

# Wallace Cancer Institute Capital Campaign

## Campaign Summary

Novant Health Rowan Medical Center has always been on the forefront of improving quality of life in our community by offering a remarkable patient experience. There is a new opportunity to transform the healthcare landscape for generations to come. An opportunity that will improve patient care and focus on prevention, diagnosis, treatment, rehabilitation, research, and making it easier for the patient to receive services. Once completed, the Wallace Cancer Institute will contain all current cancer services in one convenient location.

Rowan Medical Center Foundation has launched a \$12 million Capital Campaign, to support the construction of a state-of-the-art cancer center. The center will tackle some of the most difficult and complicated medical challenges today, as well as be prepared to face issues that will confront our region tomorrow. The Wallace Cancer Institute will profoundly impact patient quality of life by personalizing patient-centered care, improving accessibility, increasing affordability, enhancing care coordination and providing leading-edge treatment.

## Goals

### Personalized patient-centered care

Conveniently located adjacent from the hospital, our physicians will work with each patient and their family to coordinate and provide a full continuum of care – from diagnosis to treatment and rehabilitation. The Institute is designed to create an environment conducive to personalized patient care.

### Improved accessibility

The facility will be able to improve patient access with all of these services in one building and support predicted population growth.

### Increased affordability

The Institute will provide patients the opportunity to receive their care closer to home. Studies have shown that treating cancer patients in a single outpatient setting has the potential to drastically reduce healthcare costs, which is a unique approach among area medical providers.

### Enhanced care coordination

Cancer has become a chronic condition requiring coordinated outpatient services. The new Wallace Cancer Institute will facilitate collaboration among multiple medical disciplines.

### Leading-edge treatment

Novant Health Rowan Medical Center will deliver concentrated, research-based health solutions at a single destination using state-of-the-art equipment and through clinical trials with our nationally ranked partners.

## Facility Components

- Medical Oncology
- Radiation Oncology
- PET Imaging
- Look Good, Feel Good Boutique
- Infusion Center
- Palliative Care
- Hurley Healing Garden
- Lab, Imaging, Screening
- Clinical Drug Trials
- Nurse Navigation
- Integrative Medicine
- Genetic Counseling
- Psychosocial Support
- Resource Library
- Pharmacy
- Educational Classroom

