



Princeton HealthCare System: Exceeding Expectations

Princeton HealthCare System (PHCS) is one of the most comprehensive healthcare systems in New Jersey, offering a full complement of services from acute care to behavioral health to home and hospice care. Its excellence has been recognized nationally by Leapfrog Group, which in 2010 named the University Medical Center at Princeton a Top Hospital – the third consecutive year it earned this distinction – placing the facility in the company of the Mayo Clinic hospitals, as well as the teaching affiliate hospitals of Harvard and Stanford University medical schools.

In an effort to meet the changing and growing healthcare needs of the populations it serves, PHCS embarked upon an ambitious and rare plan to build an entirely new hospital in a different location. The \$447 million University Medical Center of Princeton at Plainsboro, scheduled to open in 2012, will encompass approximately 636,000-square-foot of interior space on 50 acres of land and will incorporate the latest medical technology and best thinking in hospital design. This cutting-edge facility will host specific Centers of Care, providing unparalleled treatment in specialty areas including cancer, cardiac and pulmonary care, neuroscience, maternal/child health, surgery and emergency care.

The construction is being supported largely through Design for Healing – The Campaign for the New University Medical Center of Princeton. PHCS partnered with Graham-Pelton beginning in 2006 for the five-year, \$115 million campaign. Despite being carried out through one of the worst economies since the Great Depression, Design for Healing reached its fundraising target more than one year ahead of schedule, and in early 2011 increased its goal to \$155 million. The additional \$40 million will provide additional beds and specialized services in the hospital's pediatric unit, emergency center and cancer center. It also will allow PHCS to form new academic and research partnerships and to incorporate the latest technology into its extensive offerings.

Graham-Pelton congratulates PHCS on meeting and exceeding its most ambitious expectations as it seeks to secure its standing among the best healthcare systems in the country.