters.

In addition to being generous philanthropists, Carl and his wife, Emilie, became extraordinary leaders

at Abington Hospital, with Carl serving as president of the hospital and Emilie serving for many years as a hospital volunteer.

The children of Carl and Emilie, have likewise been exceptional charitable and volunteer leaders at Abington, including Ed and Gwen Asplundh, Chris and Ellen Asplundh, Carl Asplundh, Jr., Emily Jane Lemole and Dr. Gerald Lemole. Chris Asplundh has been particularly generous in his support of Abington's cancer programs. Ed Asplundh is one of Abington's most significant leaders – serving as chair of the Board and numerous Board committees, chairing several major capital campaigns and providing inspiring philanthropic support with a particular passion for nursing excellence and patient safety.

Additional generations of the family have also joined in support of Abington's important work and, along with the Asplundh Foundation, have continued the Asplundh legacy of philanthropy.

"Through their leadership," says John J. Kelly, M.D., Abington Hospital's chief of staff, "the Asplundhs have been transformational for the people and work of this hospital."

From left; Gerald M. Lemole, M.D., Emily Jane Lemole; Edward Asplundh; Gwen Asplundh; Chris Asplundh; Ellen Asplundh; and Carl Asplundh, Jr.



Each year some 2,000 new cancer patients select Abington Hospital for diagnosis, treatment and ongoing care – making our program one of the busiest cancer centers in the region.

Now Abington is transforming the future of cancer care with the creation of our new

ASPLUNDH CANCER PAVILION

Introducing a new world of cancer care

The landscape of cancer care is changing. The incidence of cancer continues to climb. The science of both diagnosis and treatment continues to advance. More patients are surviving cancer than ever before. And 90 percent of all cancer care is now provided in outpatient centers with more convenient, comforting and streamlined care.

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Abington Health Foundation is a nonprofit Philanthropy Pillar Program that financially supports the efforts of Abington Hospital, Abington-Lansdale Hospital and its programs to benefit the health and well-being of our community.



HELP US reimagine CANCER CARE

Abington Health Foundation will launch a capital campaign – “Reimagine Cancer Care” – to help support the \$75 million cost to build, equip and staff the new Asplundh Cancer Pavilion.

The success of this campaign, being led by campaign chairman Bruce A. Goodman, will enable Abington to bring together an exceptional blend of talented people, advanced technologies, pioneering therapies and leading-edge research in a remarkable new facility.

Every aspect of the new Asplundh Cancer Pavilion will be designed with a personalized focus and a holistic philosophy to provide a thoroughly healing environment for patients and their families.

Please join us in realizing this inspiring vision for the future of cancer care.

To make a gift in support of the “Reimagine Cancer Care” campaign, please visit give.abingtonhealth.org/cancer3. For more information, please contact Abington Health Foundation at 215-481-4438.



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ASPLUNDH CANCER PAVILION

continued from front

Abington-Jefferson Health is at the forefront of these changes. The new Asplundh Cancer Pavilion is specifically designed to address an evolving world as we reimagine cancer care for the future.

The Asplundh Cancer Pavilion will encompass:

- **Comprehensive services in one convenient, state-of-the-art location** – with multidisciplinary teams of highly experienced professionals, including surgical specialists, oncologists, genetic counselors, complementary medicine providers and supportive care staff all working together to develop a personalized plan for each patient;
- **The latest, most advanced technologies** – including two new linear accelerators for radiation oncology and Varian Edge™ stereotactic technology (similar to the Cyber Knife but faster and more flexible);
- **Personal patient navigators** – each specially skilled in specific cancers to provide individualized guidance for patients throughout their care journey;
- **Cutting-edge research** – with strong clinical research programs at Abington and access to the latest therapies and phase 1, 2 and 3 clinical trials through our affiliation with Jefferson’s Sidney Kimmel Cancer Center, an NCI-designated Cancer Center;
- **Care for body, mind and spirit** – with a complete range of support professionals and services, including social workers, chaplains, financial counselors, practitioners in holistic wellness, the staff of our full-service Image Recovery Center® and the caring individuals of our grief support program; and
- **A comprehensive survivorship program** – to provide life-long continuing medical care, monitoring and service coordination in an era when cancer survivorship is now the rule.

Building a full-service, patient-focused facility

Every aspect of the Asplundh Cancer Pavilion is being designed with the patient in mind – from easy access and way-finding, to simplified registration and scheduling, to a thoroughly patient-focused environment that fosters wellness and supports physical, emotional and spiritual health.

Features of the new Cancer Pavilion, which is scheduled for completion in 2017, will include:

- 82,000 square feet of outstanding clinical, research and support space;
- A convenient location less than a mile from the Pennsylvania Turnpike, with ample free parking;
- A beautiful grand lobby to welcome and orient patients;
- A light-filled infusion center in a tranquil and comfortable environment;
- Surgical suites equipped with the latest technology, including the Varian Edge radiosurgery system;
- An Image Recovery Center staffed by specialists trained in helping patients enhance their appearance, self-esteem and sense of control;
- A Genetic Counseling Center devoted to using advanced molecular diagnostics to assess cancer risk and develop personalized treatment plans;
- Healing Gardens plus soothing landscapes to enhance comfort and contemplation for patients and families;
- An Integrative Medicine Center that embraces complementary therapies such as yoga, Reiki massage, mindfulness, nutrition counseling and other healing modalities;
- Designated space for support groups, an education resource room and much more.