



TODAY. TOMORROW. *ALWAYS.*

Campaign for the Future of Peterson Health



PETERSON
HEALTH

FOUNDATION

Imagine a Place

Think about a place. A place that's close-by. A place where you can find the very best of medical attention, whenever you need it. A place staffed with highly trained doctors and nurses and medical professionals. A place where you can have world-class surgeries, procedures, and care.

It's a place that will be there for you in times of crisis and need. A place where cutting-edge medical technology and equipment are ready and waiting for you at all times.

That place you're imagining, is Peterson Health.

"They wouldn't have survived the drive to San Antonio," remembers long-time Kerr County resident Missy Hoelscher.

Over the past few years, three of her friends were bitten by rattlesnakes while clearing brush on their land.

"There's no doubt in my mind that Peterson Health saved their lives."

Imagine a Crisis

There's no warning for a fall at home, a wreck on the street, an accident at work, a heart attack in the yard, or an injury on the ranch.

And there's no way to schedule an illness, or to know if it will flare up in the middle of the day or in the middle of the night. You can never be certain if or when a medical crisis will arise.

But you can be certain of this: When you need us, Peterson Health is here for you.

"The staff and the people who run Peterson Health make it special. We trust Peterson and know that if we need it, we'll come out well."

—Sonny & Sue Dale Baldwin



Imagine Playing a Vital Role

The future of healthcare in the Texas Hill Country depends on you and other generous people just like you. People who can imagine a future of continued exceptional, compassionate, patient-centered care. Getting better and better through the years. Because of you.

We need you to ensure we always will be here. Trained. Equipped. Staffed. And ready. Whenever a need arises.

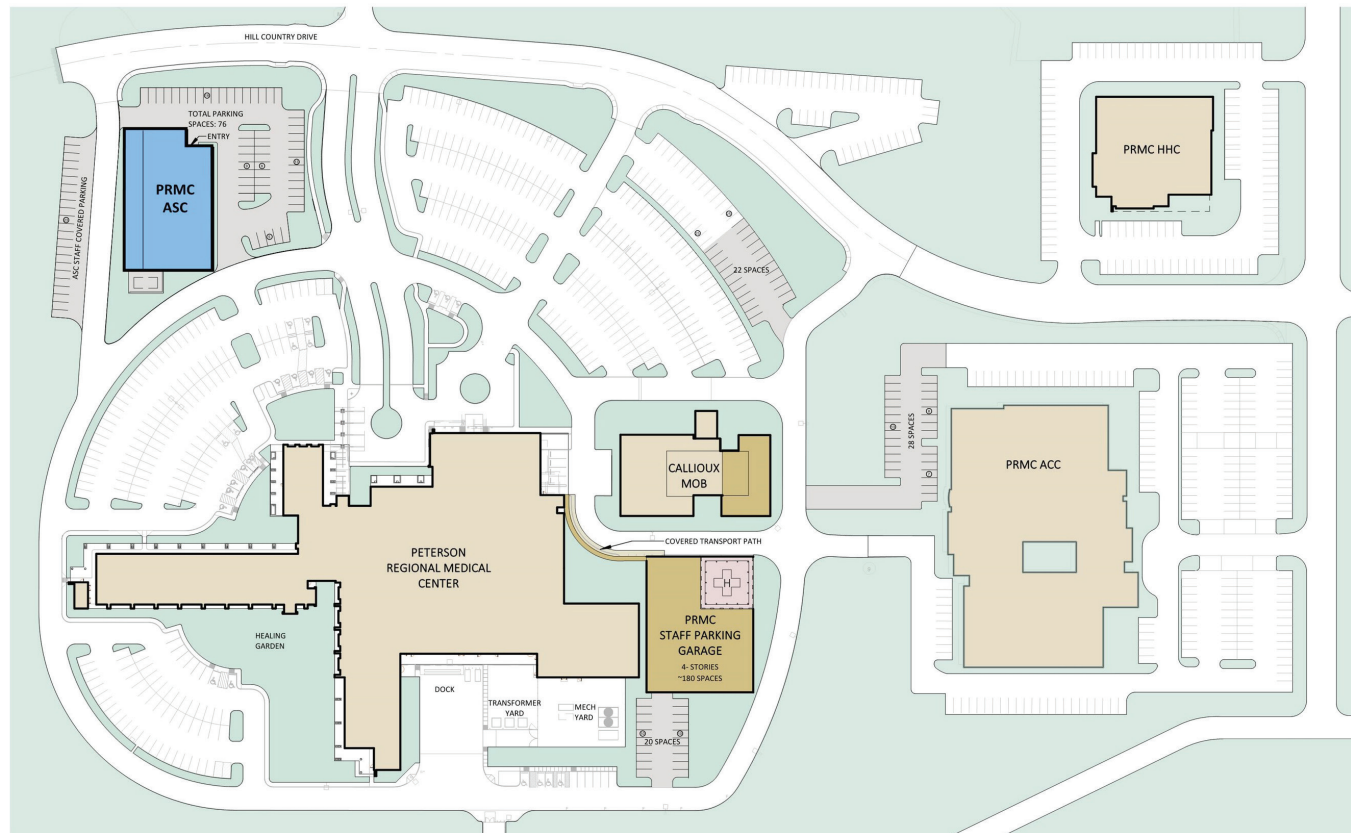
Economic experts tell us that Kerrville and the surrounding Texas Hill Country are the fastest growing parts of our state. Population and economic expansion will only accelerate. To maintain our high quality of medical care, and to ready ourselves for the arrival of more people and businesses, renovation of the Ambulatory Care Center (ACC) and construction of a new Ambulatory Surgical Center (ASC) are essential.

That's why Peterson Health Foundation is embarking on the **TODAY. TOMORROW. ALWAYS.** Campaign for the Future of Peterson Health.

To ensure a bright future for healthcare in the Texas Hill Country. To make certain that we are here and ready for you whenever your healthcare crisis or need arises.

The Campaign will focus on the two most pressing needs identified by Peterson Health and affirmed resoundingly by members of our community:

- 1 The need to transform the **Ambulatory Care Center** for better service, growth, and outpatient care.
- 2 The need for a brand new **Ambulatory Surgery Center** on the Peterson Health campus.



The Ambulatory Care Center

The Ambulatory Care Center (ACC), the oldest building on the Peterson Health campus, has been a mainstay for outpatient healthcare in the Hill Country for more than twenty years.

It's the place you're most likely to visit when a healthcare need is addressed. The possibility is great that not only you but a family member or a friend have all been patients at the ACC.

Because of tender loving care over the years, it's still a beautiful building. It's valiantly fulfilling its purpose in the mission of Peterson Health to provide exceptional, compassionate, patient-centered care.

However, it has exceeded its capacity to serve you and our growing volume of patients and the expanding number of surgeries, procedures, and needs of our community. When the building first opened, it was designed to serve approximately 100 patients each day. Today, more than 300 patients walk through its doors to receive care. It's a 20th century building, stretching at the seams to carry the expanding load of 21st century healthcare needs.

Something must be done to transform the ACC to meet your needs today and our community's rapidly growing needs of tomorrow.

The Ambulatory Surgery Center

When the Ambulatory Surgery Center (ASC) opened its doors within the walls of the ACC, it was a bustling place. Today the bustle has become a flood of activity. Patients, medical staff, and specialized technology and equipment now overflow the southwestern side of the ACC building.

The ASC is rapidly approaching the point of

peak capacity. To continue serving you and your family, we must create a new, stand-alone center for surgical excellence. A place staffed with highly trained surgeons, nurses, and medical professionals.

A place with the very best of facilities, technology, and equipment. A place close by, and like you imagine and expect it to be.

The new Ambulatory Surgery Center will meet your needs and the demands of our rapidly growing community by:

- 1 Expanding the present surgical capacities and possibilities at Peterson Health.
- 2 Growing the number of surgical suites by 25%.
- 3 Growing the number of procedure and endoscopy rooms by 50%.
- 4 Expanding the number of preparation and surgical recovery rooms.
- 5 Providing on-site offices for surgeons, easing each patient's journey through surgical consultation, preparation, and follow-up.
- 6 Creating meeting space and a rooftop garden area for conferences, education, and other outreach events.
- 7 Creating an environment of world-class surgical excellence and exceptional patient experience.



Imagine What You Can Do

Perhaps you've heard the stories about our namesake, a man named Sid Peterson. The legendary Texas rancher drove cattle, broke horses, and cleared the land for a railroad. His sons, Hal, Charlie, and Joe Sid worked beside him in building a family business that stretched from the ranch all the way to town and beyond.

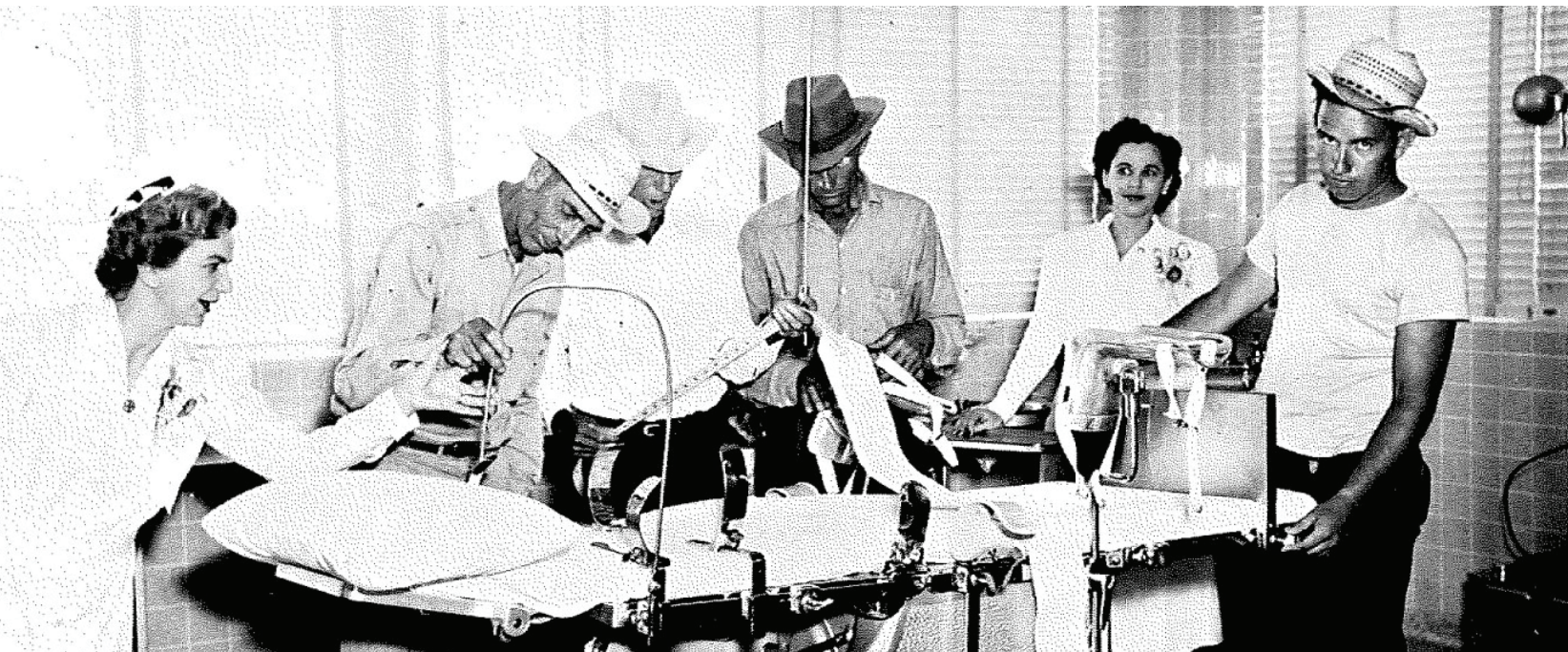
Sid had a serious heart condition that couldn't be treated in Kerrville. To receive the care he needed, he was forced to travel to San Antonio. Where he died, far from home and the people he loved.

Soon after his death, two of his sons, Hal and Charlie, set about to fill the healthcare void in Kerrville. They built a beautiful modern hospital, as a gift to the community, and proudly named it Sid Peterson Memorial Hospital in memory of their father.

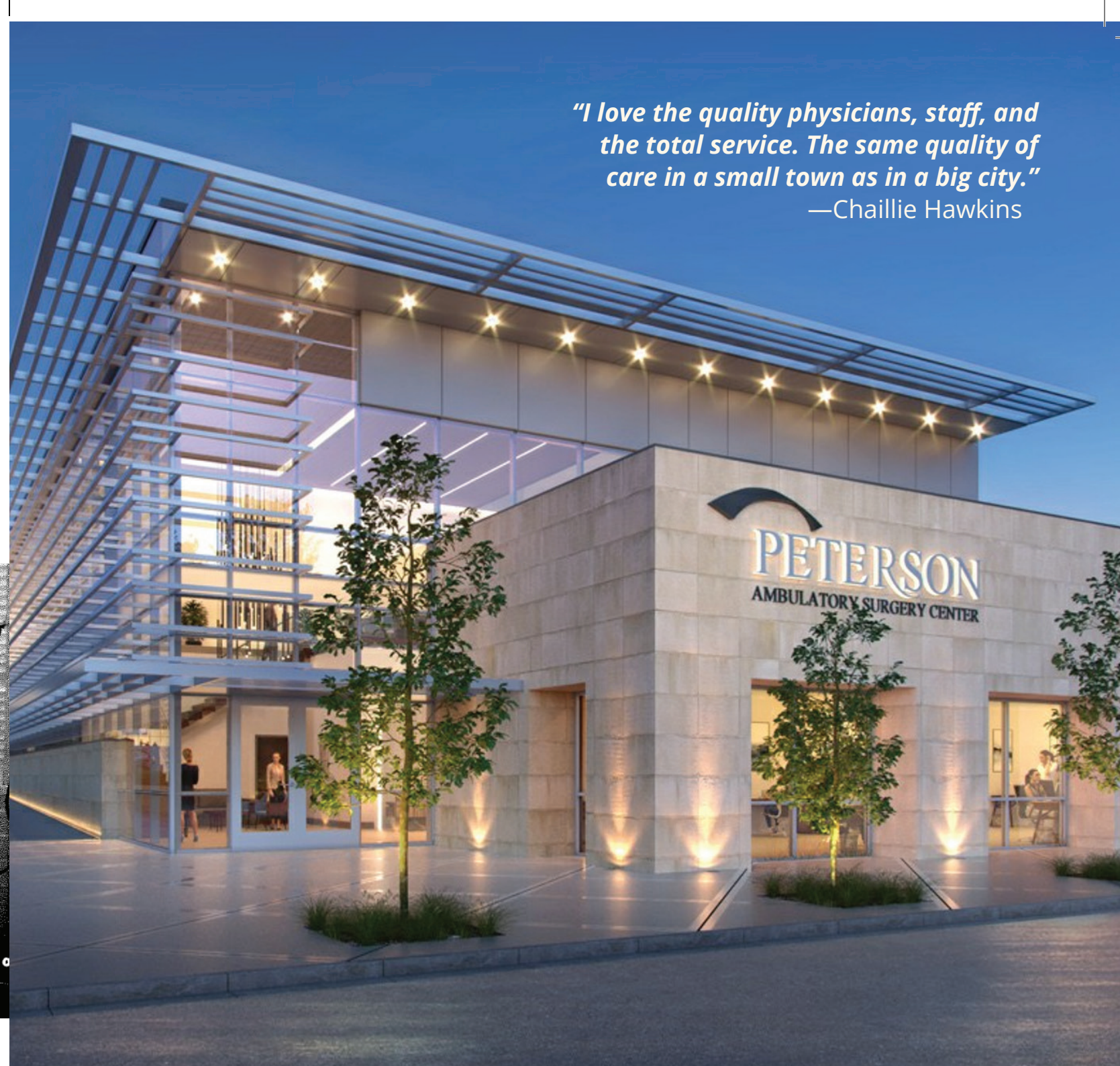
Peterson Health now stands as a lasting tribute to an exceptional man and the amazing generosity of his family. **It also exists today because of the generosity of friends and supporters like you.**

"I love the quality physicians, staff, and the total service. The same quality of care in a small town as in a big city."

—Chaille Hawkins



Pictured Above: Grand Opening of Sid Peterson Memorial Hospital, July 3, 1949.



"This community is very generous. We're asking them to become stakeholders in a new phase of healthcare."

—Bob Schmerbeck

Today, there is exceptional healthcare in Kerrville and the surrounding Texas Hill Country. All because two men, far in the past, still play a vital role in creating the world-class care of Peterson Health.

Far into the future, lives will be saved, people will be healthy, and they all will be blessed because of your determination to create a

healthy future through a generous gift to the **TODAY. TOMORROW. ALWAYS.** Campaign for the Future of Peterson Health.

Join us as we continue to create a healthy Kerrville and surrounding Texas Hill Country...

TODAY. TOMORROW. ALWAYS.





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