



READING HOSPITAL:

Honoring Our Past, Building Our Future

The Campaign for Reading Hospital

A Six-Year, \$60 Million Commitment • July 2024 – June 2030

OUR HISTORY: BUILT BY THIS COMMUNITY

In 1867, volunteer doctors didn't set out to build a healthcare system. They opened a clinic in a three-story row home on Court Street because people were sick and had nowhere to go.

They didn't wait for perfect conditions. They didn't wait for someone else to solve the problem. They built what the community needed.

One hundred and fifty-eight years later, Reading Hospital still stands on that same principle: neighbors caring for neighbors, close to home, ready when it matters most.

Consider what it means to have a world-class hospital in Berks County, and what it would mean to lose it.

Where would the stroke patient go at 2 a.m.? Where would the premature baby receive Level III neonatal care? Where would the cancer patient spend her treatment days, close to family and the life she knows? Reading Hospital is not a convenience. It is the institution this community turns to at its most vulnerable moments. Protecting and strengthening the hospital is an act of care for every neighbor, every family, and every generation to come.

Your Generosity Already at Work

Before this campaign launched, your community's philanthropy was already transforming care. These recently completed and in-progress projects are proof that gifts become reality:



158 Years of Community Care

From a three-room row home to one of America's 50 Best Hospitals, Reading Hospital has grown because Berks County has always invested in it.

Today, that same investment is needed again. The needs are greater. The stakes are higher. And the opportunity to shape what comes next belongs to all of us.

"The people of Berks County built this hospital once — not with a master plan, but with conviction."

Dr. Charles Barbera, President and CEO, Reading Hospital

PHILANTHROPY IN ACTION

1,150

MAMMOGRAPHY SCREENINGS
IN FY2025

*Mobile Mammography Coach, 135
community events*

2,500

CARDIAC PROCEDURES ANNUALLY

*Cath Lab dedicated 2024, with a 54-min
door-to-balloon vs. 90-min national
guideline*

1,900

EP PROCEDURES
PER YEAR

*New EP Lab under construction, first in
PA for advanced AFib ablations*

These projects were made possible by donors like you. The campaign ahead will do the same, at greater scale.

THE CHALLENGE: WHY THIS MOMENT MATTERS

Healthcare is changing faster than at any point in history. New therapies are saving lives. And in Berks County, an aging population is demanding more from Reading Hospital than ever before.

Yet healthcare funding has not kept pace. Medicare and Medicaid, the primary payers for our growing elderly population, reimburse less than the true cost of providing services. Reading Hospital provides more than \$100 million in charity care and uncompensated services each year, because no one is turned away.

The gap between what is needed and what reimbursement covers is real. Philanthropy closes the gap.

If Reading Hospital cannot bridge this gap through philanthropic support, wait times for specialists will increase, advanced treatments will be limited, and residents will face longer travel time for care they deserve close to home.

The Stakes for Pennsylvania

A recent report by national consulting firm Oliver Wyman found that Pennsylvania is falling behind peers in funding and stabilizing its hospitals. Without intervention, the Commonwealth could see 12 to 14 hospital closures over the next five years, adding an average of 22 additional minutes for patients to reach the nearest hospital.

Philanthropic support is not optional. It is essential to maintaining the quality, accessibility, and innovation that defines Reading Hospital today.



Donor partnerships make it possible to:

- Expand state-of-the-art healthcare and reduce wait times for specialists
- Invest more deeply in complex treatments and advanced technology
- Recruit and retain top-tier physicians, nurses, and clinical leaders
- Keep care close to home so families can stay together during diagnosis, treatment, and recovery

"Philanthropic support is essential to sustaining the excellence that defines Reading Hospital today through continued investment in innovation, education, and research."

John Weidenhammer, Chair,
Reading Hospital Foundation Board

THE CASE FOR URGENCY

\$100M+

CHARITY CARE PROVIDED ANNUALLY

No patient is turned away, regardless of ability to pay

22 min

ADDITIONAL TRAVEL IF A REGIONAL HOSPITAL CLOSES

Oliver Wyman: 12-14 PA hospitals at risk of closing

450K+

RESIDENTS SERVED ACROSS BERKS COUNTY

Reading Hospital is the region's safety net

#1

BUSIEST EMERGENCY DEPARTMENT IN PENNSYLVANIA

305 patients every single day

WHO WE ARE: A RECORD OF EXCELLENCE



Points of Pride

- The only Magnet hospital and largest medical group in Berks County
- Recognized by Newsweek as one of the World's Best Hospitals
- One of America's 50 Best Hospitals, eight consecutive years
- Top 1% of hospitals nationwide for overall clinical performance
- Level I Trauma Center and regional stroke destination
- 10-year forward-facing technology partnership with Siemens
- Medical education partnership with Drexel University College of Medicine
- Training next-generation clinicians through Reading Hospital School of Health Sciences

"This campaign will advance our commitment to bringing pioneering technology to Berks County, delivering smarter, faster, and more connected care for years to come."

Michael L. Stern, President and CEO,
Tower Health

healthgrades.
AMERICA'S 50 BEST HOSPITALS 2025
Reading Hospital received Healthgrades® America's 50 Best Hospitals™ Award (Four Years in a Row)

healthgrades.
AMERICA'S 100 BEST STROKE CARE 2025

healthgrades.
AMERICA'S 50 BEST OUTPATIENT ORTHOPEDIC SURGERY 2025

healthgrades.
AMERICA'S 50 BEST OUTPATIENT JOINT REPLACEMENT 2025

healthgrades.
OUTPATIENT JOINT REPLACEMENT EXCELLENCE AWARD 2025

healthgrades.
NEUROSCIENCES EXCELLENCE AWARD 2025

THE JOINT COMMISSION
NATIONAL QUALITY APPROVAL

ASPIRE to Excellence
carf ACCREDITED

AMERICAN HEART ASSOCIATION
HEART FAILURE 2025 GOLD PLUS
TARGET: HEART FAILURE OPTIMAL
TARGET: TYPE 2 DIABETES HONOR ROLL

AMERICAN HEART ASSOCIATION
STROKE 2025 GOLD PLUS
TARGET: STROKE HONOR ROLL BLUE PLUS
TARGET: TYPE 2 DIABETES HONOR ROLL
ADVANCED THERAPY

MAGNET RECOGNIZED
AMERICAN NURSES CREDENTIALING CENTER

Reading Hospital
TOWER HEALTH
Advancing Health. Transforming Lives.

★★★★★
WORLD'S BEST HOSPITALS 2025
Newsweek
POWERED BY **statista**

GIFT of LIFE DONOR PROGRAM
THE REGION'S ORGAN & TISSUE TRANSPLANT NETWORK

QOPI® THE QUALITY ONCOLOGY PRACTICE INITIATIVE

AASIM American Academy of SLEEP MEDICINE™

INVESTING IN OUR PATIENTS: INTENSIVE CARE UNIT | \$19 MILLION

When Every Second Counts

Reading Hospital operates the busiest Emergency Department in Pennsylvania and the 11th busiest in the country. Yet with just 7% of inpatient beds are designated as critical care, the lowest among comparable institutions. The ICU consistently operates at full capacity even as demand grows.

This campaign invests in 19 new high-tech, smart ICU rooms, a one-third capacity increase, including a dedicated Neurotrauma and Comprehensive Stroke Unit with advanced imaging and immediate neurologist access.

Expansion priorities include:

- 19 smart ICU rooms with integrated real-time monitoring and automated alerts
- Dedicated Neurotrauma and Comprehensive Stroke Unit
- Family-centered care lounges and consultation rooms
- Ongoing staff training on advanced critical care technology
- Advanced CT Scanner capabilities for faster, more immediate imaging and diagnostic results

The Nurse Who Stayed

(The following story is shared with permission.)

When a procedure led to an unexpected ICU admission, one husband found himself in a waiting room with no words and no roadmap. Missy Oaks, RN, came to get him. She brought him to his wife's bedside, explained what was happening, and stayed, speaking to his family on the phone, calling his veterinarian to cancel a forgotten appointment, remaining past the end of her shift.

The next morning, she returned as his wife's nurse again. He felt relief for the first time in hours.

When the doctor delivered the news that nothing more could be done, Missy was there. When the breathing tube was removed, she knelt beside him as he said goodbye to his wife.

"Her support meant the world to me," he said. "She deserves to be recognized as the angel that she is."

"My husband was transferred here after his stroke. The ICU team never left his side. I don't know what we would have done if we'd had to drive to Philadelphia."

ICU family member

INTENSIVE CARE UNIT

+13%

TRAUMA ICU STAYS OVER 5 YEARS

Sustained growth across critical care

+25%

CARDIOLOGY ICU STAYS OVER 5 YEARS

Post-cardiac surgery and heart events

+35%

NEUROLOGY ICU STAYS OVER 5 YEARS

Stroke and neurological emergencies

7%

OF BEDS ARE CRITICAL CARE TODAY

vs. 11-31% at comparable institutions, the lowest among peers

This year alone, the ICU expects to treat 450 additional patients. The campaign adds 19 new beds, a one-third capacity increase.

EMERGENCY DEPARTMENT

305

PATIENTS SEEN EVERY DAY
*Consistent sustained volume,
not a spike*

#1

BUSIEST ED IN PENNSYLVANIA
11th busiest in the United States

1

LEVEL I TRAUMA CENTER IN THE REGION
The only one serving Berks County and beyond

8

NEW DEDICATED QUICK CARE BEDS
Reducing wait times for lower-acuity patients

Redesigning the Front Door

For thousands of Berks County families each year, the Emergency Department is where care begins. As the region's only Level I Trauma Center, the Emergency Department sees approximately 305 patients every single day, a sustained volume that reflects the consistent, ongoing demand of a community that depends on this hospital.

The current space was not designed for this volume. The result is overcrowding and extended wait times that do not reflect the quality of care our teams deliver. This campaign renovates and expands the ED to match the standard our patients deserve.

Renovation priorities include:

- Enhanced triage capabilities for faster patient assessment and appropriate care routing
- Dedicated eight-bed Quick Care space for lower-acuity patients
- Improved capacity to simultaneously manage trauma cases and general emergency patients
- On-site pharmacy for faster discharge home
- Expanded waiting area that reflects the dignity and comfort every patient deserves
- Improved staff workspace to support our emergency medicine teams



"When a family brings their loved one to our ED on a busy Tuesday night and the waiting room is standing-room only, that's not a reflection of our clinical team — they are working tirelessly. It's a reflection of a space that simply wasn't designed for this volume. The expanded ED will change that."

Rebecca Taylor, Nursing Division Director

MCGLINN CANCER INSTITUTE

300+

PATIENTS SEEN BY PHYSICIANS EVERY DAY

One of the busiest cancer centers in the Mid-Atlantic

37,785

TREATMENTS ADMINISTERED ANNUALLY

Chemotherapy, infusions, immunotherapy, biologics

+20%

PATIENT VOLUME GROWTH IN 5 YEARS

Demand continues to outpace current capacity

0

PRIVATE CONSULTATION ROOMS TODAY

The campaign changes that



Expansion priorities include:

- Advanced infusion technology for precise, efficient administration of chemotherapy and other medications
- Additional exam rooms so oncologists have private spaces for consultations and follow-up
- Private patient conference areas for families to ask questions and receive difficult news
- New phlebotomy station bringing lab draws directly into the care setting
- Enhanced monitoring systems for real-time, tailored patient assessments
- Redesigned infusion space with a calming environment worthy of the care delivered here

Where Healing Happens Close to Home

Cancer treatment means showing up again and again: four-hour infusion sessions, six-hour sessions, week after week. At McGlinn, more patients receive infusion therapy than at some of the most well-known cancer centers in the Mid-Atlantic. They come because the care is excellent, and because staying close to home matters.

Breakthrough therapies, including immunotherapies and biologics, are extending lives but require longer, more frequent visits. Demand has surged. Without expansion, delays will grow and more patients will face difficult travel during exhausting treatment journeys.

"This place feels like a second home. The people here are extraordinary."

Sandra, McGlinn Cancer Institute patient



NEONATAL INTENSIVE CARE UNIT

400+

**PREMATURE NEWBORNS
CARE FOR EACH YEAR**
*Level III NICU, the highest level
of neonatal care*

14 days

AVERAGE LENGTH OF STAY
*Below the national average,
a mark of clinical excellence*

100%

**OF PATIENTS
CURRENTLY IN
SHARED SPACES**
*No private rooms available
today*

30

CURRENT NICU BEDS
*Expansion adds private
rooms AND a new 25-bed
nursery*

World-Class Care. Space to Match.

No family plans for a NICU stay. Yet each year, more than 400 premature and critically ill newborns rely on Reading Hospital's 30-bed Level III NICU, the highest level of neonatal care, sometimes for months.

Our clinical expertise is exceptional. Our length of stay is below the national average. But our current open-bay environment, while essential for the intensive monitoring these fragile patients require, does not yet offer the balance of clinical access and family support that modern neonatal care demands.

This expansion is designed to achieve both. The open-bay configuration, critical for monitoring the most vulnerable patients, will be preserved and enhanced with upgraded technology. And six new private rooms will give families the space to be present, to bond, and to participate in care when their baby is ready.

Expansion priorities include:

- Upgraded incubators, warming units, and precision monitoring systems
- Six new private rooms: family presence, bonding, and care participation when clinically appropriate
- Enhanced open-bay environment for the most critical patients requiring intensive monitoring
- Advanced non-invasive monitoring to minimize discomfort while tracking vital signs



A Story of Survival

Jeanette Seda thought her pregnancy checkup was routine. Tests showed that Nicholas had stopped moving and wasn't receiving enough oxygen. He was delivered at 28 weeks and five days, weighing one pound, five ounces.

"I have small hands," Jeanette said. "And he was about the size of my hand."

For months, the NICU became their second home, through Halloween, through New Year's, through every ounce gained.

Nurses dressed babies in holiday outfits and made Jeffrey a birthday card: "Don't worry, Daddy. We're going to get through this." Nicholas is now 10 years old. He brings warmth to every room. He loves music.

"This place gave him a chance to survive," Jeffrey said.

The Reading Hospital Foundation was established to champion innovation, education, and research, the cornerstones of exceptional patient care. Through these principles, Reading Hospital continues to deliver world-class medicine, bringing advanced treatment closer to the communities we serve.

Education

The Surgical Excellence Fund

Exceptional surgical care begins with exceptional surgical leadership. The Surgical Excellence Fund is a transformational commitment to attracting and retaining the best surgical minds, accelerating innovation, and cultivating the next generation of specialists, ensuring our community always has access to advanced care, close to home.

This fund supports four interconnected priorities:

- **Research & Clinical Trials** Reading Hospital surgeons will lead research and develop clinical trials that bring cutting-edge discoveries directly to our patients, funding trial administration and enabling the exploration of new surgical techniques and treatment protocols.
- **Resident & Fellow Education** Through surgical simulation labs, conference participation, and mentorship, Reading Hospital becomes a destination for top surgical talent. Our patients benefit from a team trained to the highest standards.
- **Recruiting Top Talent** Attracting the best surgical candidates requires more than competitive compensation. This fund creates the conditions, the culture, the resources, the opportunity, that make Reading Hospital the clear choice.
- **Building Expertise** Quality benchmarking programs and leadership development keep our surgical leaders at the forefront of their field, so the standard of care our community receives continues to rise.

The Nursing Excellence Fund

Reading Hospital is one of only approximately 500 hospitals worldwide to hold Magnet nursing designation, a distinction that reflects our unwavering commitment to nursing excellence and patient outcomes. Sustaining this recognition requires ongoing investment in advanced degree support, specialized certifications, leadership development, and evidence-based research. The Nursing Excellence Fund ensures that the nurses who define our standard of care have everything they need to lead, grow, and innovate.

Simulation

The Simulation and Technology Fund

Great care begins with great training. As a tertiary teaching hospital, Reading Hospital prepares physicians, nurses, and allied health professionals to deliver exceptional care through high-fidelity simulation and specialized clinical training, improving patient safety, building trauma readiness, and strengthening clinical performance across every service line.

This fund also accelerates the adoption of the latest surgical technologies, enabling minimally invasive procedures, greater precision, and faster patient recovery. Our community deserves access to the most advanced care available, and this fund ensures they never have to look far to find it.

ACCESS & EXCELLENCE: INVESTING IN OUR COMMUNITY | \$2.5 MILLION

Reading Hospital's mission does not end at its doors. Across Berks County, too many neighbors face barriers to wellness: transportation, food insecurity, housing instability, limited access to preventive services, and unmet mental health needs. These obstacles lead to preventable illness, crisis, and hospitalization.

Three interconnected programs extend care beyond hospital walls, reaching people where they are, with what they need, before a crisis takes hold.

ACCESS & EXCELLENCE - COMMUNITY IMPACT

86%

**GROWTH IN STREET
MEDICINE PATIENTS**

*616 to 1,144 unique patients
since FY2023*

851

**ED VISITS PREVENTED BY
STREET MEDICINE FY2025**

Care delivered before the crisis

1,150

**MAMMOGRAPHY
SCREENINGS IN FY2025**

*Across 135 Berks County
community events*

70%

**OF COMMUNITY
IDENTIFIES AS
OVERWEIGHT OR DIABETIC**

*Food as Medicine addresses
this directly*

Food as Medicine

With nearly 70% of our community identifying as overweight or diabetic, Reading Hospital recognized early that lasting health begins with nutrition. The Food Farmacy, an 18-week program providing locally grown produce, nutrition education, and hands-on cooking support, helps patients manage chronic disease and reduce preventable hospitalizations.

Nutrition support also reaches patients at McGlenn, where a food pantry serves those too sick to prepare meals or financially struggling during treatment. Our Women's Health Center provides food boxes and pantry referrals to pregnant and postpartum mothers facing food insecurity.

Street Medicine

For individuals experiencing homelessness in Berks County, a doctor's office can feel impossibly out of reach. Reading Hospital's Street Medicine Program eliminates that barrier entirely by bringing primary care, specialty services, medications, and compassionate support directly to people where they live. Since FY2023, the program has grown from 616 to 1,144 unique patients, an 86% increase, and in FY2025 alone prevented 851 emergency department visits.

Mobile Mammography

Breast cancer is one of the most frequently diagnosed cancers in Pennsylvania, yet Berks County's mammography rate lags more than ten percentage points behind national benchmarks. For women facing transportation barriers, demanding work schedules, or language challenges, a traditional imaging appointment simply may not happen.



The Mobile Mammography Coach brings state-of-the-art 3D digital screening directly into neighborhoods, workplaces, churches, and community events, completing 1,150 screenings across 135 community events in FY2025 alone. Equipped with the same advanced technology available at all Reading Hospital imaging locations, it is closing the screening gap one community at a time.

OUR RESPONSIBILITY: INVITING YOUR SUPPORT

Reading Hospital has been here for 158 years because, in every generation, the people of Berks County have chosen to invest in it. That is not a transaction, it is a covenant. A community's promise that its neighbors will have access to excellent care, close to home, when they need it most.

This campaign is the continuation of that promise. The need is real. The projects are defined. The impact is measurable. And the responsibility to act falls to all of us who have benefited from what this institution has built.

We ask for your generous support of the priorities that will shape the next chapter of Reading Hospital's legacy and ensure that the care Berks County depends on is here not just today, but for every generation to come.

- Your gift to this campaign will ensure that when a family in Berks County faces their most frightening moment, world-class care is ready, close to home, and close to the people they love.
- Your gift will strengthen a hospital that has served this community for 158 years by expanding capacity, investing in the people who deliver care, and keeping advanced medicine local.
- Your gift will help us be here when it matters, not just for today's patients, but for every generation of Berks County families to come.

"I have always believed in Reading Hospital, and this campaign is no different. The need is real, the mission is noble, and this community deserves nothing less than our full support."

Mary Ellen Batman, Campaign Donor

CAMPAIGN PRIORITY	INVESTMENT
Leading Healthcare Forward: Investing in Our Patients	\$53,000,000
New Intensive Care Unit – 19 Beds	\$19,000,000
Emergency Department Renovation & Expansion	\$10,000,000
McGlenn Cancer Institute Transformation	\$10,000,000
NICU Expansion & Enhancement	\$14,000,000
Connected Care: Investing in Education & Technology	\$2,500,000
Access & Excellence: Investing in Our Community	\$2,500,000
Power and Progress: Investing in Programs and Services (Annual Fund)	\$2,000,000
CAMPAIGN GOAL	\$60,000,000

CAMPAIGN TIMELINE: JULY 2024 - JUNE 2030

2024-2025 Campaign Launch	2025-2026 Quiet Phase	2026-2027 Quiet Phase	2027-2028 Quiet Phase	2028-2029 Public Phase	2030-2031 Campaign Close
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