



# Campaign Update

August 2023



## A Groundbreaking Occasion

The sun shone bright on July 20th as more than 200 people gathered at the hospital for the groundbreaking of the new Emergency Department at Cooley Dickinson. The kickoff for the expansion and renovation of the ED marks a new phase of high quality, personalized care for our patients and their families in larger spaces, with new equipment, technology, and expanded services. All of this made possible by those who have given, and continue to give, so generously to Transforming Emergency Care, having raised over \$7,200,000 to date.

R. F. Conway, MD, long-time Emergency Department physician and medical director, past president of the Cooley Dickinson Medical staff, and Campaign Co-Chair served as the emcee. Dr. Conway spoke about the need for a renovated and expanded Emergency Department to serve the needs of the community. Sara McKeown, RN, MSN, CLSSBB, Emergency Department Nurse Director, spoke passionately about how the new space will benefit patients and staff.

Said Sara, "we are here 24 hours a day 7 days a week, 365 days a year. Our ED teams provide exceptional care in an emergency department built in 1970, built to serve only 17,000 patients. That's less than half the patients we serve today. Expanding and transforming our ED is critical, now more than ever, to improve the access of care and the patient experience we want to provide to our community."

Fraser Beede, chair of the Cooley Dickinson Board of Trustees, and President and COO, Lynnette M. Watkins, MD, MBA, expressed appreciation to staff for providing high quality care to our community and also spoke about the benefits of being a part of Mass General Brigham.

Further emphasizing the strength of our relationship and the importance of strong community, Anne Klibanski, MD, Mass General Brigham President and Chief Executive Officer, expressed gratitude to those who stepped forward and gave generously to support the campaign and project noting, "the expansion of Cooley Dickinson's Emergency Department not only means access to state-of-the art care, services, and facilities for patients in the communities of Hampshire and southern Franklin counties, but is an important step toward alleviating capacity challenges here in western Mass and beyond."

Hear more and watch the video at [youtube.com/cooleydickinson](https://youtube.com/cooleydickinson)



**Sara McKeown**  
Nurse Director,  
Emergency Services

knows firsthand how critical this project is.

**Development**

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TRANSFORMING  
EMERGENCY CARE  
CAMPAIGN FOR COOLEY DICKINSON  
HOSPITAL EMERGENCY DEPARTMENT

## Make your gift

**Online:** [cooleydickinson.org/givenow](https://cooleydickinson.org/givenow)

**Phone:** 413-582-2255

**Mail:** PO Box 329, Northampton, MA 01061-0329



## Project Fast Facts:

### Shorter Wait Times

More, and better designed spaces mean patients receive care sooner.

### CT Scanner Embedded in ED

The relocation of one of our CT scanners will reduce the time it takes for patients to get a scan—a difference that can be life changing.

### Enhanced Pediatric Care

Improvements will include Pediatric Friendly area for children who are being seen or are in observation.

### Enhanced Behavioral Health Delivery

Specialized spaces will create a healing environment that respects the privacy of all.

### Enhanced Geriatric Care

The American College of Emergency Physicians recently awarded Cooley Dickinson Hospital Level 3 Geriatric Accreditation. Older adults can rest assured that our ED has the necessary expertise, equipment, and personnel in place to provide optimal care.

## Volunteers Help Transform Emergency Care

As a former patient of the Emergency Department whose life was changed by the care she received, Carol Katz knows that her gifts of time, talent, and treasure to the campaign will have an impact for everyone in our community.

That is why she volunteered on the Emergency Department's Campaign Cabinet - she saw the real difference that the campaign will make. "This renovation project speaks to the serious aspects of providing care that should be improved, not just cosmetic changes, and is based on documented needs," says Katz.

"I think it's important to give money and to give of yourself to make our community a better place," Katz continues. "When it comes down to it, Cooley Dickinson is our community's hospital. We buy local, we shop local, and we should give local, too. Having a strong hospital locally makes our entire community stronger."



Interested in learning about how you can volunteer and help make the campaign a success?

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