



Champions come in all shapes and sizes.  
And they are found in all places.  
Some shine in the spotlight,  
Others toil in the shadows.  
They share in the spirit of service.  
Those who go farther,  
Those who dare more,  
Do more.  
And as they take a step beyond,  
They take a part of us along for the journey.

**Destination 2020.**

“As Southside Hospital debuts its open heart surgery program, achieves tertiary status and celebrates its centennial anniversary, it marks not the end of a remarkable journey but the beginning. We are stepping into tomorrow fully prepared and looking forward to building a new Southside Hospital campus... for our community, for our children and for our future generations.”

– **Michael J. Dowling**  
*President and CEO*  
*North Shore-LIJ Health System*



*As sure as the sun rises and sets, Southside Hospital strengthens its deep roots in the community each and every day with a renewed commitment to responsive, patient-centered healthcare in your neighborhood.*

## DEEP ROOTS IN THE COMMUNITY

The story of Southside Hospital continues to be one of transformation, achievement and longevity.

Starting out as a modest 21-bed facility in 1911, the only hospital located on the south shore of Long Island from Rockville Centre to Southampton, Southside Hospital has evolved over a century to serve its community through times of challenge and renewed prosperity. Serving as a beacon in a diverse and changing community with its doors perpetually open in times of need — be they for emergency care, the celebration of new life or during the adversity of illness — Southside Hospital steadily advances into a bright future with continued fortitude and a renewed vision.

An integral part of the ever-burgeoning and award-winning North Shore-LIJ Health System, Southside Hospital has emerged as a leader in its own right.

North Shore-LIJ’s healthcare leadership identified Southside Hospital’s enormous potential early on, committing an investment of \$110 million to its redirection and advancement. Now a world-class healthcare facility poised for continued expansion and achievement, Southside Hospital is making energetic strides in the delivery of Emergency Care and Cardiac Care receiving well-deserved national recognition. This remarkable renaissance will be enhanced with the support of an additional investment of more than \$350 million for the creation of a new campus to better serve the Southside communities.

A focused commitment to the steady advancement of thoughtful patient-centered care remains at the core of Southside Hospital’s transformation and fuels future plans on a considered path to overall excellence.

Carving a cornerstone in the encompassing strength of North Shore-LIJ Health System, Southside Hospital most recently received distinction as the newest tertiary hospital in New York State. With secure, deep roots in the community, Southside Hospital holds firm to its foundation while continuing to flourish and expand, providing comfort and strength to all those who grace its entrance.



*Taking the helm and setting course on a steady path to a healthy and fruitful future, North Shore-LIJ Health System supports the leadership of Southside Hospital in its journey to chart new waters in medical advancement and excellence in the delivery of innovative, compassionate, state-of-the-art health services.*

## LEADERSHIP

In today's highly competitive, technology driven environment where advancements in communications and medical breakthroughs are adapted at a record-breaking tempo, it takes savvy leadership to maintain stability and vision. This exhilaratingly dynamic landscape in healthcare presents unique challenges that require a measure of humanity and flexibility. Maintaining focus on patient-centered care while embracing new technologies is a paramount objective of North Shore-LIJ Health System and the guiding philosophy of Southside Hospital's leadership style.

At Southside Hospital, our commitment to innovation and accountability go hand in hand. We believe in building on our time-tested approach to steady advancement while maintaining exceptional day-to-day practices and procedures which keep the health and well-being of the patient at the center of our achievement.

In a community as multi-faceted as ours, transparency is essential to communicating our commitment to keeping pace with innovations that streamline the delivery of healthcare in ways unimaginable just a decade ago. Staffing a first-rate healthcare team to facilitate innovation and communicate the benefits of treatment options is the first step in providing comprehensive care that secures medical success while providing peace of mind.

As patients and their families face the considerable task of weighing medical procedures planned or unexpected along the road to renewed health, confidence in the foresight and capabilities of Southside's leadership makes your first choice an easy one. Our commitment to keeping pace with advancements in diagnosis and state-of-the-art treatment is only equaled by our commitment to your over all well-being and understanding.

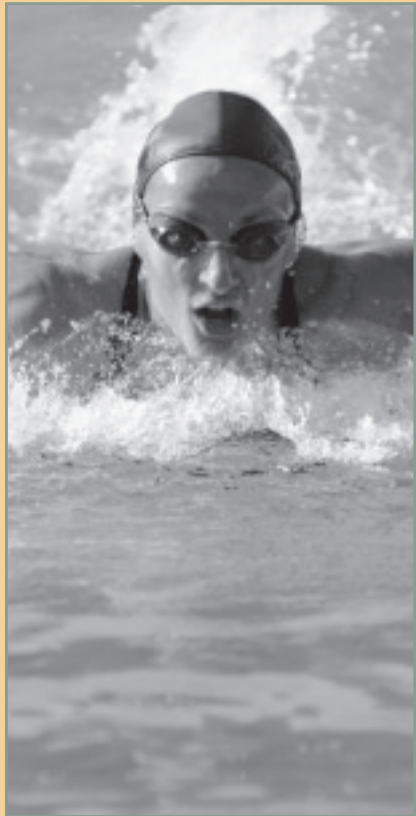
Celebrating the teamwork that is essential to achieving excellence in the delivery of first-rate patient-centered healthcare, we introduce our **Destination 2020 Campaign**. The champions are many among us and we celebrate a few here for their unique successes. Our commitment and passion are evident throughout the Southside team of exceptional care providers, supporters and facilitators. By spotlighting a select few we seek to articulate our present excellence and outline a future guided by innovation, inspiration and superior performance exemplified throughout North Shore-LIJ Health System.



### ***The Southside Leadership Team***

Michael J. Dowling, President and CEO, North Shore-LIJ Health System;  
Winifred B. Mack, RN, BSN, MPA, Executive Director, Southside Hospital;  
Mark J. Solazzo, Executive Vice President and COO, North Shore-LIJ Health System; F. J. McCarthy, Chairman, Southside Hospital Community Board.





*It's one thing to win the race, it's another to keep on going. It takes superb training, a keen focus and unwavering determination to maintain award-winning results. The doctors, nurses and support staff of Southside Hospital measure their success in the operating room, in the lab and on their daily rounds at bedside by improving the health of their patients.*

## SUPERIOR PERFORMANCE

Through its abiding commitment to improving patient-centered healthcare, Southside Hospital has achieved award-winning results.

National recognition of Southside Hospital's superior performance has been highlighted by *U.S. News and World Report* 'Best Hospitals' ranking in two adult specialties, gynecology and orthopedics. Performing at the *U.S. News* 'Best Hospitals' competency, Southside received particularly high marks in the areas of Advanced Technologies and Patient Services. Similarly, Southside Hospital's superior track record of maintaining a remarkably low ICU infection rate was acknowledged by a Consumer Reports study which verifies the distinction of sustaining a benchmark of over 1000 days of 0.00 infection rate in its Intensive Care Unit.

Chosen as a recent recipient of the Gold Plus Award by the American Heart Association's "American Stroke Association's Get With The Guidelines – Stroke Quality Achievement Awards Program," Southside is proudly listed among commended hospitals that achieve 12 to 24 consecutive months of 85 percent or higher adherence level to the latest evidence-based guidelines.

Time is of the essence in stroke cases, and the quick administration of accurate drug therapies ensures reduced incidences of death and disabilities caused by strokes. At Southside, a stroke neurologist can deliver around the clock patient care 24/7 via the medical marvel of our new stroke robot which resides primarily in our emergency department. The stroke robot allows North Shore's neurologists to immediately aid in the diagnosis and treatment of a patient based on data collected by the emergency department staff and observations conducted from viewing the patient.

Southside's superior performance is underscored in the unprecedented collaboration demonstrated by the combined medical excellence of the cardiac team as it brought to fruition the dream of an open heart surgery program. In record-breaking time, within five months of receiving approval, the new program was completed and implemented -- and the first open heart surgery was conducted. Outpacing the usual 18-month timeframe, this superior teamwork prompted commendation in the form of the North Shore-LIJ Health System's prestigious and highly competitive President's Award.

Implementing practices that directly improve patient care, Southside Hospital has achieved new standards in transparency and improved patient outcomes. As one of three health system hospitals named by The Joint Commission as 'Top Performers' on key quality measures in 2010, Southside Hospital was commended for evidence-based clinical processes shown to improve care. Highlighting treatment of heart attack, heart failure, pneumonia, surgical care and children's asthma conditions, the new commendation compliments The Ernest Amory Codman Award presented to North Shore-LIJ Health System by The Joint Commission for its comprehensive achievement in the use of outcome measures to improve organizational performance, reducing the median length of stay by as much as a day. As part of North Shore-LIJ Health System, committed to promoting superior performance in all its practices, Southside Hospital continues to share in ongoing advancements in methodologies, strengthening its commitment to providing the best possible patient-centered healthcare.



**Raymond Carr**

Time is of the essence, as Raymond Carr knows all too well. At just 39, Raymond suffered a stroke while at work. Fortunately, he was brought to Southside Hospital's Emergency Department and was able to access Suffolk County's only stroke robot. Cutting edge technology, the robot delivers 24/7 access to North Shore neurologists, who can see and interact with the patient, review scans and vital signs and consult directly with the emergency department staff. Raymond suffered no permanent disability and was grateful to be in the care of Southside's Gold Plus Award winning team.





*Rising to meet the challenges of a diverse and changing community, Southside Hospital's impact is evident in the steady flow of humanity which passes through its doors. From the planned and joyous arrival of newborns to the vigilant care of its infirmed and injured, Southside meets the surge of hope that accompanies each and every person as they seek attention in their time of need.*

## IMPACT

In the course of busy contemporary life we all know the true value of a hospital becomes crystal clear in times of unexpected joy or medical emergency – be it the arrival of a newborn two weeks before schedule on your way to a family outing or the untimely event of a medical emergency that requires immediate action and the full undivided attention of surgeons and specialists highly versed in the latest procedures in their expertise. When there's no time to question where to go, Southside Hospital remains a vigilant guardian on the ready to take care of your loved ones in need.

A standard-bearer in the community longer than many of its neighbors can recall, Southside Hospital has grown and matured along with the families it has served in good health and times of worry, fatigue and uncertainty. Through its doors have walked the hopefully expectant, the medically challenged and the wearily infirmed, relieved to find the confidence, proficiency and superior talents of its medical staff ever ready to address immediate needs and long-term goals.

Like an extended member of the family, Southside Hospital is fully vested in your shared, healthy future. Our abiding allegiance to our neighbors is demonstrated through our continued growth, improvement and impact in the neighborhood.

Southside Hospital's significant investments in technology, equipment and medical excellence continue to bring vital services to our community. Our cardiac rehabilitation program addresses the long-term needs of heart patients on the mend. Our award winning Rehabilitation Department provides essential therapy to orthopedic patients following knee and hip replacements and offers ambulatory therapy to stroke victims. Southside Hospital also offers the only New York State certified adult in-patient brain injury unit in downstate New York, supporting those who have suffered a traumatic brain injury. Couple these advancements with the exemplary daily delivery of emergency, maternity, open-heart surgery, oncology therapy and intensive care to a community growing by leaps and bounds, and you've begun to get an accurate picture of the impact Southside Hospital makes 365 days a year.

The Southside team touches the lives of neighbors, coworkers, friends and relatives every day. Their stories underscore the importance of the accessibility of exceptional healthcare for our community, our neighbors and our families as they grow and adapt to tomorrow's world. Southside Hospital is empowered by the philanthropy of neighbors whose faith, commitment and generosity will continue our transformation and ensure exceptional healthcare for future generations.



### *Ed Martinez*

Retired Nassau County Police Officer Ed Martinez is acutely aware of the value of a world-class rehabilitation program. While on duty, Ed was hit by a drunk driver and suffered serious head trauma, which left him with a traumatic brain injury. Through the Southside Hospital Brain Injury Unit and its outpatient physical rehabilitation program, Ed re-learned many of the simple tasks we take for granted and returned to a normal life. Today he is an active volunteer in the community.







*With its sights set on improvement and innovation, Southside Hospital continues to transform, keeping pace with ground-breaking developments in the diagnosis and treatment of life-threatening diseases as they evolve before our very eyes, transporting us to new levels of management and care.*

# TRANSFORMATION & INNOVATION

At Southside Hospital we are transforming to meet the needs of our community in innovative ways.

Under the stewardship of Executive Director Winifred B. Mack and the excellent partnership of North Shore-LIJ Health System, Southside Hospital has experienced a renewed vision for its future. As Suffolk County’s newest tertiary hospital, admitting care to 40,000 patients per year, Southside Hospital offers essential healthcare to a diverse and growing community. Our vision will revitalize the hospital campus to include a substantially expanded emergency department, a new patient tower, a 125,000 square-foot medical office building, and a much needed multi-story parking garage to better serve our population.

The Labor and Delivery Department services the care of over 2,500 newborn babies per year who greet their parents in sunny, bright environs, making the experience a pleasant one for expectant families who call the South Shore of Long Island home.

Serving an expanding, active and maturing resident population, Southside Hospital’s Emergency Department tended to nearly 70,000 emergency visits last year, within a footprint originally designed for 18,000 visits. Addressing the dire need for expansion, a new 60,000 square-foot state-of-the-art Emergency Department is planned to facilitate the medical excellence our emergency team provides.

Our long standing commitment to cardiac care has been evolving for a decade. In 2001, Southside Hospital was selected as the first community hospital in Suffolk County to receive certification to perform emergency angioplasties. As part of our commitment to continued transformation and innovation, in five short years, by July of 2006, Southside Hospital became one of only five hospitals in New York State to perform elective cardiac interventions without an open heart surgery program. In 2007, a substantial investment of \$13.4 million was made to build out two new cardiac catheterization suites and in 2008, an additional \$700,000 was invested to establish an electrophysiology laboratory.

In 2011, with the advent of our open heart surgery program, Southside Hospital transformed its ability to provide comprehensive cardiac care. In this same year, the hospital opened a state-of-the-art hybrid operating room, which provides for the integration of digital imaging diagnostics, radiological, catheterization and surgical capabilities in one OR, allowing surgeons and their colleagues to perform combined open, minimally invasive, image guided and/or catheter-based procedures in a single operative setting.

In addition, Southside Hospital proudly lists the Great South Bay Imaging Center, home to the Bohlsen Women’s Imaging Center, The Center for Advanced Surgical Specialties, The da Vinci® Surgical System and a hybrid operating room among its most recent visionary advancements. And nearby, The Gulden Pavilion of Radiation and Oncology is in line to receive a new linear accelerator to more effectively treat cancer patients.

This continued commitment to the transformation of facilities on the Southside Hospital campus underscores our passion for innovation, our willingness to invest in cutting edge technology and our dedication to meeting the diverse needs of our expanding community.



**Rod Zuch**

Community board member, husband and dad to two great children, Rod Zuch never imagined that he would be a patient in Southside Hospital’s cardiac catheterization lab just several months after taking a tour of the facility. But that’s exactly what happened when Rod was feeling unwell and went to Southside Hospital’s Emergency Department. There, he suffered a heart attack. The Southside team had him prepped, on a gurney and in the catheterization lab in less than 19 minutes. Fortunately Rod suffered no permanent cardiac damage and has become a tireless advocate for Southside Hospital and its exceptional team of caregivers.





*Sometimes it's not what you know that counts... it's knowing what you need to learn to not fall behind. That's why learning and education are paramount to medical advancement and successful outcomes. At Southside Hospital continued learning is part of our mission to improve and excel at everything we do.*

## LEARNING & EDUCATION

Medical advancements are being developed at unprecedented rates as we move further into the new millennium.

Through continued research and medical discoveries we are expanding our definition of a healthy lifestyle and active maturity. With the advent of ambulatory regeneration through joint replacements, once experimental, now commonplace non-invasive surgeries and diagnostic procedures are paving the way for continued productivity and creativity. Our ever-evolving understanding of the vast intelligence of cell biology has led the way to innovative gene therapies opening new horizons in the management of once life-threatening diseases and debilitating neuropathies. In short, we are getting healthier and living longer, more pro-active lives as we divine the secrets to our own chemistry.

North Shore-LIJ's commitment to education and learning is paramount to the growth and development of its world-class roster of specialists, surgeons, diagnosticians and care givers on staff right here at Southside Hospital. At the forefront of its effort to remain on the cutting-edge of medical ingenuity is The Center for Learning and Innovation (CLI), the largest corporate healthcare university in the country. Promoting a culture dedicated to excellence, innovation and teamwork, doctors, medical residents and nurses attend seminars, workshops and training programs to fine tune their skills and stay abreast of new developments. A nationally recognized leader in workforce development, CLI is regarded as a model environment for continuous organizational learning facilitating a culture of system-wide advancement and adaptability.

A jewel of North Shore-LIJ's educational system is The Patient Safety Institute (PSI), dedicated to the continued training of affiliated healthcare professionals. In the human simulation lab, healthcare practitioners and students hone their skills at diagnosing and managing clinical problems, thwarting the likelihood of hospital-acquired infections. Training scenarios are conducted to replicate situations in multiple medical environments including a critical care unit, emergency department or operating room. Acute medical situations are enacted, enhancing the performance of life-saving procedures.

At the forefront of medical research is The Feinstein Institute for Medical Research. Accessing hundreds of thousands of medical cases across North Shore-LIJ Health System of hospitals, trauma centers, clinics and outpatient facilities, scientists collaborate with clinicians to shed light on the biological processes underlying diseases. Groundbreaking investigations are being conducted in the fields of oncology, immunology, genetics, neurology, pediatrics and surgery.



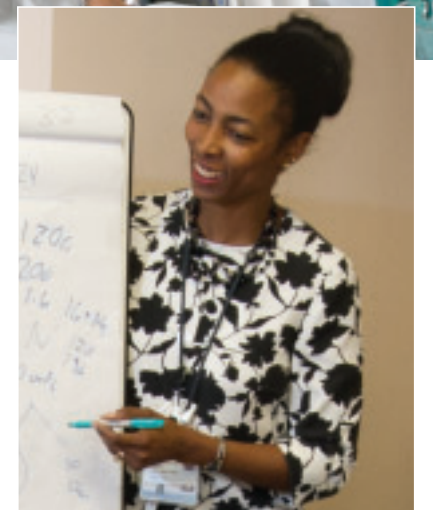
### *Tochi Iroku-Malize, MD*

A physician, an educator and a remarkable woman, Dr. Iroku-Malize is a familiar face throughout Southside Hospital and the Health System. She is the Director of The Family Medicine Residency Program, which has been an integral part of Southside Hospital's educational initiatives since 1972. Dr. Iroku-Malize also serves as the first Chair of the Department of Family Medicine at the Hofstra North Shore-LIJ School of Medicine.

The Health System's commitment to educational excellence has led to the creation of Hofstra North Shore-LIJ School of Medicine, the first new allopathic medical school established in New York since 1963. Combining their respective strengths and expertise, the Health System and Hofstra share responsibility for the medical school's mission and success.

Incorporating Hofstra's academic infrastructure with the expertise of North Shore-LIJ's clinical and graduate medical education programs, the new medical school distinguishes itself among its rivals. These components, coupled with the research being conducted at The Feinstein Institute for Medical Research, make for an excellent medical education experience.

"...Our own school of medicine, thanks to a highly innovative curriculum, will transform the education of future physicians by putting students in patient-care settings from day one," comments Michael J. Dowling, President and CEO of North Shore-LIJ.







*Today's groundbreaking discoveries are tomorrow's expectations. Southside Hospital looks to the future with confidence and continued pride in its ability to meet challenges unfathomed from today's perspective. Ever a beacon in the midst of modern crosscurrents, it maintains an even keel and keeps sight of its mission to serve and protect the community.*

## DESTINATION 2020

At North Shore-LIJ Southside Hospital, we are cutting the ribbon on our second century of service. We do so with the help of the visionary champions who believe, trust and invest in our efforts. Realizing a new campus, creating an exceptional tertiary hospital and preparing for the health of generations to come will require a team effort ... one of Herculean size and heart.

Our commitment to superior quality, excellence, and strategic, intelligent growth continues to define Southside Hospital and positions us to fulfill our potential as the hospital of choice in Suffolk County. The North Shore-LIJ Health System advantage is invaluable, bringing a wealth of resources and knowledge to our community and providing our patients with access to world-class healthcare.

The difference between good and excellent healthcare is often the gift of generous philanthropy. We owe a debt of gratitude to those individuals and families who have generously supported our efforts. They are counted among the extraordinary champions who have helped transform Southside from a community to a tertiary hospital, building on a remarkable heritage for our community.

Our future remains intrinsically linked to these generous donors and future champions who will share our vision and provide the tangible monetary resources we require to create the campus of tomorrow – a community of visionary individuals we can count on to help raise the millions needed to forge an exceptional healthcare future.

Healthcare is an invaluable gift ... a gift that we give to our friends, neighbors and family members and a legacy that we pass on to future generations. Join us in helping Southside Hospital fulfill its mission as the healthcare heart of our community to transform healthcare as we know it. Together we have the power to make that happen.



### *Entering our second century together...*

*In the very year that Southside Hospital celebrates its centennial anniversary, we continue to reach new heights with the launch of our Open Heart Surgery Program and our evolution as a tertiary care facility. Cutting the ribbon on our new state-of-the-art hybrid operating room, we boldly enter a bright future marking a second century of dedicated service, sparking a renewed vision of Southside Hospital poised for excellence.*

*Photography by Lee Weissman & Adam Cooper, RBP  
North Shore-LIJ Studios*



“What we have done for ourselves alone dies with us;  
what we have done for others and the world remains  
and is immortal.”

– *Albert Pike*