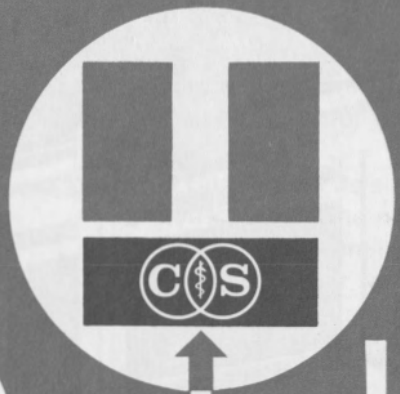


The original documents are located in Box 15, folder “6/4-8/76 - California and Michigan (2)” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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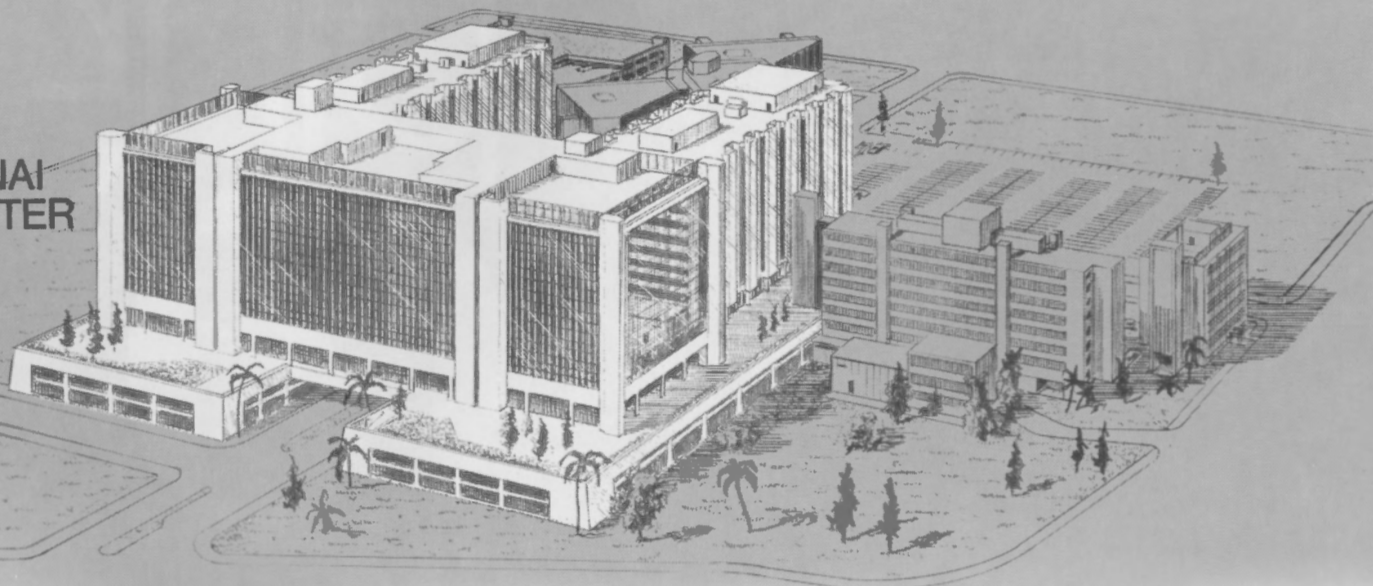
Guide

to the
Cedars-Sinai
Medical Center





CEDARS-SINAI
MEDICAL CENTER



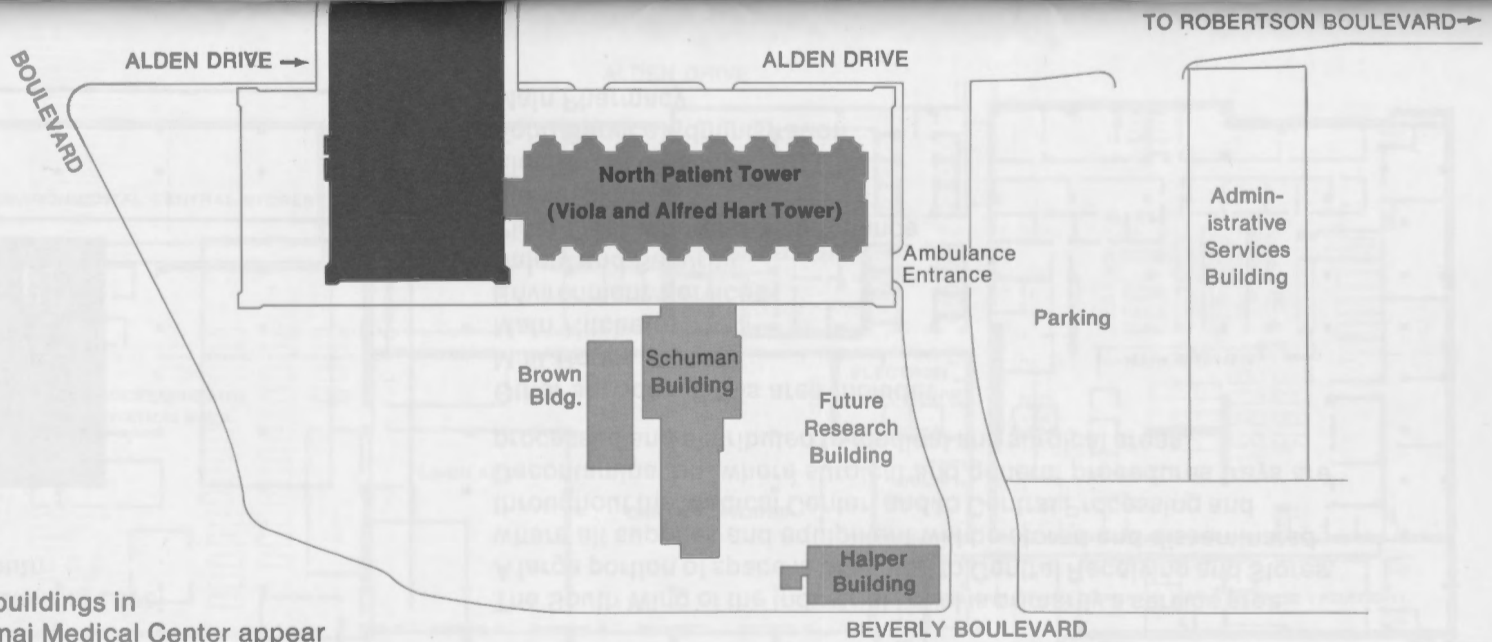
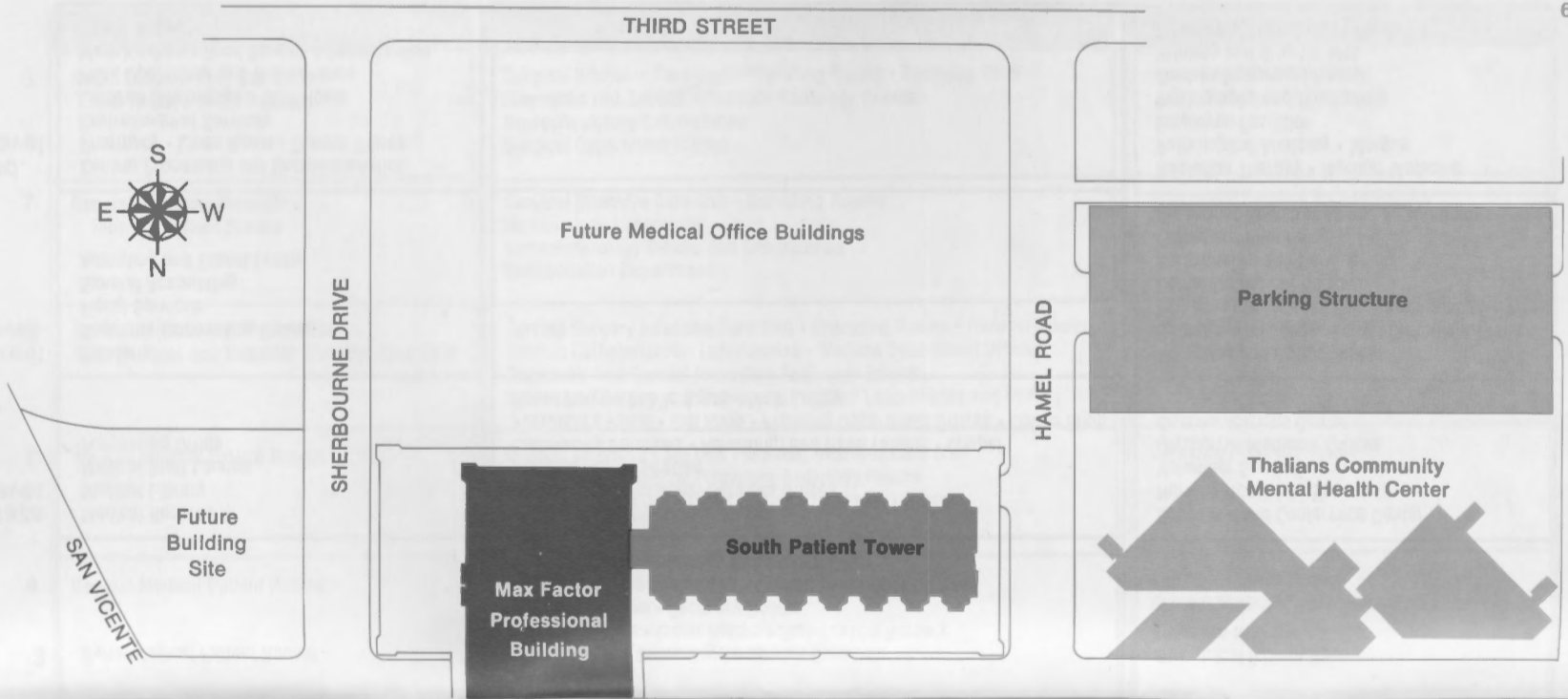
INTRODUCTION

The Cedars-Sinai Medical Center, encompasses every facility and service for total health care. The Patient and Professional Towers, measuring more than one and a half million square feet, make up the major portion of the 23-acre site.

Because of its size and the modern concepts of design and construction, the new Cedars-Sinai is totally different from hospitals as we knew them in the past. This guide has been prepared to assist you to find your way in the new structure and to give you specific information on all of the facilities and services available. We hope it will assist you in the new Medical Center.

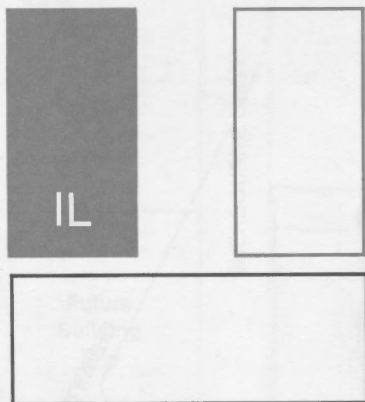
Stuart J. Marylander
Executive Vice President

	PATIENT TOWER SOUTH	PROFESSIONAL BUILDING	PATIENT TOWER NORTH
8	Neuro Surgery, Eye, Ear, Nose and Throat Patient Rooms	Surgical Intensive Care Unit • Operating Rooms • Recovery Beds Diagnostic and Special Procedure Radiology Rooms Neurophysiology Laboratories Surgical Department Offices	General and Genito-Urinary Surgical Patient Rooms
7	General and Gastrointestinal Surgical Patient Rooms	Surgical Intensive Care Unit • Operating Rooms Microbiology Laboratory Gastroenterology Offices and Laboratories Rehabilitation Department	Orthopedic Surgical Patient Rooms
6	General Medical and Patient Rooms Post Thoracic and Vascular Surgical Care Unit	Cardiac Surgery Intensive Care Unit • Operating Rooms • Recovery Beds Cardiac Catheterization Laboratories • Medical Department Offices Diagnostic and Special Procedure Radiology Rooms Inhalation Therapy and Pulmonary Function Laboratories and Offices	Cardiac, Vascular and Thoracic Surgery Patient Rooms
5	General Medical Patient Rooms	Cardiac Intensive Care Unit • Medical Intensive Care Unit Diagnostic and Special Procedure Radiology Rooms Serology Laboratory • Heart Station • Cardiology Office Department of Medicine Offices	Cardiology Patient Rooms
4	General Medical Patient Rooms	Pediatric Intensive Care Unit Neonatal Care Unit Pediatric Diagnostic Radiology Rooms Laboratories • Pediatric Department Offices	Pediatric Patient Rooms General Medical Patient Rooms
3	Gynecological Patient Rooms	Obstetrics and Gynecology Intensive Care Unit Delivery Rooms • Labor Rooms • Stabilization Nursery Operating Rooms • Recovery Rooms Data Processing Laboratory • Clinical Laboratory Offices Obstetrics and Gynecology Department Offices	Obstetrical Patient Rooms Newborn Nursery
Plaza Level	Medical Records Medical Library Medical Staff Lounge Purchasing Office	Executive Vice President Offices Director of Professional Services Offices Hospital Administration Community Relations • Admitting/Bed Reservations • Chapel President's Room • Gift Shop • Planning Department Offices • Coffee Shop Board Room • Public Areas • Main Lobby	Education and Conference Center Nursing Administration Volunteer Service Division of Medicine Offices Communications Center
Street Level	Cafeteria Computer Information Center Fiscal Services General Accounting Admitting and Escort Lobby		Admitting and Escort Lobby Outpatient Radiology • Adult Outpatient Clinic Pediatric Outpatient Clinic • Emergency Service Dental Outpatient Clinic Personnel Health Service Outpatient Pharmacy Outpatient Registration and Appointments
Ind. Level	Central Processing and Decontamination Pharmacy • Linen Room • Central Stores Environmental Services Electron Microscope • Mail Room Plant Operations and Maintenance Main Kitchen • Food Service Administration Safety & Security		Radiation Therapy • Nuclear Medicine Pathological Anatomy • Morgue Employee Facilities Photography and Illustration Centrex Equipment Room Printing and Graphic Arts Pneumatic Tube Control Room



All of the buildings in Cedars-Sinai Medical Center appear on this plan. By using it, you can quickly determine where you are and your relationship to other areas.

Industrial Level
South

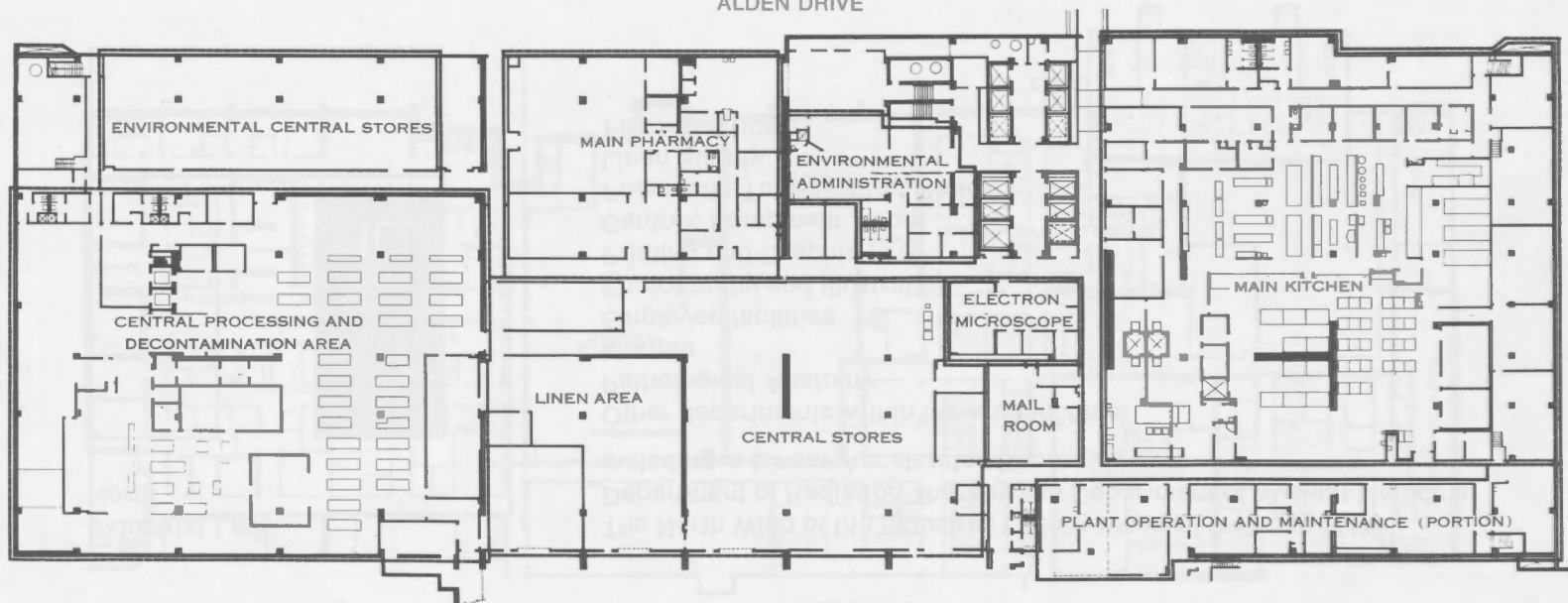


The South Wing of the Industrial Level is primarily a service area. A large portion of space is allocated to Central Receiving and Stores, where all supplies and equipment will be stored and disseminated throughout the Medical Center, and to Central Processing and Decontamination, where surgical and general procedures trays are processed and distributed to medical and surgical areas.

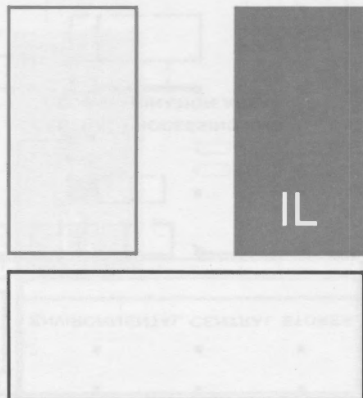
Other services in this area include:

- Mail Room
- Main Kitchen
- Environment Services
- Safety and Security
- Plant Operation and Maintenance
- Linen Room
- Electron Microscope
- Food Service Administration
- Main Pharmacy

ALDEN DRIVE



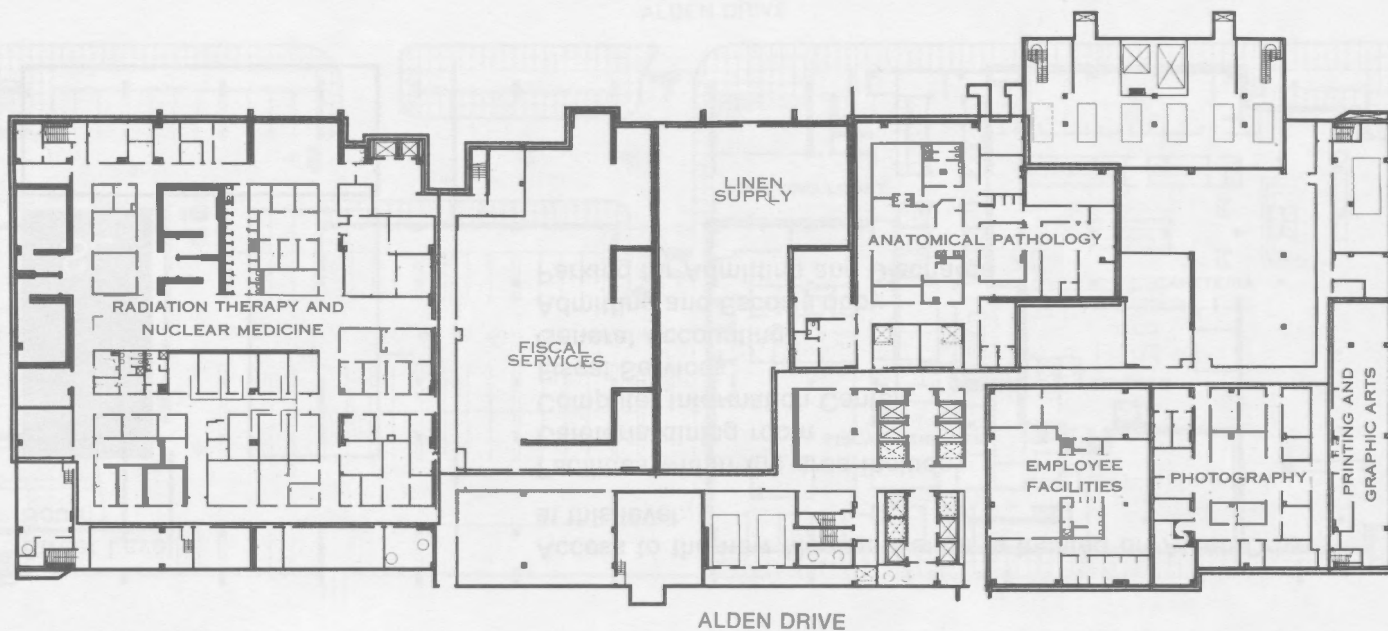
Industrial Level
North



The North Wing of the Industrial Level houses all facilities of the Department of Radiation Therapy and Department of Nuclear Medicine, including a Linear Accelerator Room.

Other departments within the area include:

- Pathological Anatomy
- Morgue
- Employee facilities
- Photography and Illustration
- Printing and Graphic Arts
- Centrex Equipment Room
- Pneumatic Tube Control Room
- Linen Supply
- Fiscal Services



Street Level
South



Access to the new Medical Center is located on Alden Drive at this level.

Facilities within the area include:

Cafeteria dining room

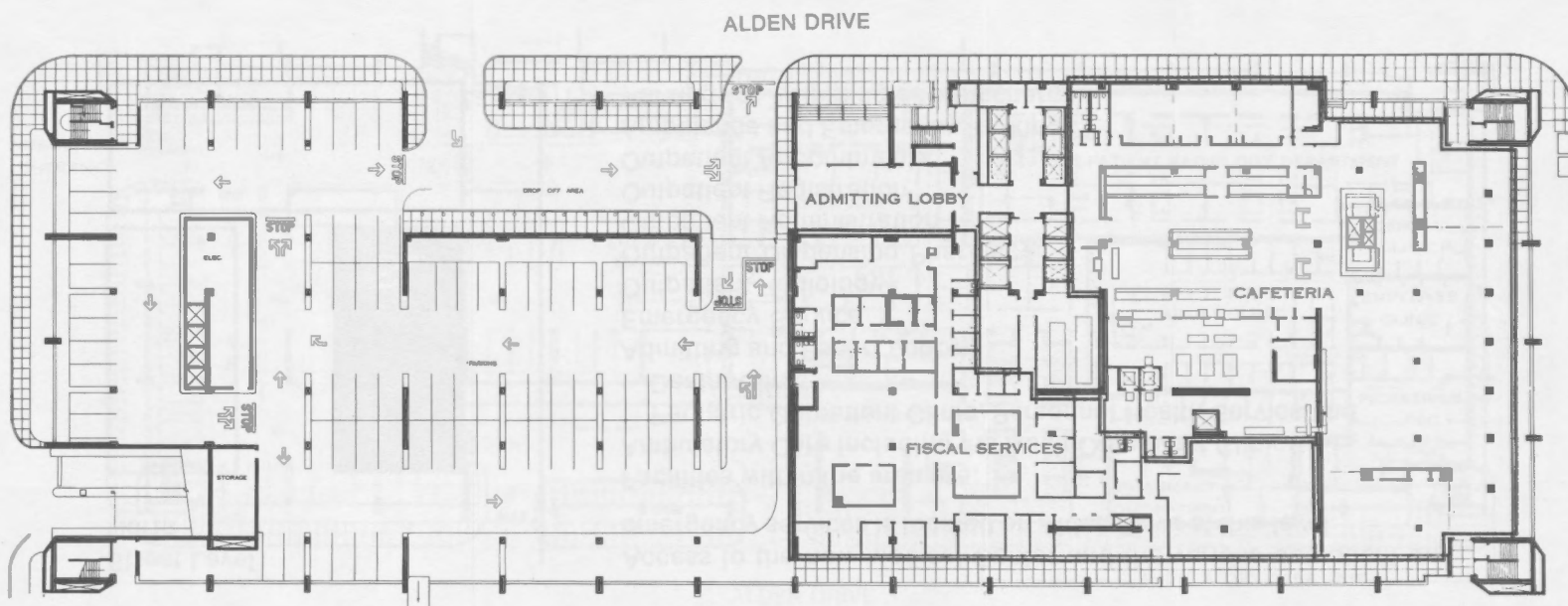
Computer Information Center

Fiscal Services

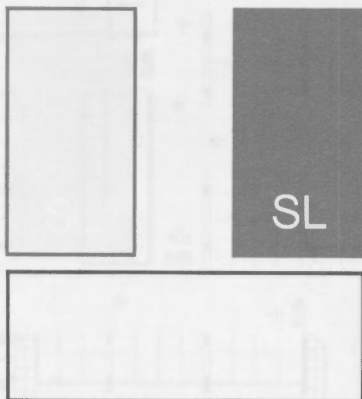
General Accounting

Admitting and Escort Lobby

Parking for Admitting and Discharge



Street Level
North



Access to the new Medical Center and the various outpatient and emergency services is located on Alden Drive at this level.

Facilities within the area are:

Ambulatory Care including the Adult Outpatient Clinic,
Pediatric Outpatient Clinic, Personnel Health Service and
Dental Clinic

Admitting and Escort Lobby

Emergency Service

Outpatient Radiology

Outpatient Dispensing Pharmacy

Outpatient Administration

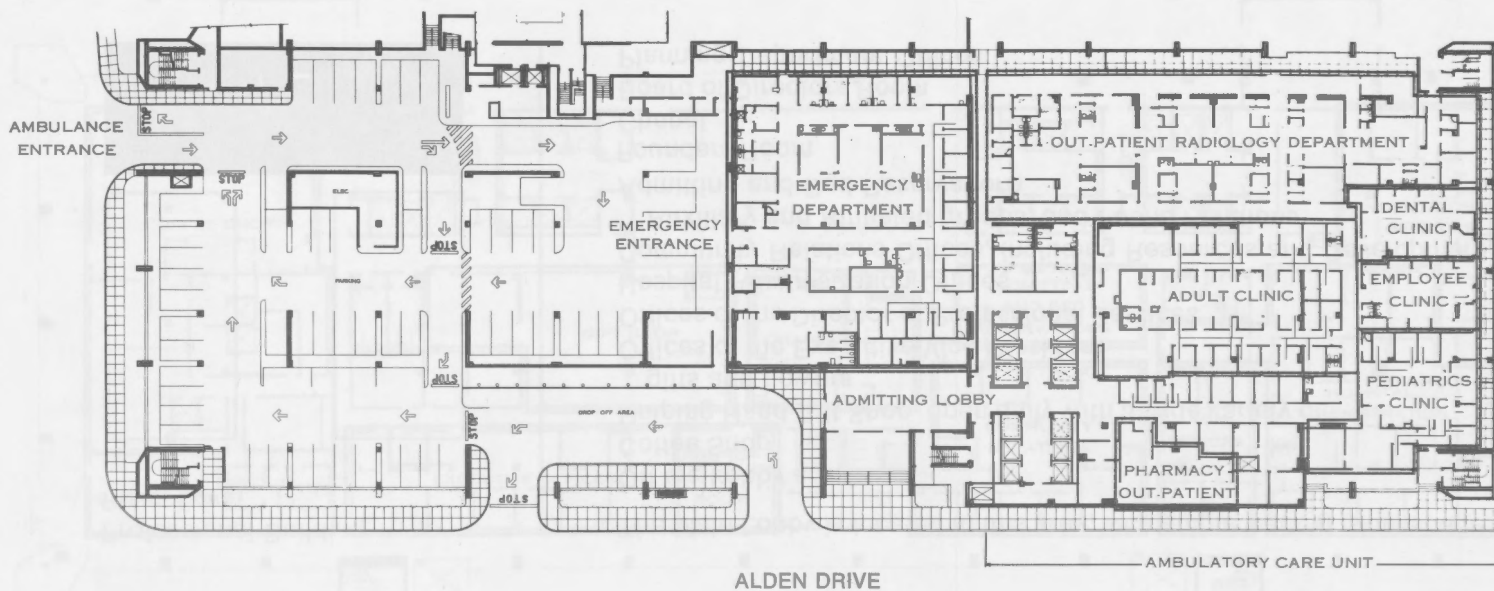
Outpatient Registration

Outpatient Appointments

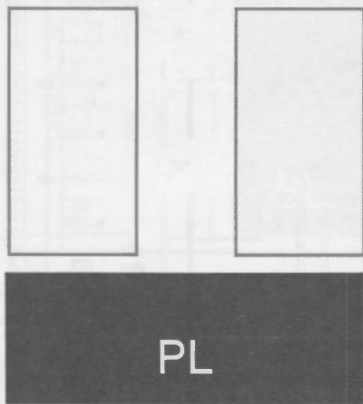
Ambulance and Emergency Parking

Parking for Admitting and Discharge

WYCH DRIVE



Professional Building
Plaza Level



The Main Lobby is located in this area, with ample waiting room space.

Off the Lobby are:

Coffee Shop

Helping Hand Gift Shop, open daily with a wide variety of gifts and flowers

Offices of the Executive Vice President

Offices of the Director of Professional Services

Hospital Administration Offices

Community Relations Offices, including Resources and Development, Auxiliary and Affiliated groups, and Public Relations

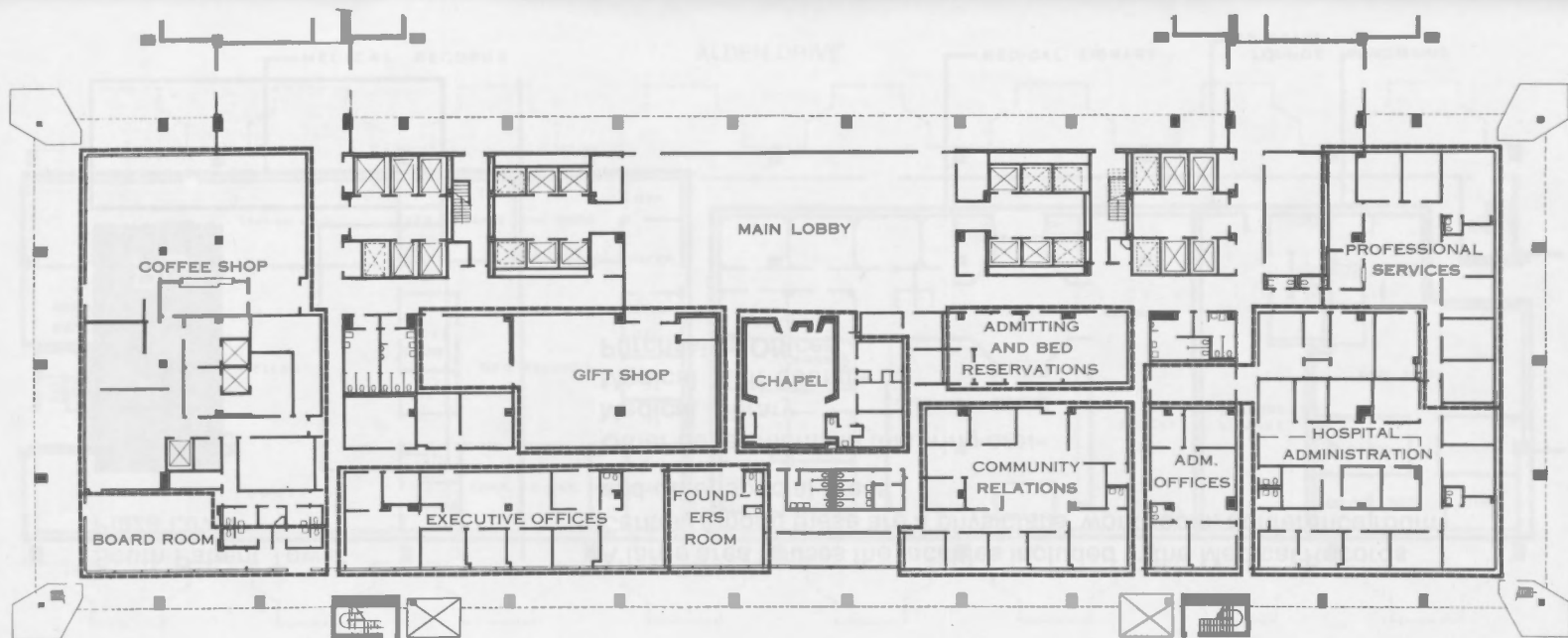
Admitting and Bed Reservations

Founders Room

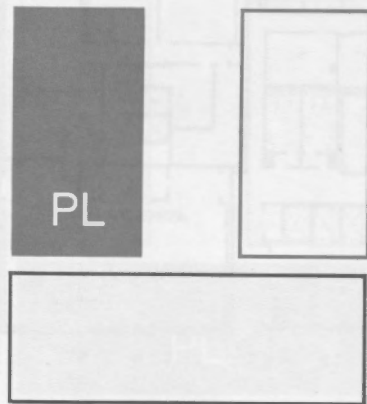
Chapel

Board of Directors Room

Planning Department Offices

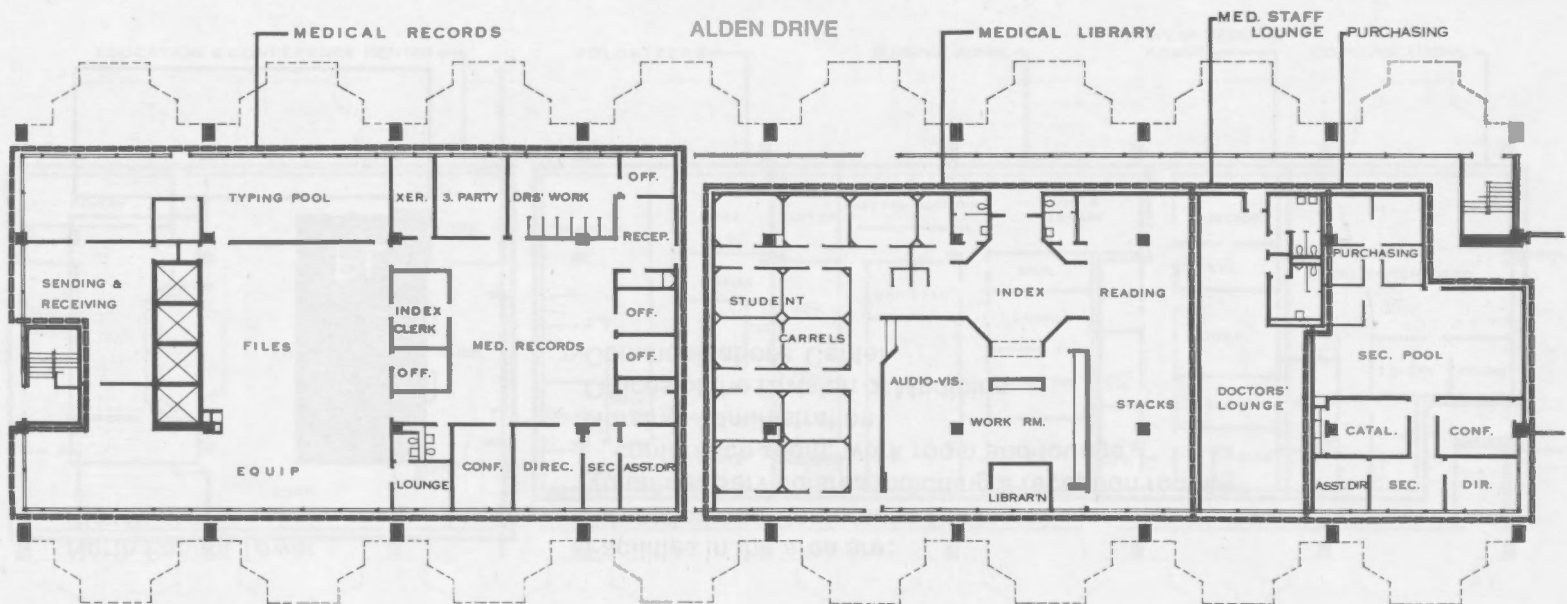


South Patient Tower
Plaza Level

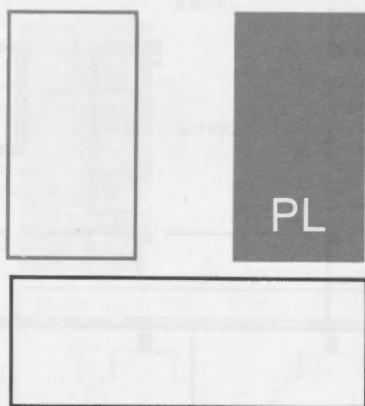


A large area houses the facilities included in the Medical Records Center. Among these are a physicians' work room, conference room and other special areas.

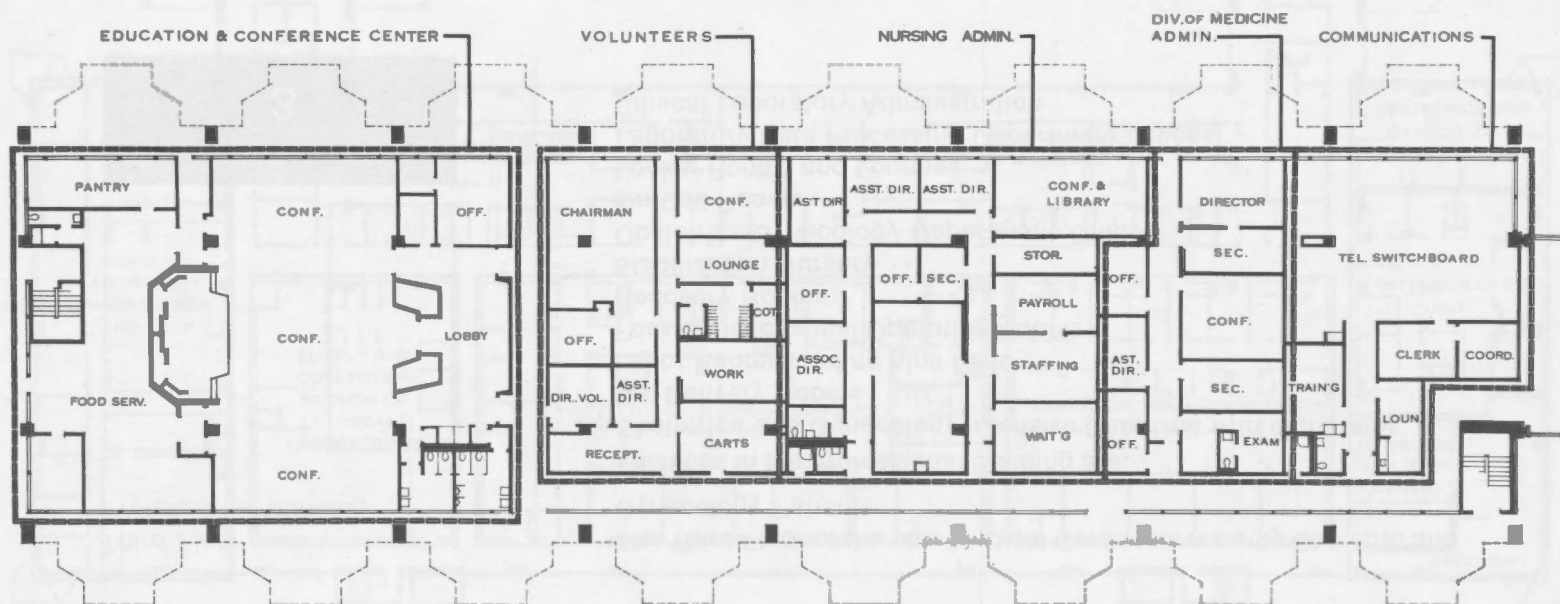
Other departments in this wing are:
 Medical Library
 Medical Staff Lounge
 Purchasing Offices



North Patient Tower
Plaza Level

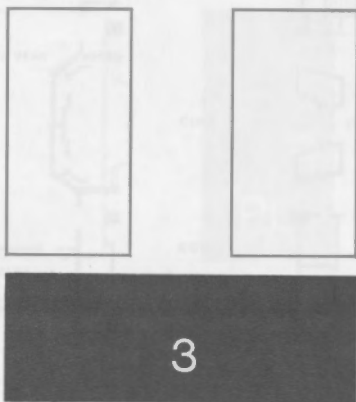


Facilities in the area are:
 Education and Conference Center
 Volunteer Service area including a reception room,
 conference room, work room and lounge
 Nursing Administration
 Offices of the Division of Medicine
 Communications Center



ALDEN DRIVE

Third Floor
Professional Building



The Third Floor of the new Medical Center serves only Obstetric and Gynecology Patients.

Facilities in the Professional Building are:

Obstetrics and Gynecology Intensive Care Unit with eight beds

Six Delivery Rooms

Labor Rooms totaling nine beds

Four Gynecological Operating Rooms

Recovery Rooms

Stabilization Nursery

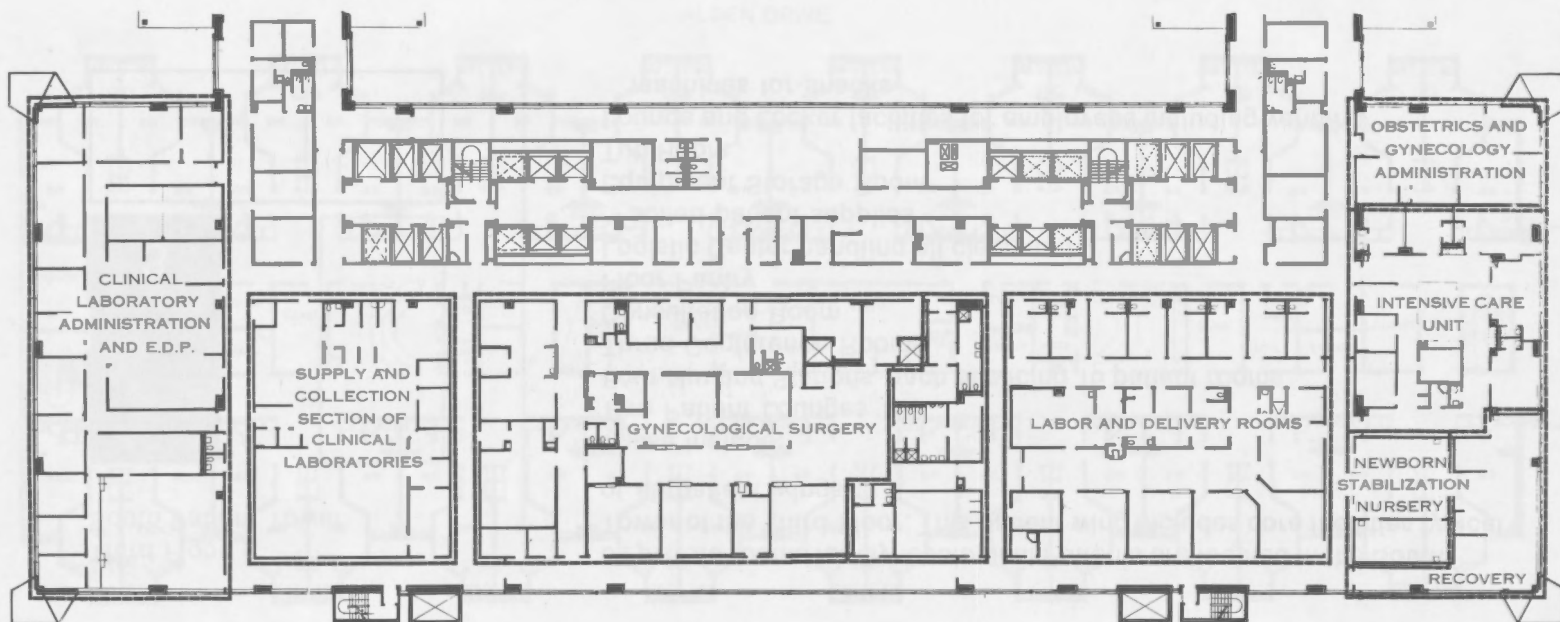
Obstetrics-Gynecology Department Offices

On-Call Rooms

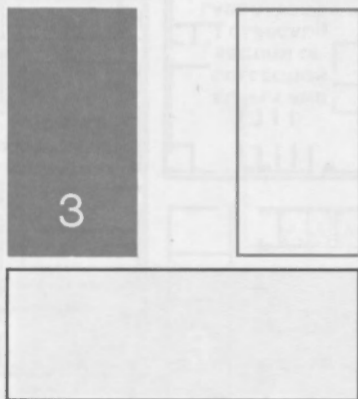
Locker Rooms and Lounges

Laboratory Data Processing Department Offices

Clinical Laboratory Administration



Third Floor
South Patient Tower



64 private rooms for Gynecological Patients are located in the South Tower of the Third Floor. This patient wing includes core facilities typical of all patient wings.

These include:

Two Patient Lounges

Four Nursing Stations, each servicing 16 patient rooms

Three Conference Rooms

Consultation Room

Floor Pantry

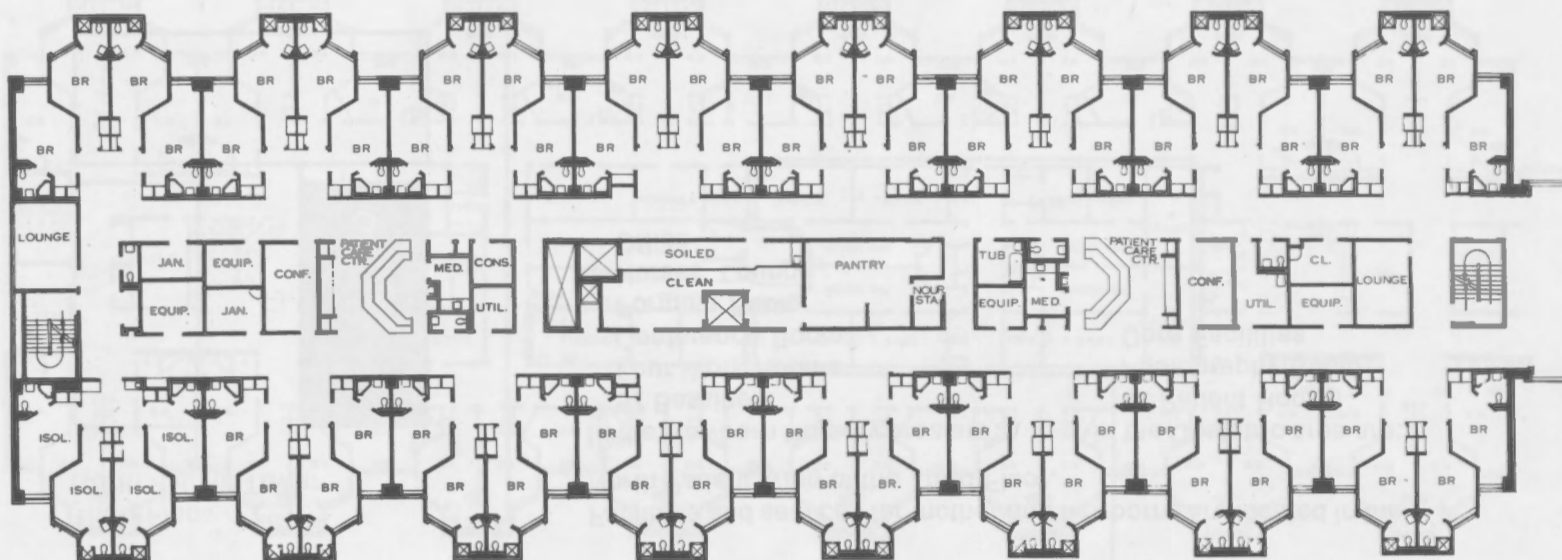
Logistic Center handling all clean and soiled patient supplies

Equipment Storage Room

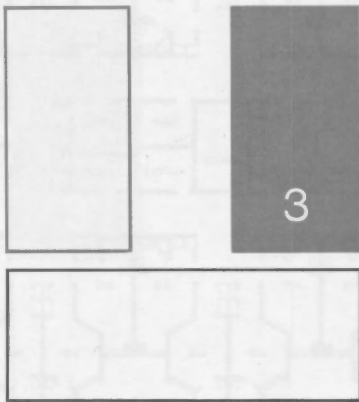
Tub Room

Lounge and Locker facilities for employees including vending machines for snacks

ALDEN DRIVE



Third Floor
North Patient Tower



Facilities and services for mother and newborns are located in the North Patient Wing of the Third Floor.

In the Newborn Nursery area are:

- 57 Bassinets
- Four Work Rooms
- Conference Room
- Formula Room
- Nurses' Lounge
- Office

In the Obstetric area are:

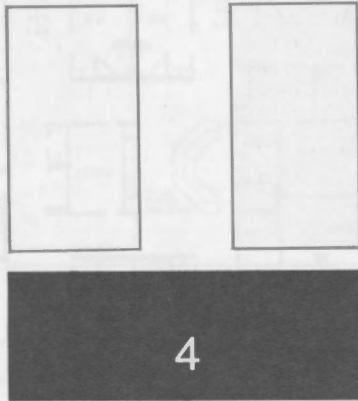
- 52 Patient Rooms
- Photography Room
- Core Facilities



ALDEN DRIVE

NEWBORN NURSERIES

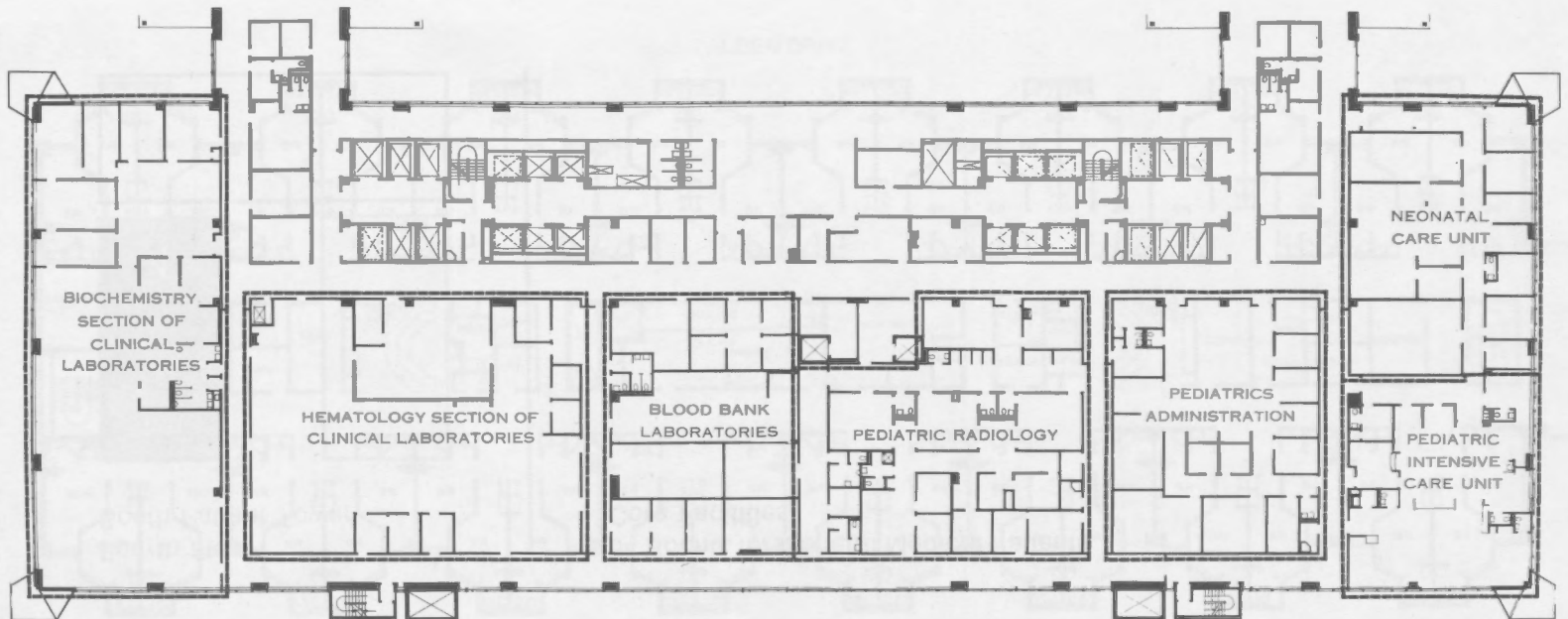
Fourth Floor
Professional Building



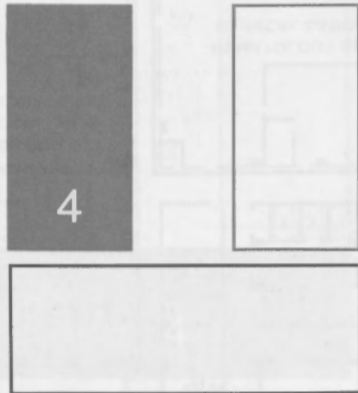
The Fourth Floor of the new Medical Center serves Pediatric and General Medical Care patients.

Facilities in the Professional Building are:

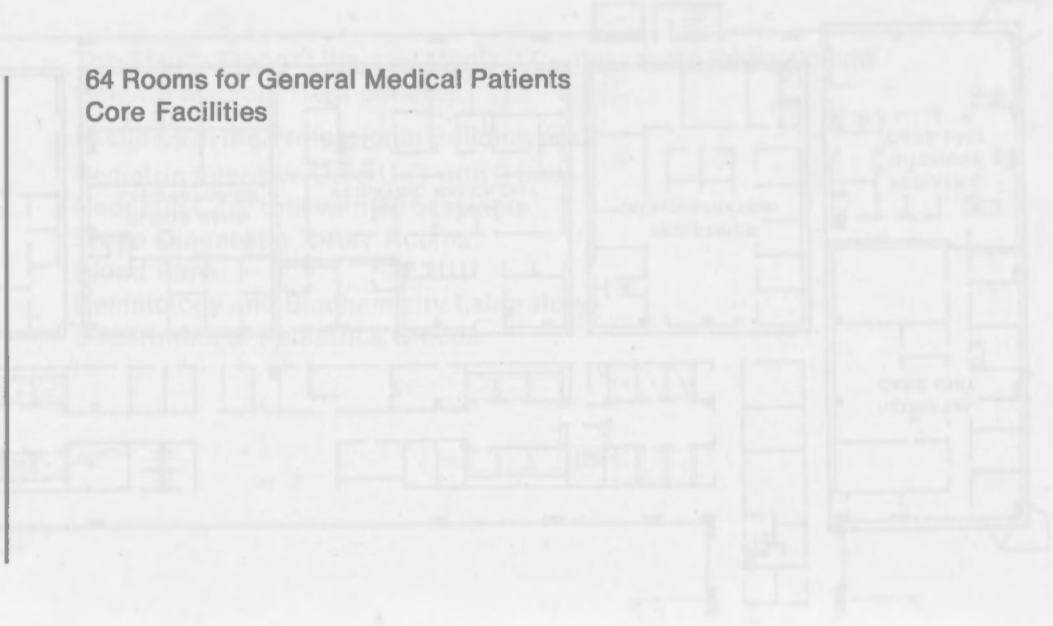
- Pediatric Intensive Care Unit with 9 beds
- Neonatal Care Unit with 30 bassinets
- Three Diagnostic X-Ray Rooms
- Blood Bank
- Hematology and Biochemistry Laboratory
- Department of Pediatrics Offices



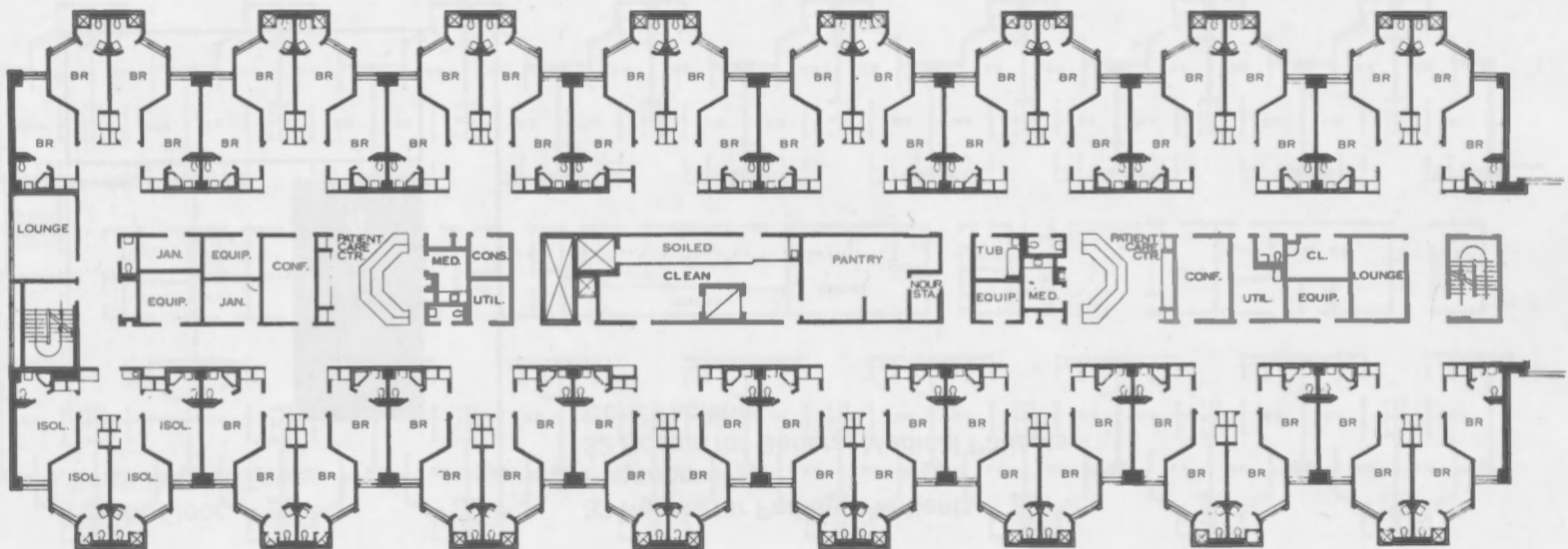
Fourth Floor
South Patient Tower



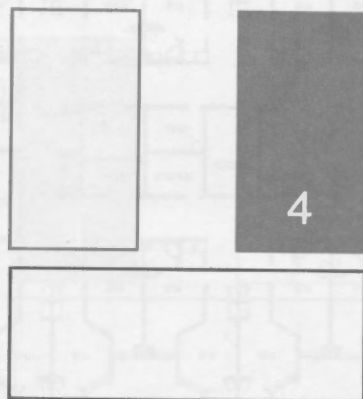
64 Rooms for General Medical Patients
Core Facilities



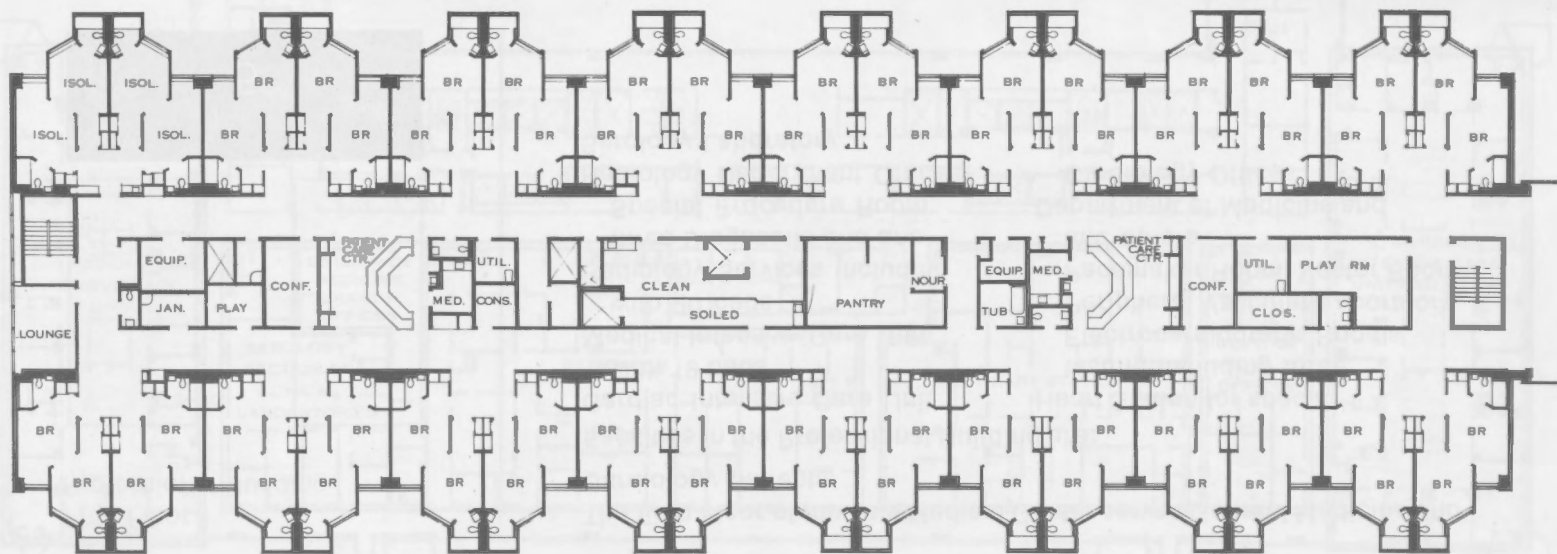
ALDEN DRIVE



Fourth Floor
North Patient Tower

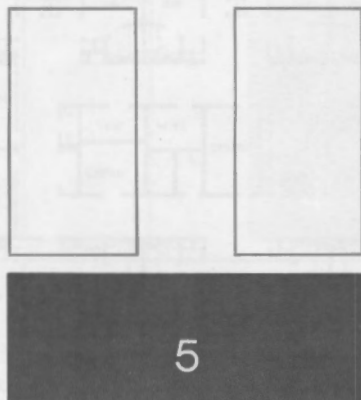


32 Rooms for Pediatric Patients
Playrooms
32 Rooms for General Medical Patients
Core Facilities



ALDEN DRIVE

Fifth Floor
Professional Building



The Fifth Floor of the new Medical Center serves General Medicine and Cardiology patients.

Facilities in the Professional Building are:

Cardiac Intensive Care Unit
with 19 beds

Medical Intensive Care Unit
with 20 beds

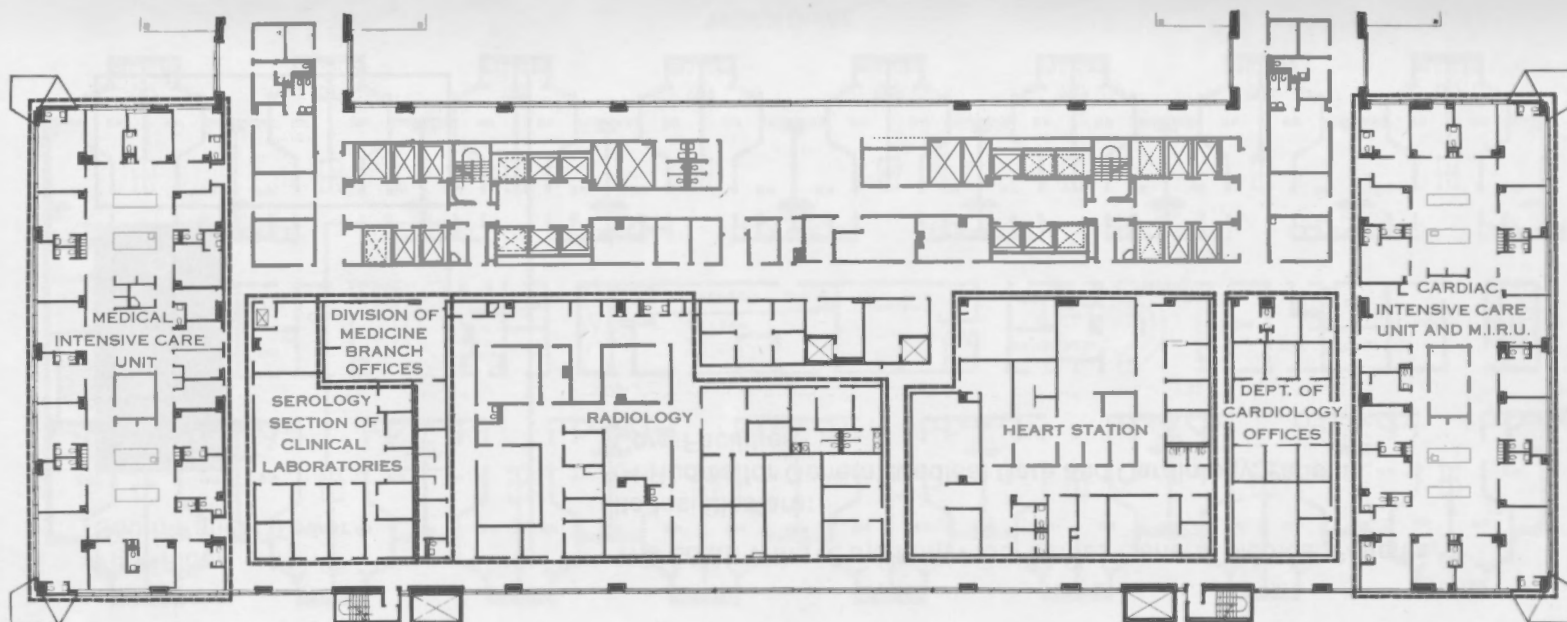
Radiology Services including
three Diagnostic and one
Special Procedure Room

Radiology Department Offices

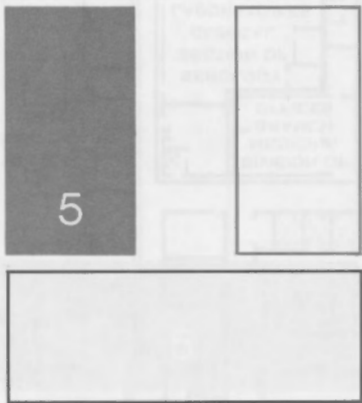
Serology Laboratory

Heart Station for special
testing including three
Electrocardiograph Rooms,
Peripheral Vascular Laboratory,
Pacemaker Room, Vector Room
and others

Department of Medicine and
Cardiology Offices



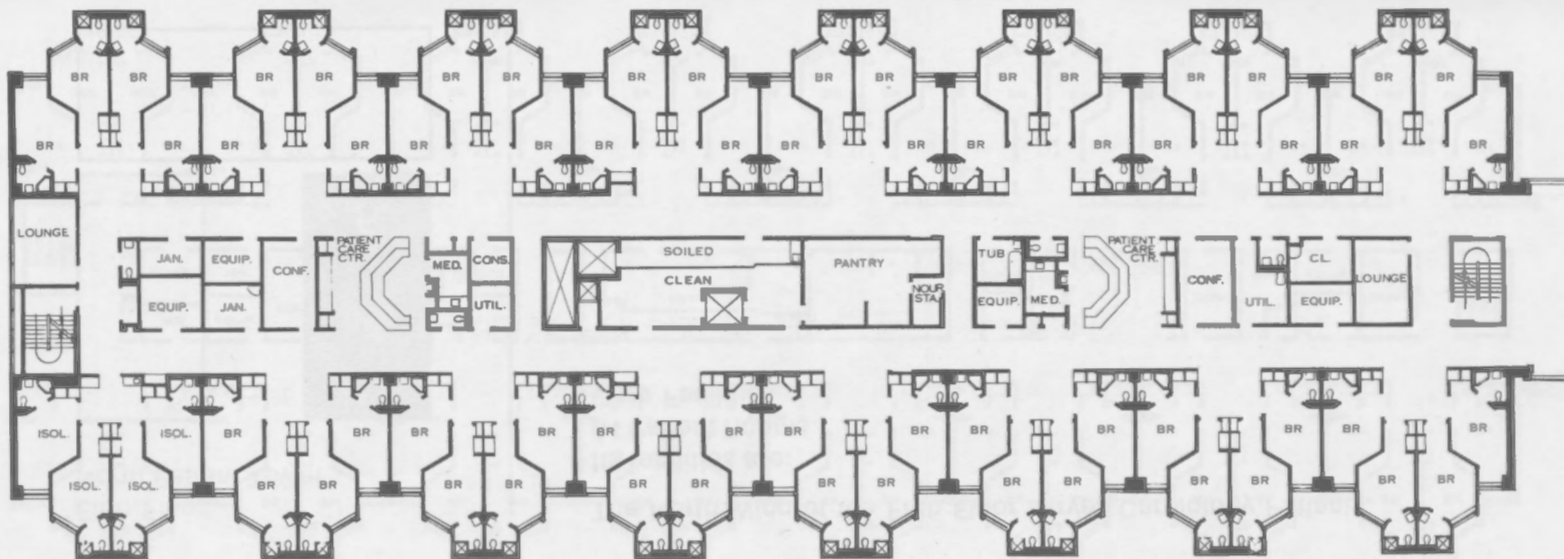
Fifth Floor
South Patient Tower



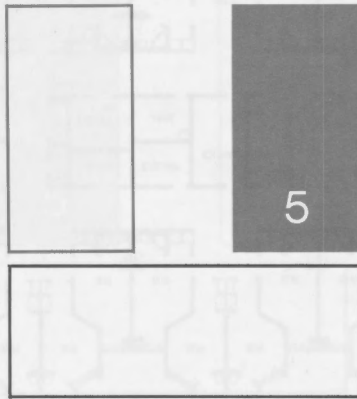
The South Wing of the Fifth Floor serves General Medical Patients.

Its facilities are:
64 Rooms for General Medical Care and Cardiology Patients.
Core Facilities

ALDEN DRIVE

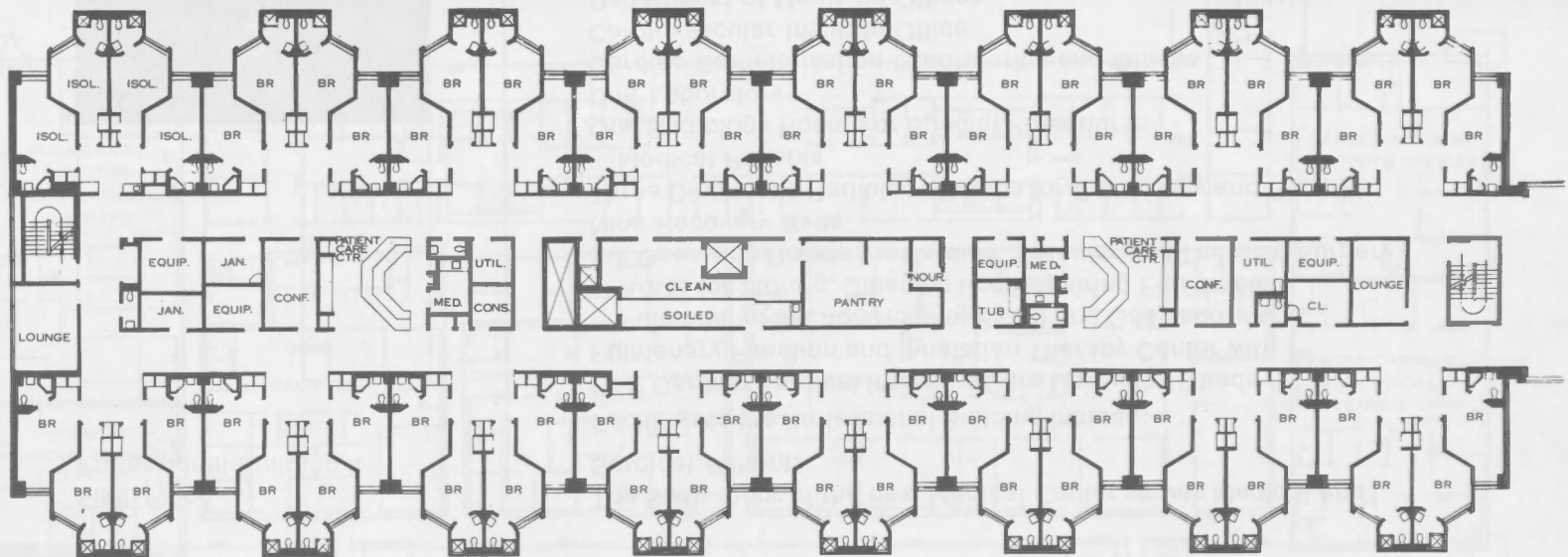


Fifth Floor
North Patient Tower



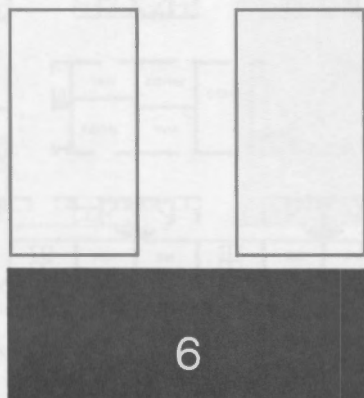
The North Wing of the Fifth Floor serves Cardiology Patients.

Its facilities are:
64 Patient Rooms
Core Facilities



ALDEN DRIVE

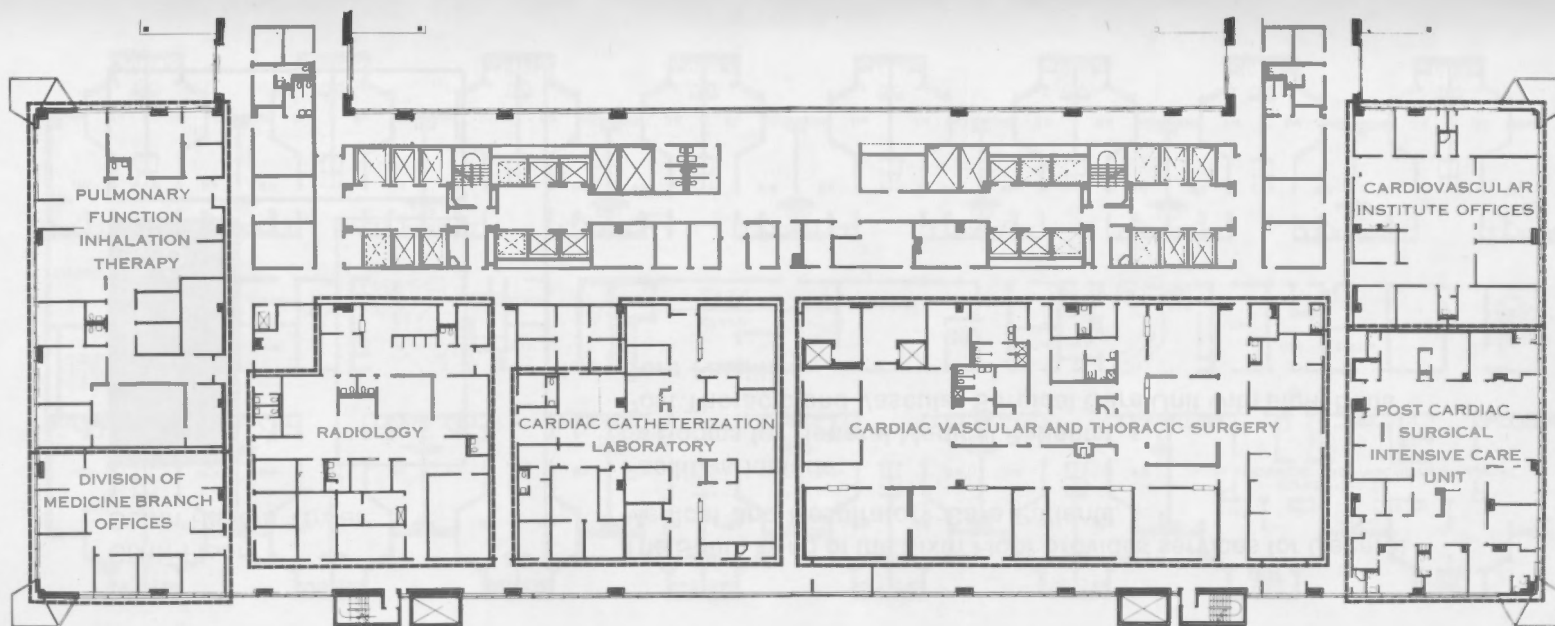
Sixth Floor
Professional Building



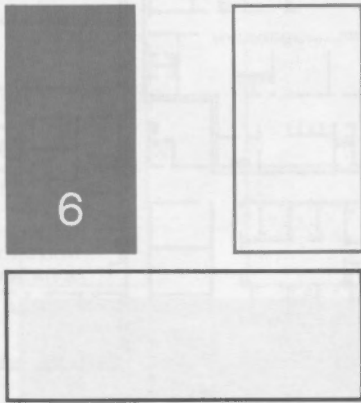
The Sixth Floor of the new Medical Center serves Medical and Surgical Patients.

Facilities in the Professional Building include:

- Post Cardiac Surgical Intensive Care Unit with 10 beds
- Pulmonary Function and Inhalation Therapy Center with
 - Pulmonary Function Rooms; Blood and Gas Laboratory;
 - Areas for Storing, Cleaning and Repairing Equipment
- Six Operating Rooms for Cardiac, Vascular and Thoracic Surgery
- Nine Recovery Beds
- Three Diagnostic Radiology Rooms for Cardiology and General Medical Patients
- One Radiology Room For Special Procedures
- Unit Laboratory
- Cardiac Catheterization Laboratories and Offices
- Cardiovascular Institute Office
- Department of Medicine Offices



Sixth Floor
South Patient Tower



The South Wing of the Sixth Floor provides services for General Medical and Respiratory Care Patients.

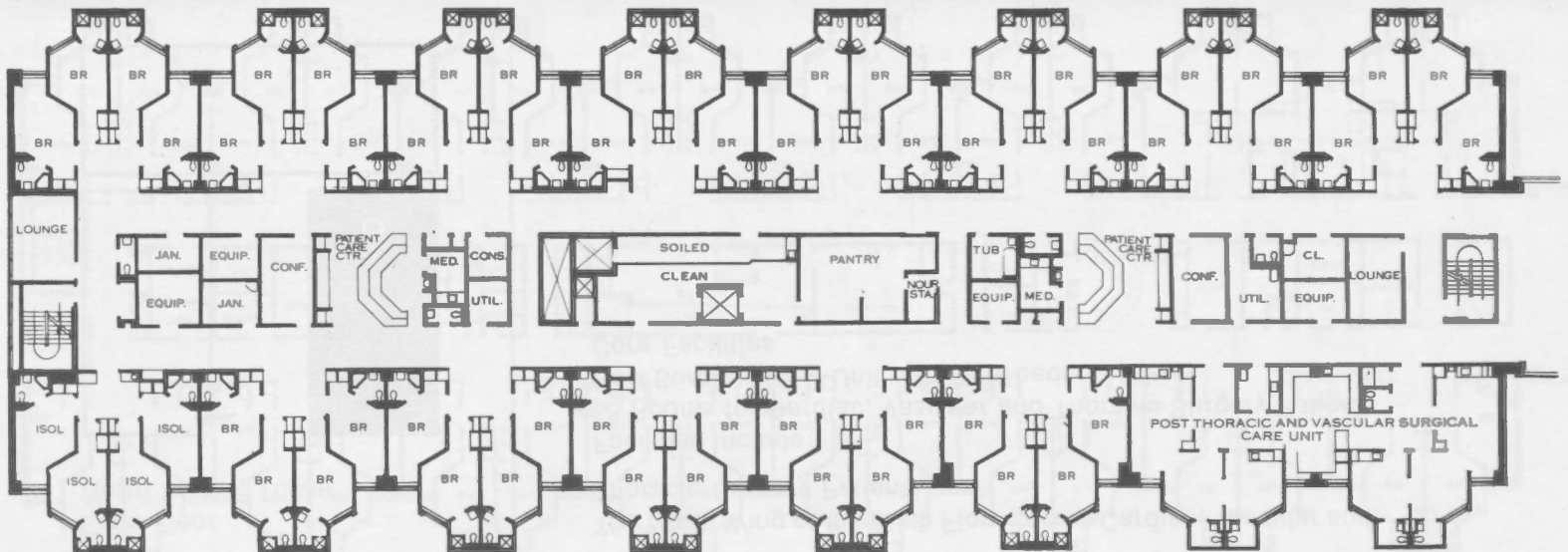
Facilities include:

56 Rooms for General Medical Patients

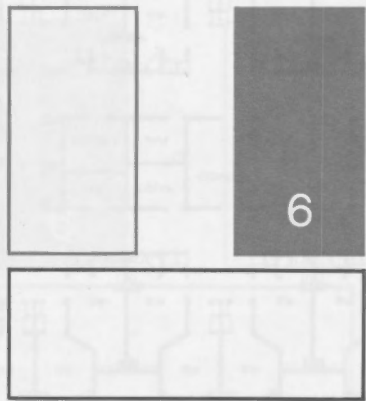
Post Thoracic and Vascular Surgical Care Unit with eight beds

Core Facilities

ALDEN DRIVE

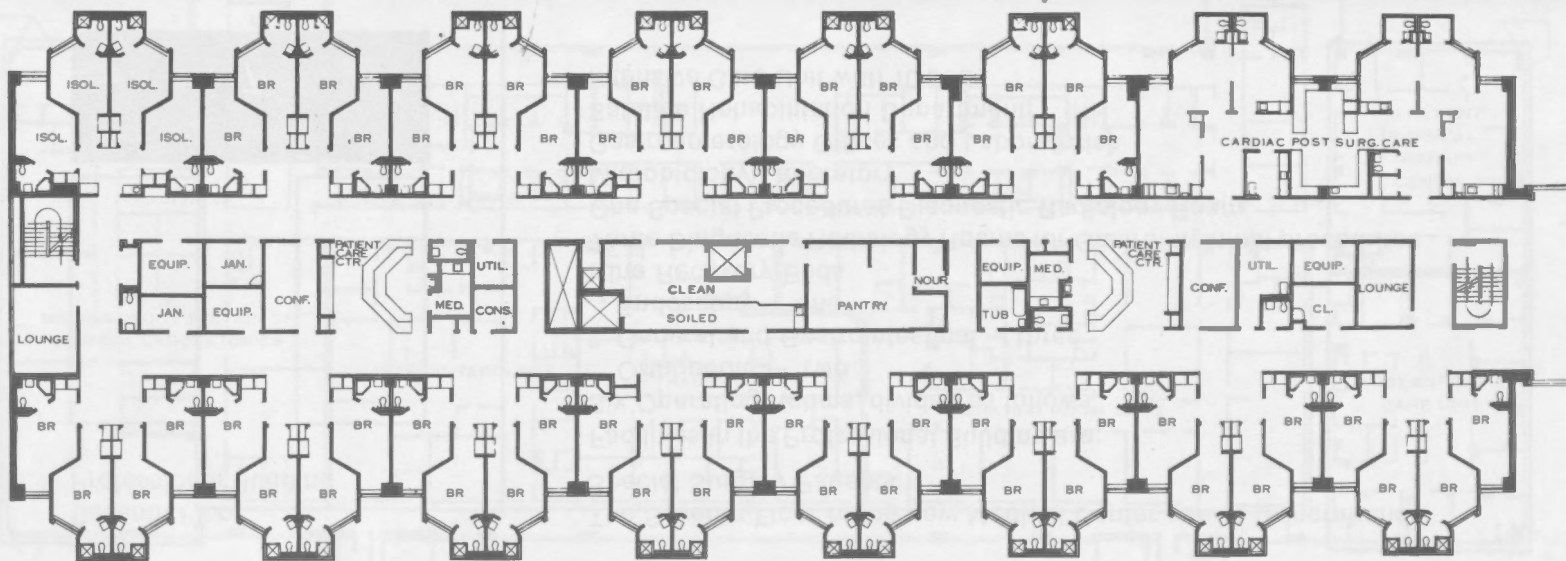


Sixth Floor
North Patient Tower



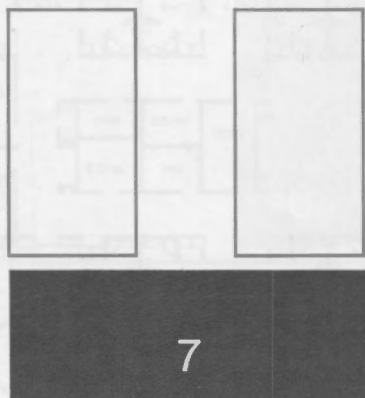
The North Wing of the Sixth Floor serves Cardiac, Vascular and Thoracic Surgery Patients.

- Facilities include:
- 56 Rooms for Cardiac, Vascular and Thoracic Surgery Patients
- Post Surgical Care Unit with eight beds
- Core Facilities



ALDEN DRIVE

Seventh Floor
Professional Building



The Seventh Floor of the new Medical Center serves General and Special Surgery Patients.

Facilities in the Professional Building are:

Six Operating Rooms, divided as follows:

Orthopedic — two

General and Gastrointestinal — three

Endoscopy — one

Nine Recovery Beds

Three Diagnostic Radiology Rooms for Gastrointestinal procedures

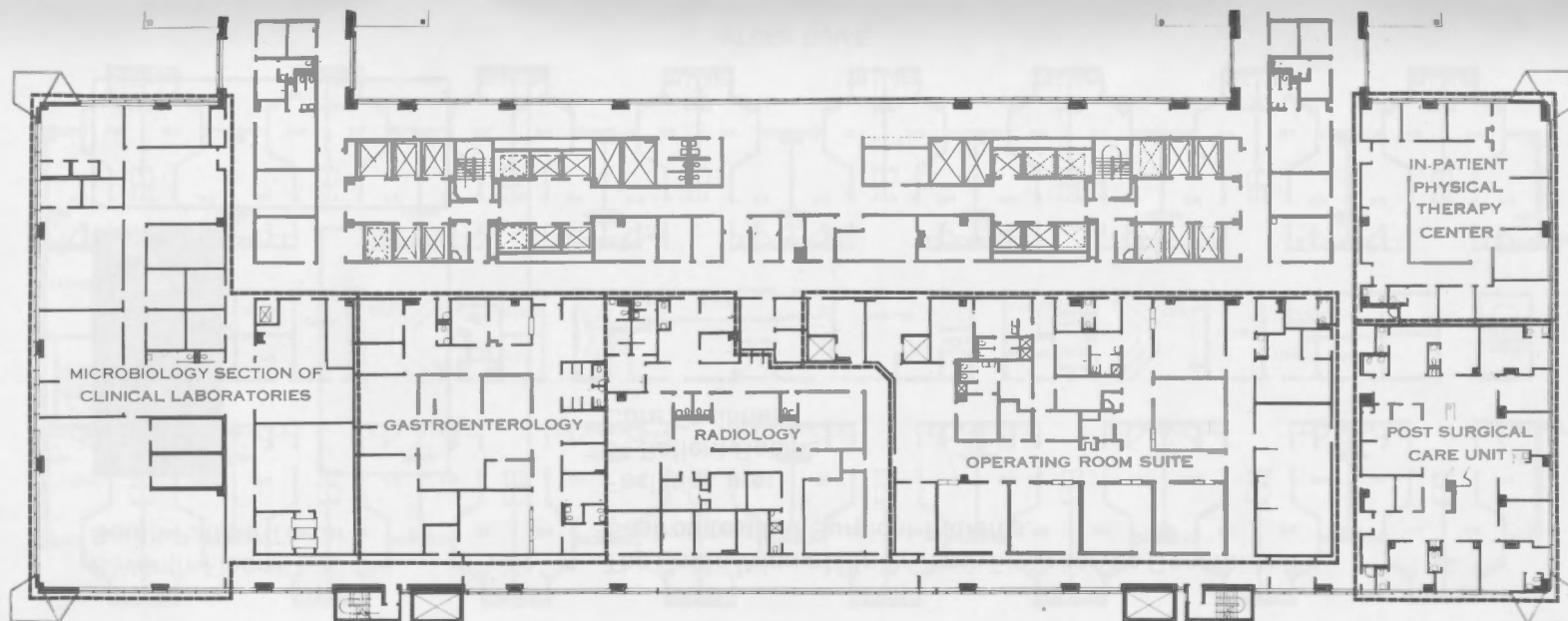
One Special Procedures Diagnostic Radiology Room

Microbiology Laboratory

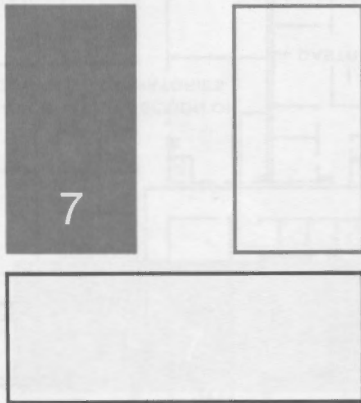
Gastroenterology Offices and Laboratories

Satellite Rehabilitation Department

Intensive Care Unit with 10 beds

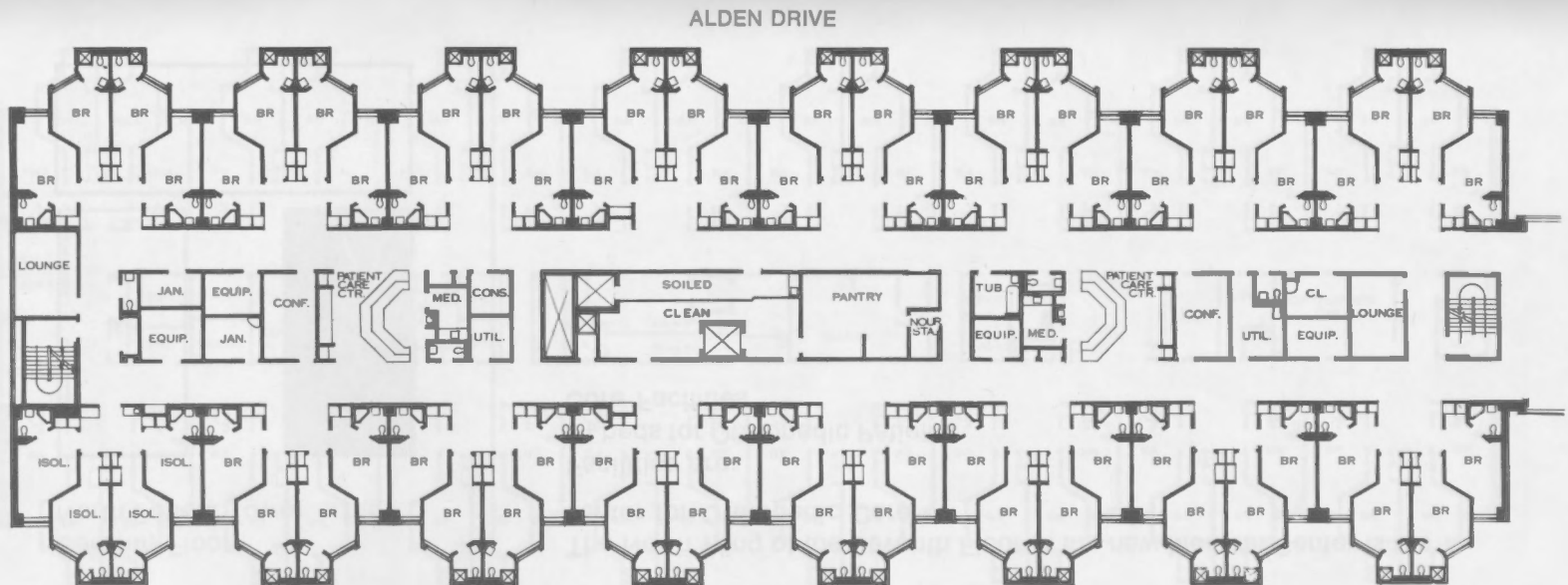


Seventh Floor
South Patient Tower

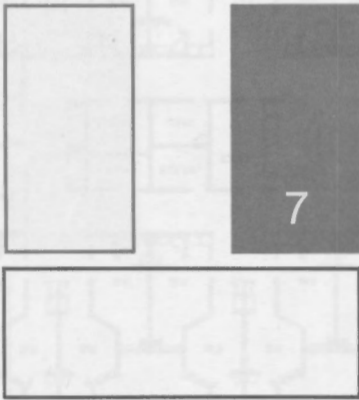


The South Wing of the Seventh Floor serves General and Gastrointestinal Surgical Patients.

Facilities are:
64 Patient Rooms
Core Facilities

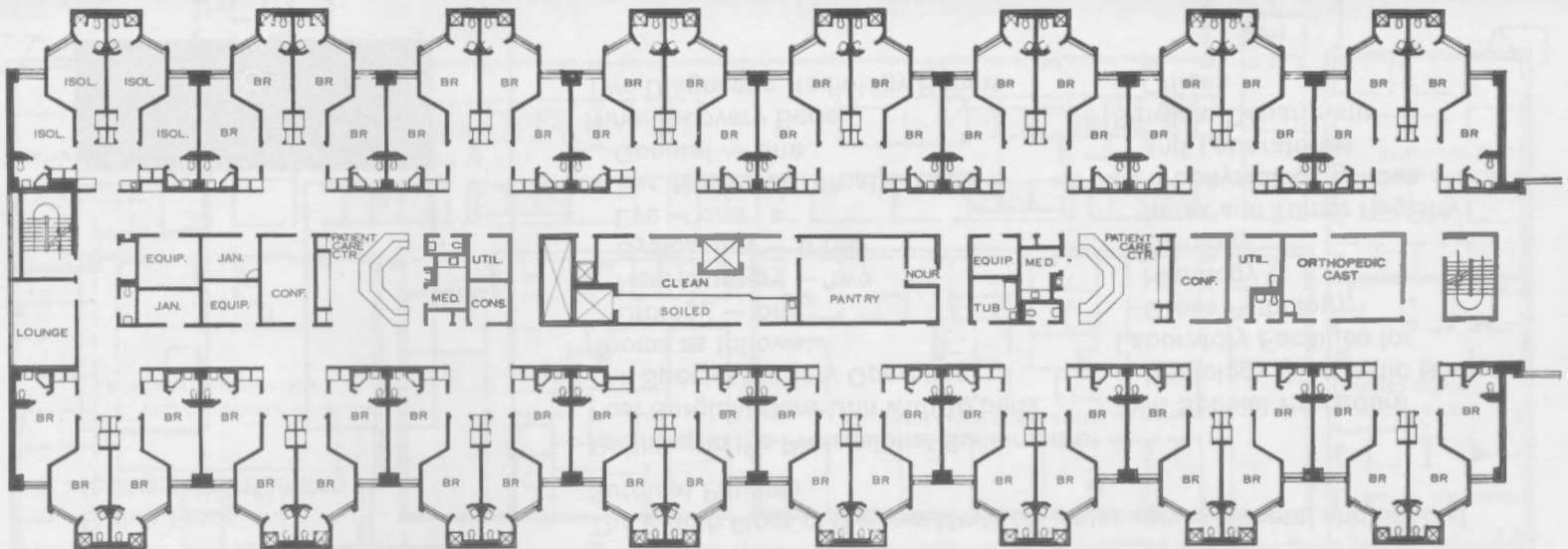


Seventh Floor
North Patient Tower



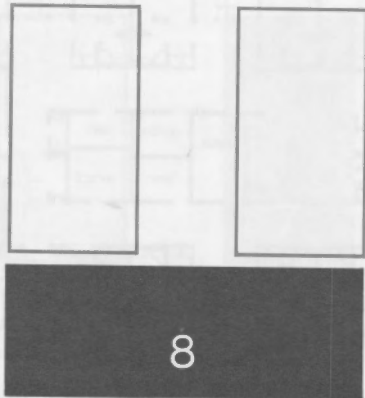
The North Wing of the Seventh Floor in the new Medical Center is the center for Orthopedic Care.

Facilities are:
64 beds for Orthopedic Patients
Core Facilities



ALDEN DRIVE

**Eighth Floor
Professional Building**



The Eighth Floor of the new Medical Center serves General and Special Surgical Patients.

Facilities in the Professional Building are:

Post Surgical Care Unit with 10 beds

Ten Special Surgery Operating

Rooms as follows:

Urology — one

Neurosurgery — two

Cystoscopy — three

Eye — one

Ear, Nose and Throat — two

General — one

Nine Recovery Beds

Two Diagnostic Radiology Rooms

Two Special Procedure

Radiology Diagnostic Rooms

Laboratory Facilities for

Gross Pathology

Histology

Cytology

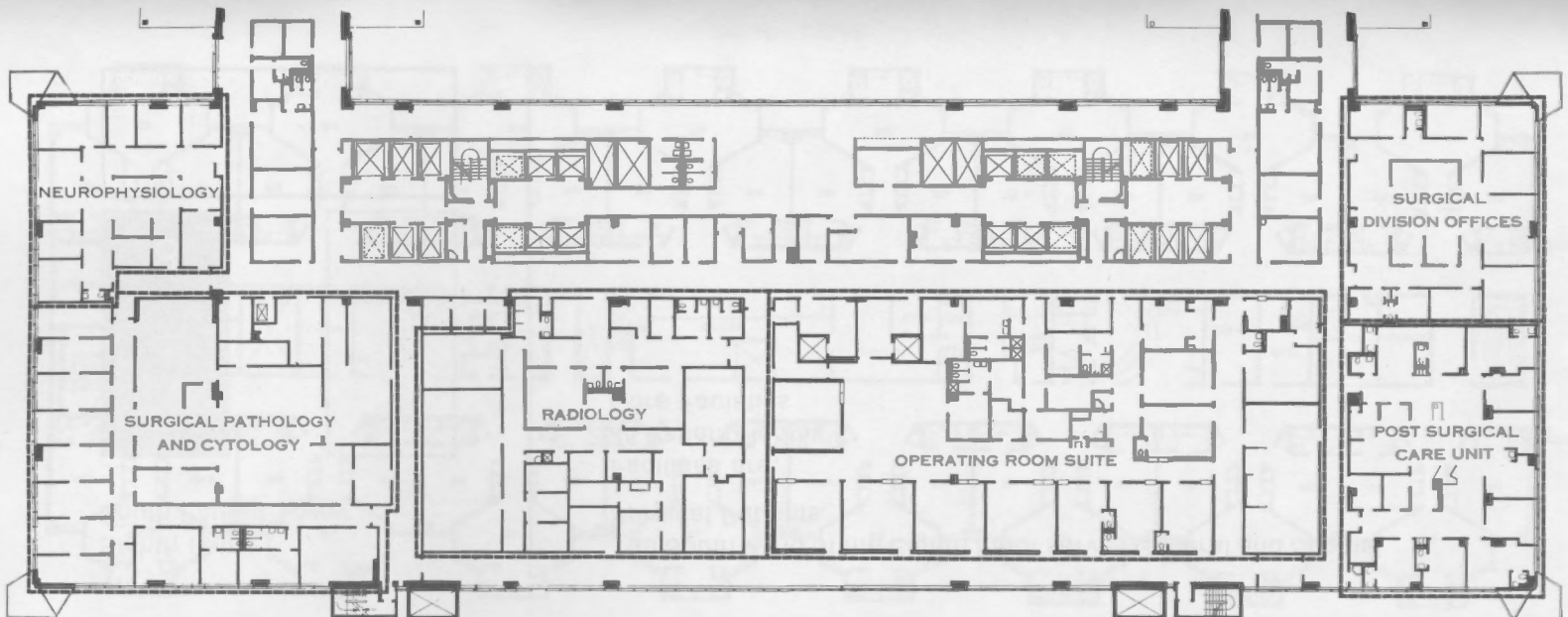
Index and Tumor Registry

Neurophysiology Offices

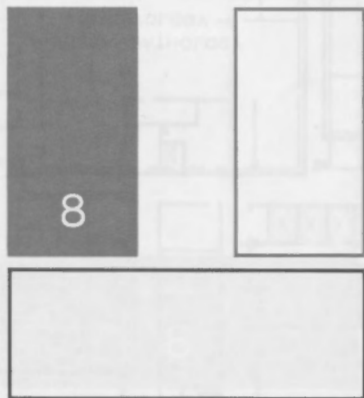
and Laboratories

Surgical Department

Offices

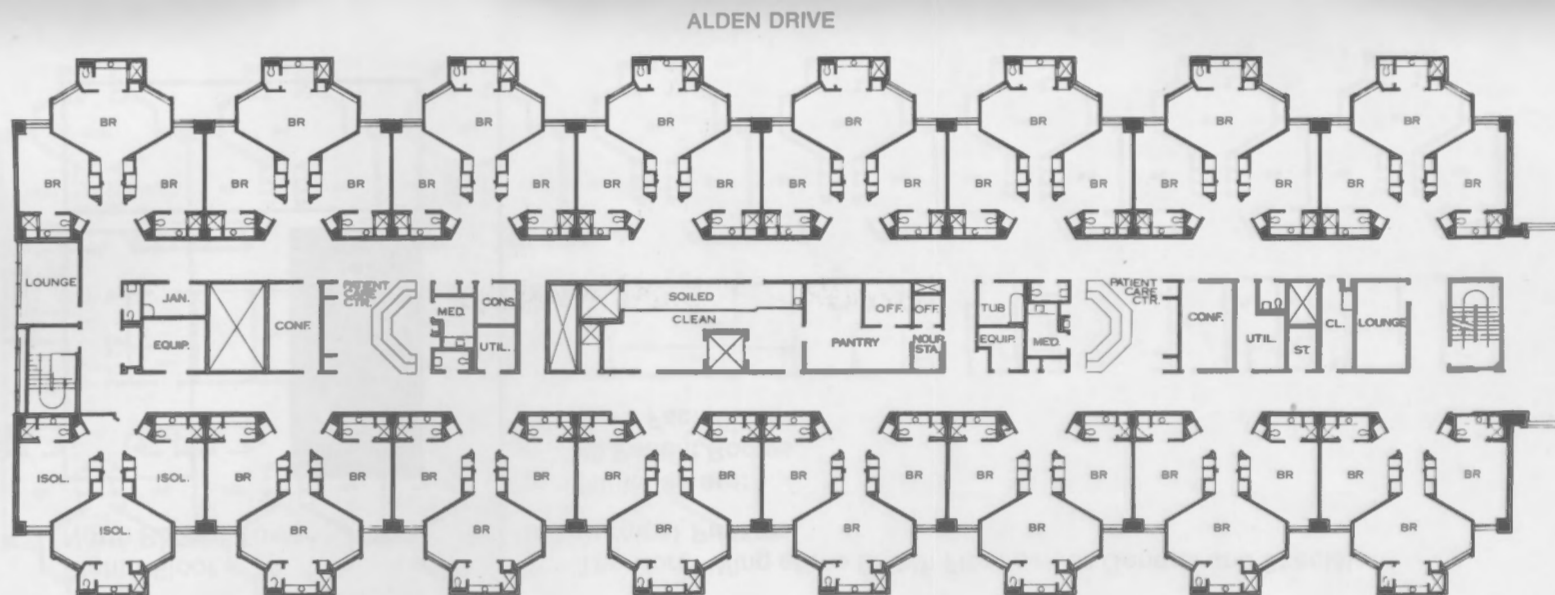


**Eighth Floor
South Patient Tower**

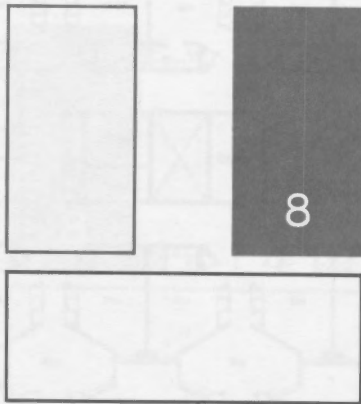


The South Wing of the Eighth Floor serves General and Special Surgical Patients.

Facilities are:
48 Patient Rooms
Core Facilities

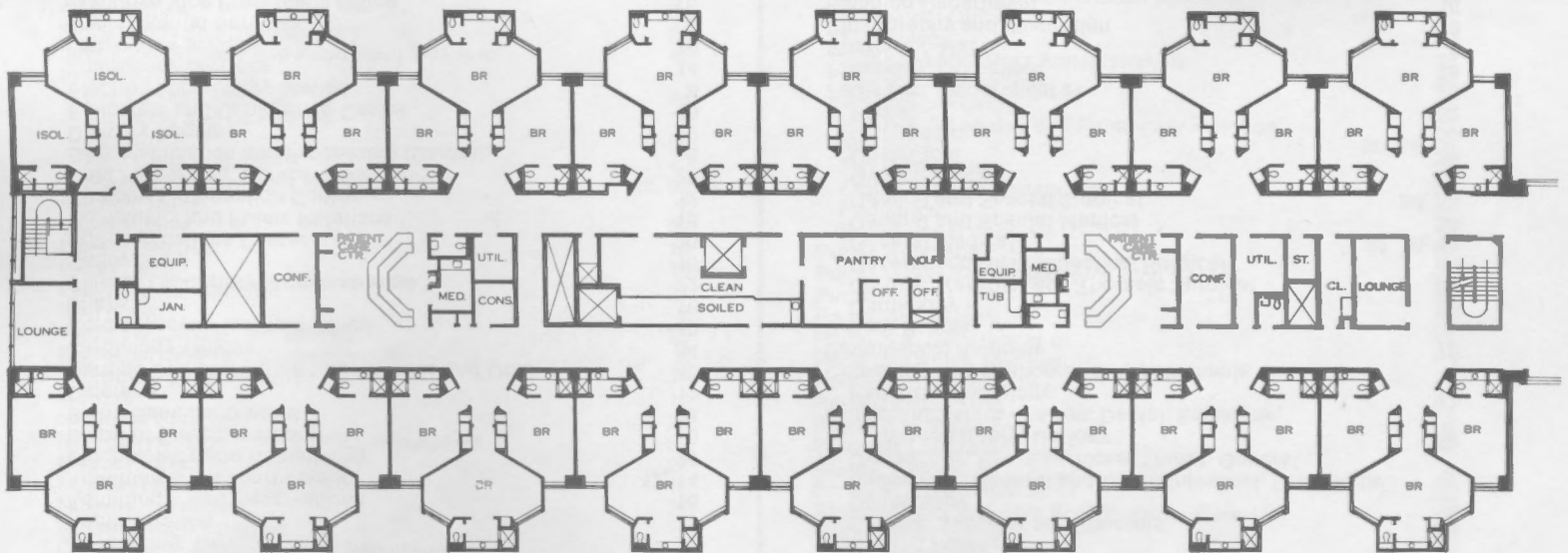


Eighth Floor
North Patient Tower



The North Wing of the Eighth Floor serves General and Special Surgical Patients.

Facilities are:
48 Patient Rooms
Core Facilities



ALDEN DRIVE



CEDARS-SINAI MEDICAL CENTER

8700 Beverly Boulevard, Los Angeles, California 90048

Telephone: (213) 652-5000

As of December 15, 1975 Call (213) 855-5000



CEDARS-SINAI MEDICAL CENTER

Reply to:
Box 48750
Los Angeles, California 90048

Direct Dial Number: (213) 855-3661

H: (213) 657-0848

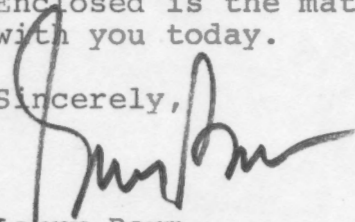


Ms. Shiela Weidenberg:
Press Secretary
White House
Washington, D.C.

Dear Ms. Weidenberg:

Enclosed is the material as I promised when I talked
with you today.

Sincerely,


Larry Baum
Associate Director



CEDARS-SINAI MEDICAL CENTER



Reply to:
Box 48750
Los Angeles, California 90048
Direct Dial Number: (213) 855-3661

Ms. Susan Porter
Appointment Secretary
White House
Washington, D.C.

Dear Ms. Porter:

We are delighted that Mrs. Ford will attend our dedication ceremonies on Sunday, June 6. A special announcement is being sent to all of our invited guests, informing them of the good news.

For your information, here is some background on Cedars-Sinai Medical Center.

Cedars-Sinai Medical Center, which admitted its first patients to the new facility on April 3, is one of the largest and most comprehensive health care facilities in the United States. The new building, comprising of 1.6 million square feet, is part of a 24-acre complex providing complete programs of inpatient and outpatient services in every area of general and special medicine and surgery. Full psychiatric services, both inpatient and outpatient, are housed in the Thaliens Community Mental Health Center, first unit of the overall Medical Center to be completed.

We have 1120 beds for inpatient care; full ambulatory care in a broad range of medical, surgical, psychiatric and community-oriented clinics. Our 24-hour emergency service will care for patients on the west side of Los Angeles and residents of Beverly Hills. We train a large staff of interns, residents and research fellows and, in affiliation with UCLA participate in training third and fourth year medical students in all professional departments.

At Cedars-Sinai, we have a long and distinguished history of accomplishments in research, ranking among the top 20 voluntary hospitals in the United States. More than 60% of our studies are federally funded through the National Institutes of Health. Among major projects currently in progress are a three-year, \$1.5 million study of natural family planning conducted in cooperation with the Archdiocese of Los Angeles; a \$5 million, five-year study to determine the profile of the patient who is potentially likely to suffer heart disease; a national program on the dissolution of gallstones; a cancer planning grant to develop a new center for treatment and research in cancer; a long-term investigation of therapy for hypertension in the general population; a study on the causes and treatment of arthritis, and many, many others.

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Our new facility was built at a cost approaching \$150 million. Funds for construction were raised through a total community effort. Our contributors include generous individuals and corporations, foundations, our 1,500-member medical staff, the Cedars-Sinai affiliated organizations and other groups and clubs throughout the area.

Construction of the Medical Center began in November, 1972, following 11 years of planning and study. The concept of a great new Medical Center, serving the entire Los Angeles community, followed the 1961 merger of Cedars of Lebanon Hospital, founded in 1902, and Mount Sinai Hospital, founded in 1921.

Nearly 10,000 persons attended our groundbreaking ceremonies in 1972, which received broad coverage in the national and local press, TV and radio. Program participants included the First Lady, the governor of California, the two U.S. Senators, members of the House of Representatives, state legislators, county and city officials, the U.S. Surgeon General and others.

This year, we are planning the most extensive attendance and media coverage, based on queries already in hand, ever conceived for an event of this type.

The NBC Sunday Show, televised live from Los Angeles, has already asked to do their 90 minute show from the dedication site. We are planning TV coverage from the other two major networks - CBS and ABC - as well as the local channels and network affiliates, nine in all. Both of the Los Angeles dailies have indicated that they will cover the event, reaching more than 4 million readers. Locally, the weeklies and the ethnic press, particularly the Anglo-Jewish papers, read by more than a million people, will cover the dedication. AP and UPI will carry the story throughout the nation, as they did for our groundbreaking. In addition, we have already been approached by a number of large national corporations, which have contributed to Cedars-Sinai or have installed equipment, asking permission to cover the dedication in their internal publications. Various trade publications, including the national magazines within the health field, also will report on the ceremonies. Conservatively speaking, we would judge that some 40 million people will read, hear or watch the event.

Invitations have been mailed to a list of some 26,000 persons, representing national, state and local officials both in government and the health care field; our friends and supporters, which include contributors and the members of our support groups; officers of various allied agencies; major religious leaders of Protestant, Catholic and Jewish faiths and, of course, the members of our Board of Directors and Board of Governors, who represent the top echelon of Los Angeles civic, business and philanthropic leadership. We expect a minimum of 15,000 persons to attend the ceremonies.

To give you some idea of the groundbreaking ceremony and the Medical Center, I am enclosing the groundbreaking program from 1972, a

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brochure giving a floor-by-floor rundown of the Center and lists of our Boards of Directors and Governors, our house organ and a brochure explaining our Medical Education program. An invitation to the ceremony is also enclosed. If there is anything else I can supply which would be helpful, please let us know.



Thank you most sincerely for your interest and cooperation.

With kindest personal regards, I am

Bernard Weinberg

Bernard Weinberg
Dedication Chairman

BW:r

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By SD NARA, Date 7/28/2018

August, 1975
Updated 3/10/76

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Whittier, Ca. 90607
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9454 Wilshire Blvd
Beverly Hills 90212
B: 273-5544 R: 938-8270

David Wolper
Wolper Pictures, Inc.
8489 W. 3rd St.
Los Angeles, 90048
B: 651-5010 R: 474-0517

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Beverly Hills 90210
R: 274-1370

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Leo G. Rigler, M.D.
10633 Kinnard Apt. #19.
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B: 825-5127 R: 474-0332

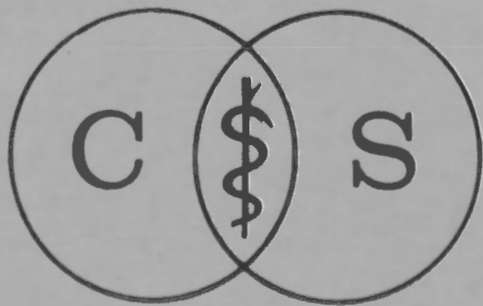
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445 So. Figueroa St.
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B: 628-5221 R: 934-8006

Wolfe Wilder
435 Walker Drive
Beverly Hills 90210
275-7336



“Real generosity
toward the future
lies in giving
to the present”

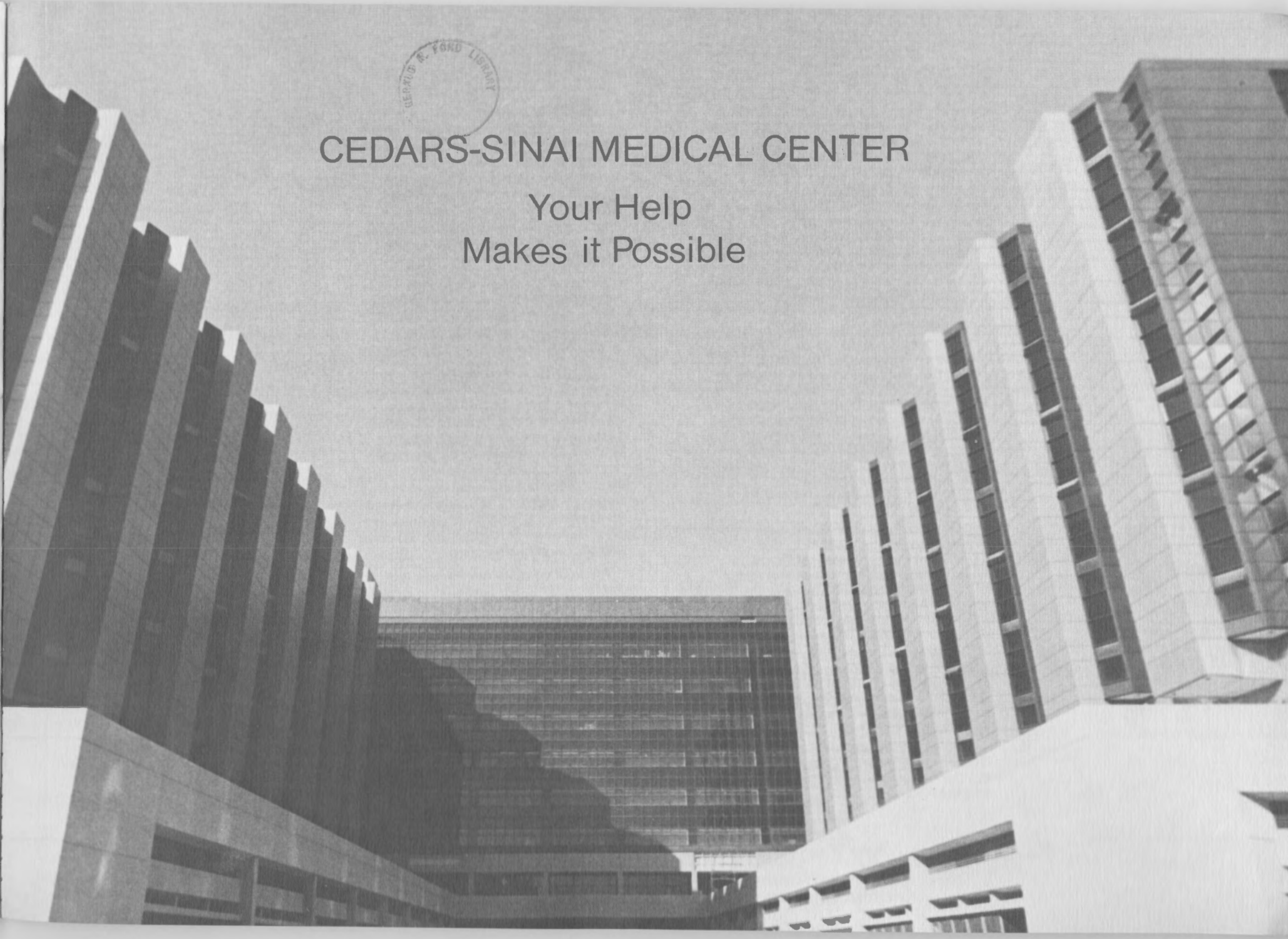
—Camus





CEDARS-SINAI MEDICAL CENTER

Your Help
Makes it Possible



Our campaign to build the new Cedars-Sinai Medical Center has been much more than a drive for funds, it is a concerted effort to preserve and improve the health of mankind.

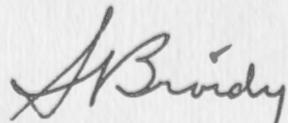
Significant breakthroughs already have been made in the broad field of medicine. They were attained only because of the dedication of those who refused to accept as final yesterday's accomplishments in the battle against disease. The same men and women, and others like them, are continuing to strive toward further advances in the saving of lives.

At Cedars-Sinai we are especially fortunate to have board members, supporting organizations and friends deeply concerned with the welfare of our community. Through the long years of planning and construction, these dedicated men and women have given of themselves fully and enthusiastically. All of them, and particularly our general campaign chairman and his co-chairmen, are shining examples of selfless zeal.

There is no question that the future of medicine will be made brighter because of our new Medical Center. Equally important is the fact that this great new facility will give the people of our community the finest, most modern and comprehensive health care available anywhere in the nation.

I know you will want to join with me and with the other men and women who care about the health of our community. It is only through the assistance of each one of you that we will finally and fully realize our goal.

With your help, we are building Cedars-Sinai Medical Center, a lasting symbol of our faith in the present and the future.



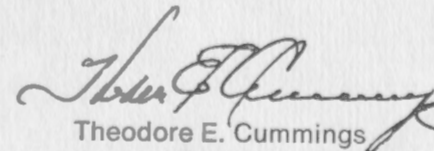
Steve Broidy, President and
Chairman of the Board

I believe that individuals who are fortunate enough to accumulate substantial wealth under our system of private enterprise have an obligation to return some portion of this wealth to the system which helped produce it. Along with this obligation is a great opportunity for action they can witness and from which they can enjoy the benefits.

At some important time in the life of each successful person, that individual should pause long enough to take stock and determine what he or she wants to do with what has been accumulated.

Cedars-Sinai Medical Center provides a unique opportunity for such a person. It will be a major facility dispensing lifegiving health services to the entire community. It will serve not only his family, but his children, his grandchildren and many generations to come. It will be an important resource in the training of doctors and other paramedical specialists, and it will advance the progress of medicine through research and community education.

There is no more worthwhile use of wealth than that of putting it to work for the benefit of the sick and suffering. The opportunity is now — the objective is the Cedars-Sinai Medical Center.



Theodore E. Cummings
General Campaign Chairman

A dream comes true

After more than a decade of dreaming, planning and building, the great Cedars-Sinai Medical Center is rapidly approaching its opening. The best of the blueprints and renderings, the surveys and studies have been translated into bricks and mortar that will stand for generations to come as a tower of strength and healing for the entire community — a major resource in Los Angeles for patient care, teaching, research and health education.

The story began in 1961 when Cedars of Lebanon Hospital, established in 1902, and Mount Sinai Hospital, established in 1921, merged into Cedars-Sinai Medical Center. In the next decade, plans were drawn and redrawn, funds were secured, all the factors of geographical trends, medical progress, community needs today and in the future were studied and carefully weighed. Then, the final decision was made.

As a result of that decision, the 1120-bed Cedars-Sinai, built at a cost of more than \$100 million on 24 acres of land at the site of Mount Sinai Hospital, is the largest and most comprehensive, voluntary, private community health facility in the west.

A total community project such as the new Cedars-Sinai must have total community commitment, wholehearted dedication to the immediate purposes and long range goals of the Medical Center and last, but by no means least, financial support to insure full realization of the great dream.

The opportunity to become part of that dream is now.

the future is *NOW*

Following traditions established in more than 100 years of service, Cedars-Sinai will provide the finest patient care that human skills, facilities and equipment can insure.

The Medical Center encompasses the most modern concepts of design and construction, making possible previously unattainable standards of patient care, as well as broader and more comprehensive programs of education in the health professions, basic and clinical research, and community service.

Innovations such as interstitial space between floors, electronic and pneumatic tube communications, computerized systems and pioneering procedures are part of the plan to meet total health needs of the community.

Patient care areas are structured so that each floor is a specialty hospital within itself, with the patient having the double advantage of individualized care and services along with the full facilities of a large, completely equipped health center.

The patient will be admitted on his assigned floor, will receive laboratory and X-ray tests, medical and surgical treatment there, and even will be discharged without leaving his floor. His prescriptions will be filled in the satellite pharmacy located there. His food will be prepared from his menu selection in the unit kitchen. Because patient rooms will be arranged in a cluster pattern, nursing services will be more personalized.

Other special features of the new Cedars-Sinai include:

- A 24-hour fully-equipped emergency facility;
- Outpatient clinic services covering every aspect of medicine and surgery;
- A chapel for prayer and meditation; and
- Education and conference centers for the community.

Portions of the new Cedars-Sinai are already in use. With your help, it will be fully operational in early 1976.

The opportunity is yours

Total cost of the Medical Center is more than \$100 million. This includes construction costs for the new facilities — patient towers, professional tower, The Thaliens Community Mental Health Center and parking base — renovation of existing buildings; other construction costs; architects' and consultants' fees; furnishings and equipment; and interim financing.

A private mortgage of \$65 million has been arranged and several cash flow studies have indicated the ability to service the debt. Private contributions are needed to make up the difference.

Gift opportunities exist in many forms. Those who wish to honor a family name, pay tribute to a loved one, perpetuate the name of a corporation or fraternal group have an unparalleled chance to do so. Patient rooms, floors, pavilion wings, lobby areas, intensive care units and surgical suites are among the selections that may be made. Permanent recognition will be appropriately placed to acknowledge the gift. You may wish to make your contribution as a one-time gift or you may prefer that it be paid over several years.

To assist you in deciding on your contribution to Cedars-Sinai and the health of our community, plans of each floor of the new Medical Center, along with the cost of total and individual facilities, will be found on the following pages. Thanks to the generosity of so many friends in the community, many areas of the medical center have already been marked "sold."

levels of giving

FOUNDING LIFE MEMBERS of Cedars-Sinai Medical Center

This category of giving represents those contributing \$1 million or more.

LIFE MEMBERS of Cedars-Sinai Medical Center

This category of giving represents those contributing \$500,000 to \$999,999.

BENEFACTORS of Cedars-Sinai Medical Center

This category of giving represents those contributing \$250,000 to \$499,999.

PATRONS of Cedars-Sinai Medical Center

This category of giving represents those contributing \$100,000 to \$249,999.

FELLOWS of Cedars-Sinai Medical Center

This category of giving represents those contributing \$50,000 to \$99,999.

ASSOCIATES of Cedars-Sinai Medical Center

This category of giving represents those contributing \$25,000 to \$49,999.

SPONSORS of Cedars-Sinai Medical Center

This category of giving represents those contributing \$5,000 to \$24,999.

FRIENDS of Cedars-Sinai Medical Center

This category of giving represents those contributing \$4,999 or less.

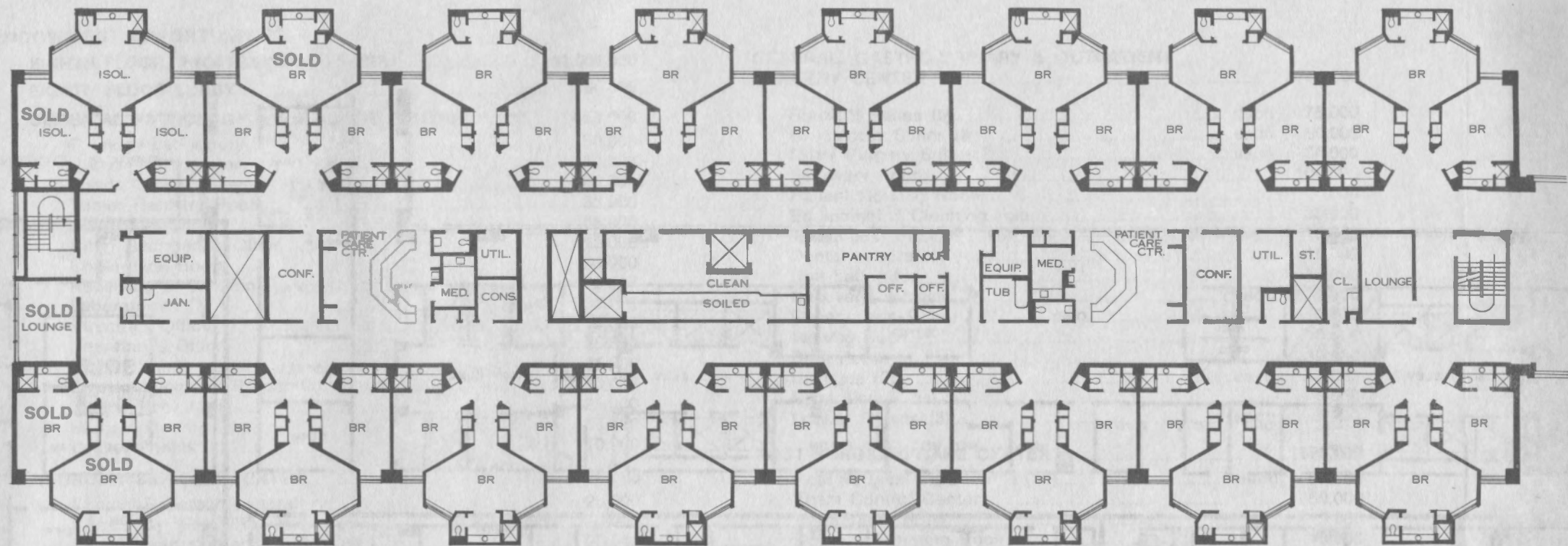
special endowment opportunities

Professional Building\$4,000,000	SOLD
North Patient Tower 3,500,000	SOLD
South Patient Tower 3,500,000	SOLD
Research Building 4,000,000	
Hamel Road (owned by medical center from Beverly Blvd. to Third Street, to be renamed in honor of donor) 1,000,000	
Parking Structure 500,000	

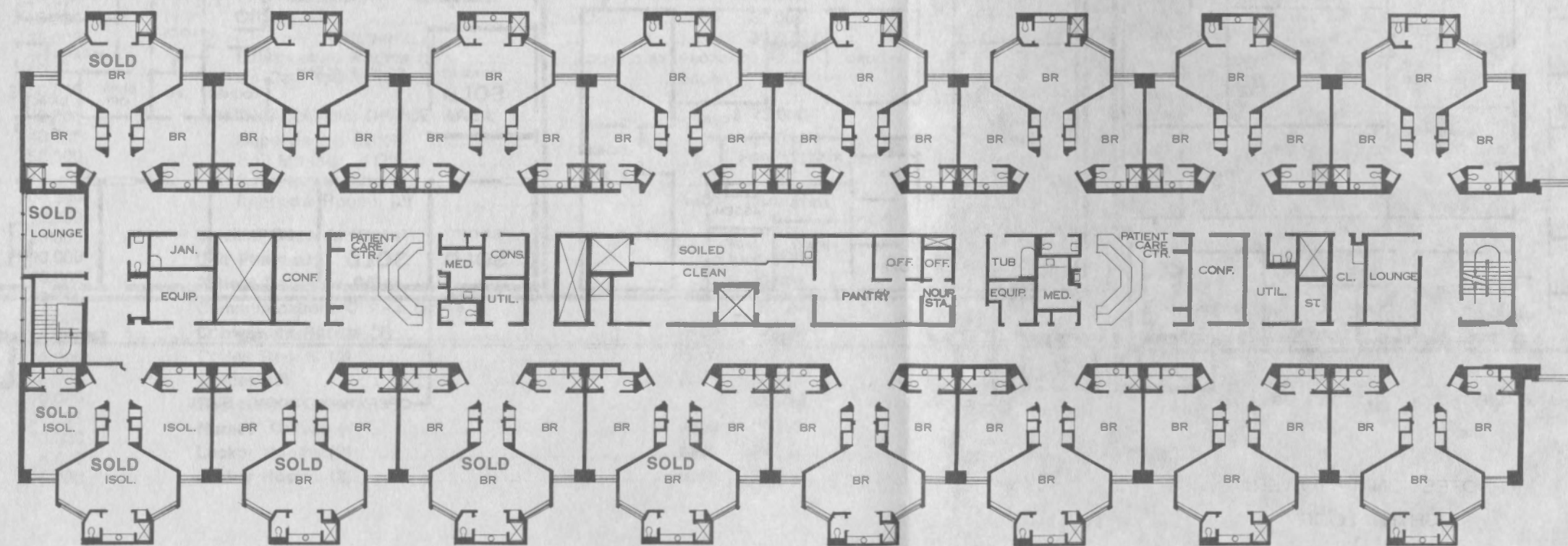
ENDOWMENT OPPORTUNITIES — 8th Floor, Patient Towers

NORTH TOWER	\$500,000
Deluxe Patient Rooms (45)each	50,000
Deluxe Isolation Rooms (3)each	50,000
Pantry & Nourishment Station	50,000
Nurses Stations (2)each	27,500
Conference Rooms (2)each	15,000
Patient Lounges (2)each	15,000
Consultation Room	10,000
Equipment Rooms (2)each	10,000
Tub Room	10,000
Offices (2)each	5,000

SOUTH TOWER	\$500,000
Deluxe Patient Rooms (45)each	50,000
Deluxe Isolation Rooms (3)each	50,000
Pantry & Nourishment Station	50,000
Nurses Stations (2)each	27,500
Conference Rooms (2)each	15,000
Patient Lounges (2)each	15,000
Consultation Room	10,000
Equipment Rooms (2)each	10,000
Tub Room	10,000
Offices (2)each	5,000



NORTH PATIENT TOWER
EIGHTH FLOOR
SOLD



SOUTH PATIENT TOWER
EIGHTH FLOOR
SOLD

ENDOWMENT OPPORTUNITIES

EIGHTH FLOOR, PROFESSIONAL TOWER	\$1,000,000
EIGHTH FLOOR LOBBY	150,000
SURGICAL PATHOLOGY & CYTOLOGY CENTER	650,000
Cytology Laboratory	50,000
Histology Laboratory	50,000
Tissue Cutting Room	65,000
Tumor Registry Room	35,000
Staff Room	65,000
Chief Secretary's Office	15,000
Conference Room	35,000
Receiving & Sending Room	20,000
Laboratories (7) each	30,000
Director's Office	25,000
Secretary's Office	25,000
Library	25,000
Electro-Myograph Preparation Room	20,000
Typing Pool Area	25,000
Storage Room	15,000
Locker Rooms (2) each	10,000
NEUROPHYSIOLOGY CENTER	\$250,000
Clinical Research Laboratory	25,000
Electro-Myograph Rooms (2) each	20,000
Electronystamography Room	20,000
Echo-Cardiograph Room	20,000
Electro-Encephalograph Rooms (3) each	15,000
Monitor Stations (3) each	5,000
Conference Room	20,000
Reception Room	25,000
Waiting Room	25,000
Offices (2) each	10,000
RADIOLOGY CENTER	\$600,000
Diagnosis Room	40,000
Fluoroscope Room	40,000
Special Procedure Rooms (2) each	50,000
Team Control Room	40,000
Central X-Ray Files Room	100,000
Record File Room	35,000
Unit X-Ray File Room	20,000
Viewing Room	20,000
Editing Room	20,000
Dark Room	20,000
Assembly Room	20,000
Resident's Rooms	15,000
Offices (2) each	15,000
Work Area	10,000
Secretary's Office	10,000
Waiting Room	20,000
Reception Room	10,000
Lounge	5,000
Locker Rooms (2) each	5,000

GENERAL, GASTRO-URINARY & OUTPATIENT SURGERY CENTER \$750,000

Surgical Suites (5) each	75,000
Cystoscopy Suites (3) each	50,000
Minor Surgery Suites (2) each	50,000
Recovery Room	100,000
Patient Holding Room	40,000
Equipment & Cleaning Room	30,000
Anesthetist's Room	10,000
Dental Laboratory	15,000
Unit Laboratory	15,000
Recovery Alcoves (2) each	5,000
Supervisor's Office	10,000
Waiting Room	10,000
Dark Room	10,000
Lounges (2) each	10,000
Reception Room	5,000
Locker Rooms (3) each	5,000

POST SURGICAL CARE CENTER \$500,000

Post Surgical Care Suites (10) each	50,000
Team Control Center	50,000
Conference Room	15,000
Doctor's Sleeping Room	10,000
Pantry	10,000
Equipment Room	5,000

SURGICAL OFFICES \$300,000

Offices (8) each	30,000
Conference Room	30,000
Examination Rooms (2) each	10,000
On-Call Rooms (2) each	5,000

ADMINISTRATIVE OFFICE AREA \$ 75,000

Supervisor's Office	20,000
Unit Manager's Office	10,000
Secretary's Office	10,000
Interview Rooms (2) each	10,000

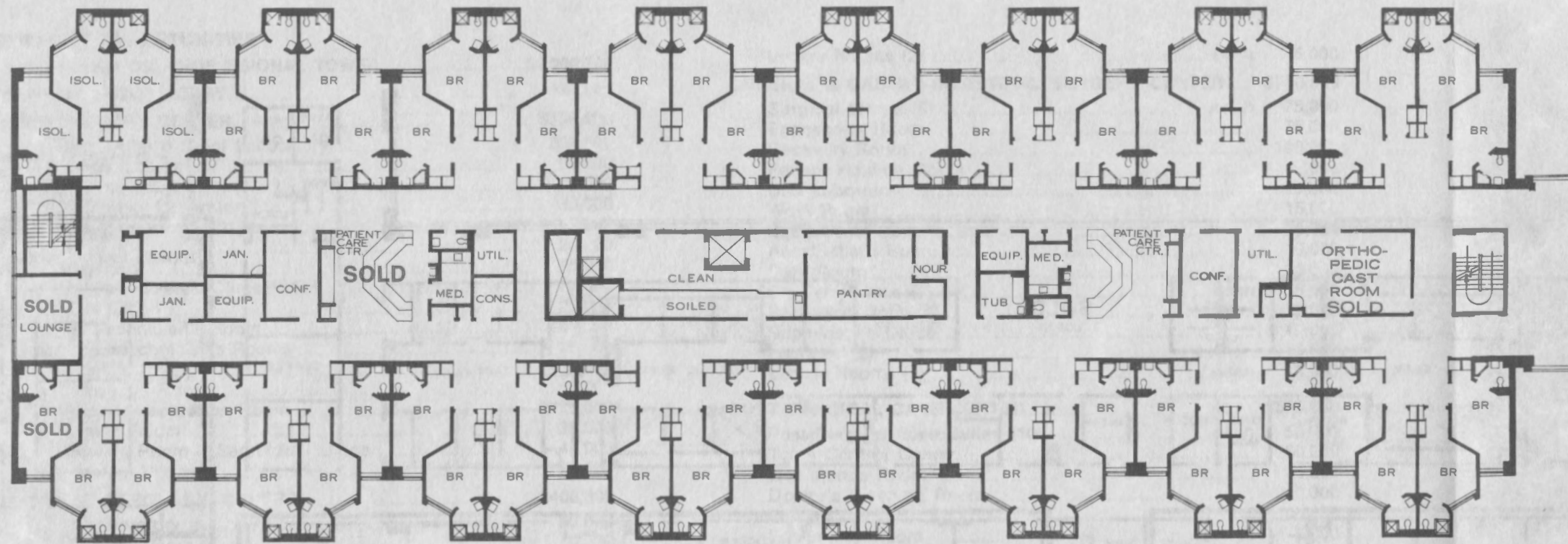
Medical Records Room \$ 25,000

Unit Pharmacy	25,000
Patient Relations Office	20,000
Communications Clerk's Office	20,000
Conference Rooms (2) each	15,000
Coffee Rooms (2) each	15,000
Offices (2) each	10,000
Secretary's Office	10,000
Nurses' Offices (4) each	10,000
Locker Rooms (2) each	20,000
Locker Rooms (2) each	10,000

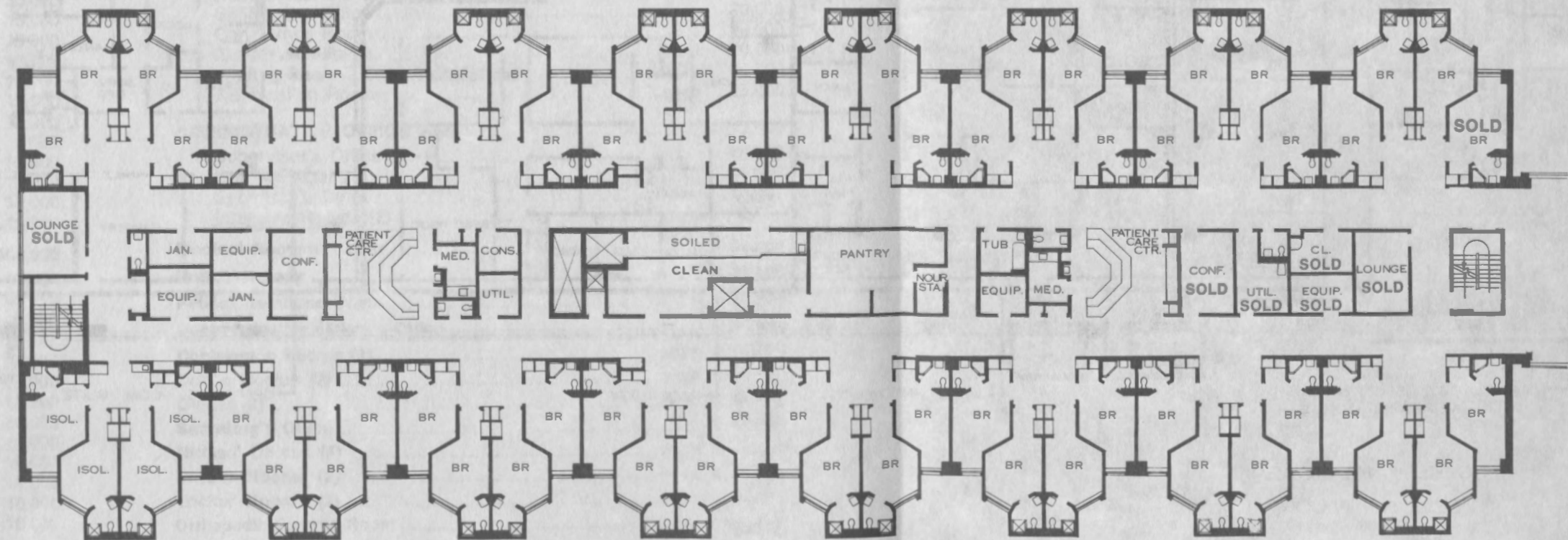
ENDOWMENT OPPORTUNITIES — 7th Floor, Patient Towers

NORTH TOWER	\$500,000
Orthopedic Cast Room	50,000
Pantry & Nourishment Station	50,000
Patient Rooms (60)	each 40,000
Isolation Rooms (4)	each 40,000
Nurses' Stations (2)	each 27,500
Conference Rooms (2)	each 15,000
Patient Lounge	15,000
Consultation Room	10,000
Equipment Rooms (3)	each 10,000
Tub Room	10,000

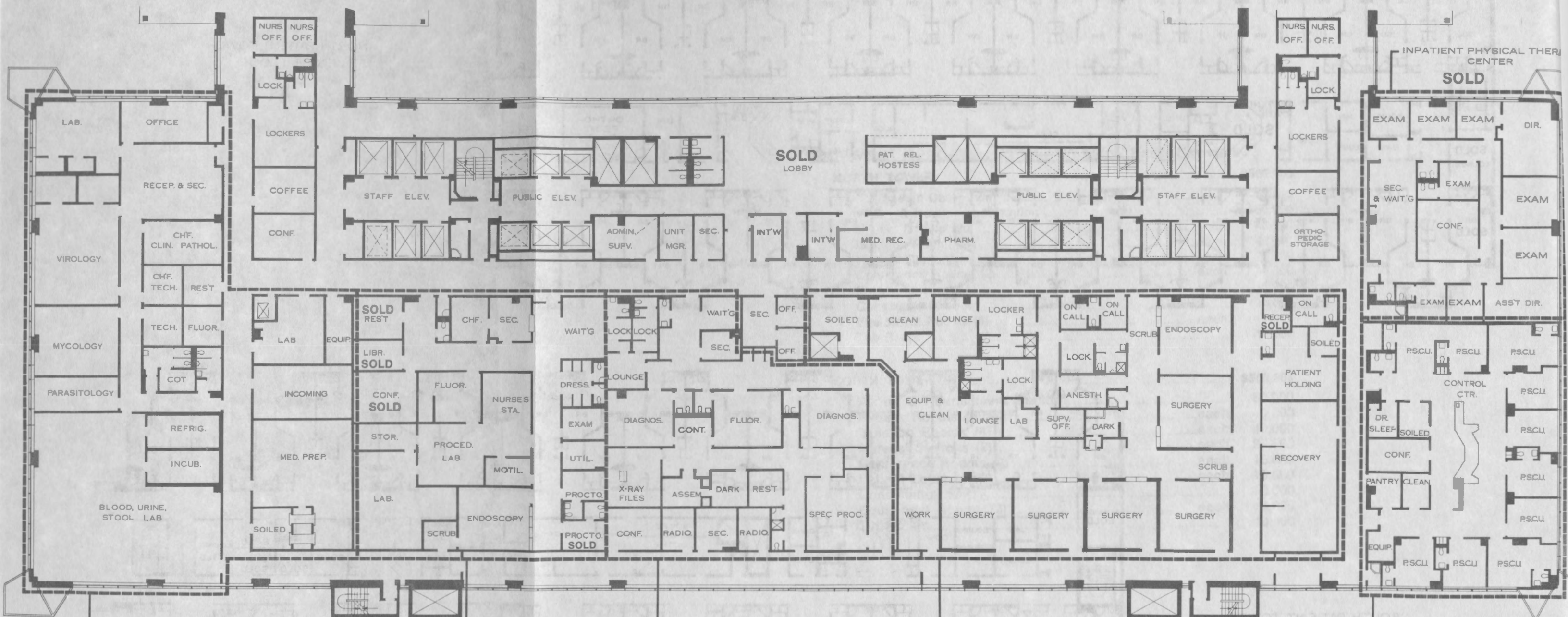
SOUTH TOWER	\$500,000
Pantry & Nourishment Station	50,000
Patient Rooms (60)	each 40,000
Isolation Rooms (4)	each 40,000
Nurses' Stations (2)	each 27,500
Conference Rooms (2)	each 15,000
Patient Lounges (2)	each 15,000
Consultation Room	10,000
Equipment Rooms (3)	each 10,000
Tub Room	10,000



NORTH PATIENT TOWER
SEVENTH FLOOR



SOUTH PATIENT TOWER
SEVENTH FLOOR
SOLD



PROFESSIONAL TOWER
SEVENTH FLOOR

MICROBIOLOGY SECTION OF CLINICAL LABORATORIES GASTROENTEROLOGY RADIOLOGY OPERATING ROOM SUITE POST SURGICAL CARE UNIT

ENDOWMENT OPPORTUNITIES

SEVENTH FLOOR, PROFESSIONAL TOWER	\$1,000,000
SEVENTH FLOOR LOBBY	150,000
MICROBIOLOGY CENTER	\$750,000
Blood, Urine & Stool Laboratory	200,000
Virology Laboratory	60,000
Mycology Laboratory	40,000
Parasitology Laboratory	30,000
Unit Laboratories (2)	each 40,000
Incubator	25,000
Refrigerator	25,000
Chief Pathologist's Office	25,000
Ph.D.'s Office	25,000
Chief Technician's Room	15,000
Student Technician's Rooms	15,000
Resident's Room	15,000
Fluoroscope Room	15,000
Medicine Preparation Room	75,000
Incoming Room	35,000
Reception Room & Secretarial Office	40,000
Equipment Room	20,000
GASTROENTEROLOGY CENTER	\$400,000
Unit Laboratory	50,000
Endoscopy Room	40,000
Procedures Laboratory	35,000
Nurses' Station	30,000
Fluoroscope Room	35,000
Conference Room	30,000
Library	15,000
Resident's Room	15,000
Chief's Office	15,000
Secretary's Office	15,000
Motility Rooms	15,000
Utility Room	15,000
Proctology Rooms (2)	each 15,000
Examination Room	15,000
Waiting Room	15,000
Dressing Area	10,000
Storage Room	10,000
RADIOLOGY CENTER	\$400,000
Diagnosis Rooms (2)	each 40,000
Fluoroscope Room	40,000
Special Procedures Rooms	40,000
Team Control Room	25,000
Assembly Room	15,000
Dark Room	15,000
Resident's Room	15,000
X-Ray Files	25,000
Conference Rooms (2)	each 15,000
Radiologist's Offices (2)	each 15,000
Secretary's Offices (2)	each 10,000
Waiting Room	10,000
Lounge	10,000

Locker Rooms (2)	each 5,000
GENERAL & GASTRO-INTESTINAL SURGERY CENTER	\$750,000
Surgical Suites (5)	each 75,000
Endoscopy Room	75,000
Recovery Room	100,000
Patient Holding Room	40,000
Unit Laboratory	15,000
Work Room	15,000
Equipment Room	25,000
Anesthetist's Room	10,000
Dark Room	10,000
On-Call Rooms (3)	each 5,000
Reception Room	5,000
Supervisor's Office	10,000
Lounges (2)	15,000
Locker Rooms (3)	each 5,000
POST SURGICAL CARE CENTER	\$500,000
Post Surgical Care Suites (10)	each 50,000
Team Control Center	50,000
Conference Room	15,000
Doctor's Sleeping Room	10,000
Pantry	10,000
Equipment Room	5,000
INPATIENT PHYSICAL THERAPY CENTER	\$300,000
Director's Office	40,000
Ass't Director's Office	30,000
Secretary's Office	20,000
Conference Room	30,000
Examination Rooms (3)	each 20,000
Waiting Room & Secretarial Pool	30,000
Examination Rooms (5)	each 25,000
ADMINISTRATIVE OFFICE AREA	\$ 75,000
Supervisor's Office	20,000
Unit Manager's Office	10,000
Secretary's Office	10,000
Interview Rooms (2)	each 10,000
Medical Records Room	\$ 25,000
Unit Pharmacy	\$ 25,000
Patient Relations Office	\$ 20,000
Communications Clerk's Office	\$ 20,000
Conference Rooms (2)	each \$ 15,000
Coffee Rooms (2)	each \$ 15,000
Offices (2)	each \$ 10,000
Secretary's Office	\$ 10,000
Nurses' Offices (4)	each \$ 10,000
Locker Rooms (2)	each \$ 20,000
Locker Rooms (2)	each \$ 10,000
Orthopedic Storage Room	\$ 20,000

ENDOWMENT OPPORTUNITIES — 6th Floor, Patient Towers

NORTH TOWER \$500,000

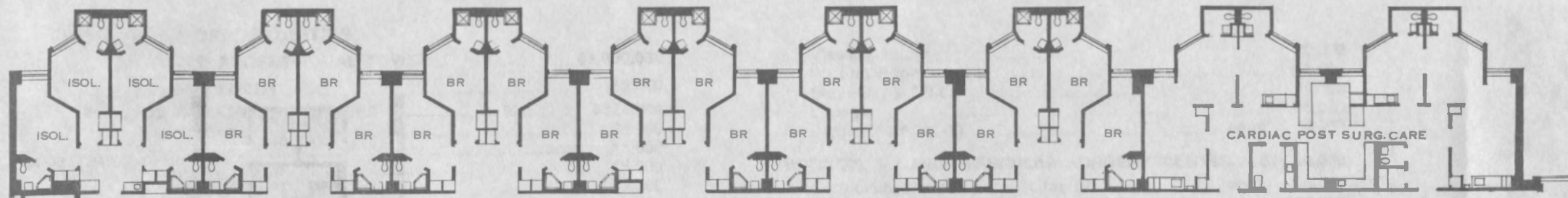
CARDIO VASCULAR SURGERY

Cardiac Post Surgical Care Center	300,000
Pantry & Nourishment Station	50,000
Patient Rooms (52)	each 40,000
Isolation Rooms (4)	each 40,000
Nurses' Stations (2)	each 27,500
Conference Rooms (2)	15,000
Patient Lounges (2)	each 15,000
Consultation Room	10,000
Equipment Rooms (3)	each 10,000
Tub Room	10,000

SOUTH TOWER \$500,000

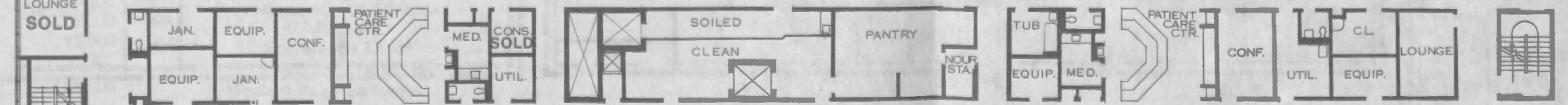
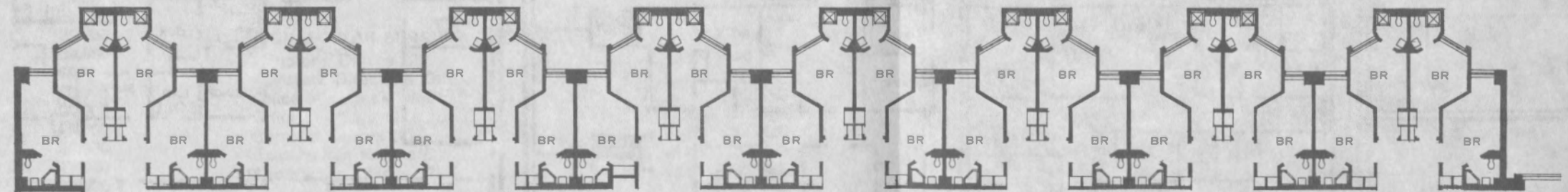
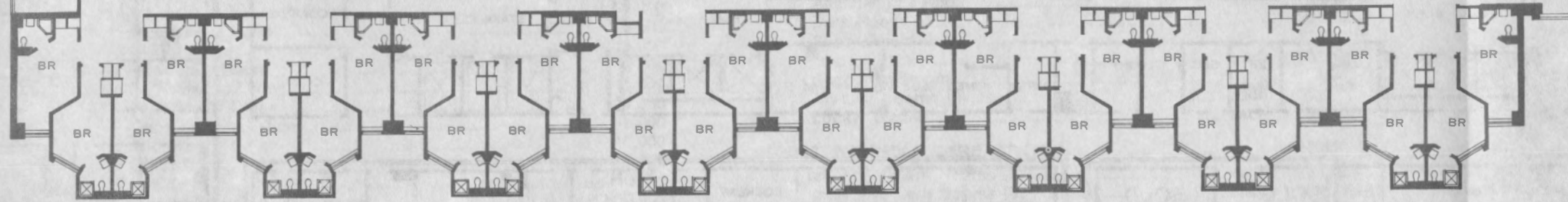
MEDICINE

Respiratory Care Center	300,000
Pantry & Nourishment Station	50,000
Patient Rooms (52)	each 40,000
Isolation Rooms (4)	each 40,000
Nurses' Stations (2)	each 27,500
Conference Rooms (2)	each 15,000
Patient Lounges (2)	each 15,000
Consultation Room	10,000
Equipment Rooms (3)	each 10,000
Tub Room	10,000



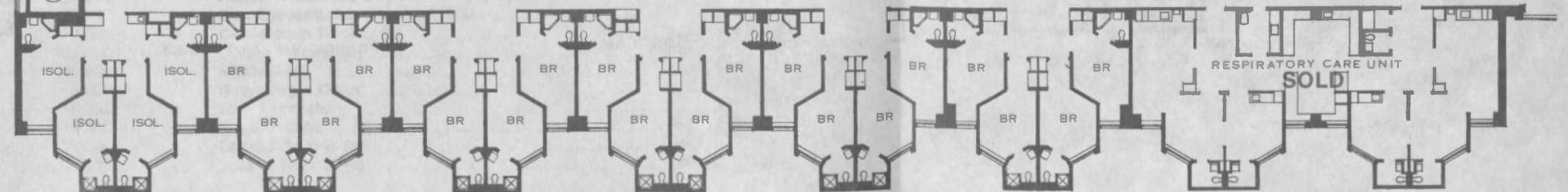
CARDIOVASCULAR SURGERY

NORTH PATIENT TOWER
SIXTH FLOOR
SOLD



MEDICINE

SOUTH PATIENT TOWER
SIXTH FLOOR
SOLD



ENDOWMENT OPPORTUNITIES

SIXTH FLOOR PROFESSIONAL TOWER	\$1,000,000
SIXTH FLOOR LOBBY	150,000
DIVISION OF MEDICINE OFFICES	\$125,000
Chief of Medicine's Office	30,000
Offices (5)	each 15,000
Examination Room	15,000
Waiting Room	15,000
File Room & Secretarial Pool Area	30,000
PULMONARY FUNCTION & INHALATION THERAPY CENTER	\$450,000
Pulmonary Function Rooms (2)	each 50,000
Blood, Gas Laboratory	30,000
Classroom	40,000
Equipment Room	40,000
Equipment Repair Room	15,000
Equipment Cleaning Room	15,000
Conference Room	25,000
Work Room	25,000
Resident's Room	15,000
Supervisor's Office	15,000
Instructor's Office	15,000
Coordinator's Office	15,000
Secretary's Office	15,000
Office	15,000
Lobby	15,000
Locker Room	10,000
RADIOLOGY CENTER	\$400,000
Diagnosis Rooms (2)	each 40,000
Fluoroscope Room	40,000
Special Procedures Room	40,000
Preparation Area	25,000
Control Area	25,000
Dark Room	20,000
Assembly Room	20,000
X-Ray File Room	20,000
Editing Room	20,000
Conference Room	30,000
Radiologists' Offices (2)	each 15,000
Resident's Room	10,000
Secretary's Office	15,000
Reception Room	10,000
Waiting Room	15,000
Lounge	10,000
Dressing Area	5,000
CATHETERIZATION LABORATORY CENTER	\$500,000
Catheterizations Laboratories (3)	each 100,000
Team Control Rooms (2)	each 25,000
Analysis Laboratory	25,000
Clean-up Room	20,000
Dark Room	20,000
Director's Office	20,000
Assistant Director's Office	15,000
Chief Technician's Room	15,000
Examination Room	15,000
Film Library	15,000
Conference Room	20,000

Viewing Room	20,000
Waiting Room	15,000
Secretary's Office	15,000
Lounge	15,000
Locker Rooms (2)	each 10,000

THORACIC & CARDIOVASCULAR SURGERY CENTER.....\$1,000,000

Cardiovascular Surgical Suites (2)	each 125,000
Cardiovascular Surgical Suites (4)	each 100,000
Transplant & Equipment Room	50,000
Recovery Room	125,000
Patient Holding Room	40,000
Pump Storage Room	35,000
Equipment Room	50,000
Work Room	15,000
Unit Laboratory	10,000
Anesthetist's Room	10,000
Dark Room	10,000
Supervisor's Office	10,000
Lounges (2)	each 10,000
Reception Room	5,000
On-Call Rooms (3)	each 5,000
Locker Rooms (3)	each 5,000

POST SURGICAL CARE CENTER.....\$500,000

Intensive Care Rooms (2)	each 75,000
Intensive Care Rooms (8)	each 50,000
Team Control Center	50,000
Doctor's Sleeping Room	10,000
Conference Room	15,000
Pantry	10,000

CARDIOVASCULAR SURGERY OFFICES.....\$300,000

Director's Offices (2)	each 40,000
Assistant Director's Office	30,000
Office Manager's Office	20,000
Office	20,000
Surgical Offices (2)	each 20,000
Examination Rooms (2)	each 20,000
Secretary's Offices (2)	each 20,000

ADMINISTRATIVE OFFICE AREA.....\$75,000

Supervisor's Office	20,000
Unit Manager's Office	10,000
Secretary's Office	10,000
Interview Rooms (2)	each 10,000

Medical Records Room	\$ 25,000
Unit Pharmacy	\$ 25,000
Patient Relations Office	\$ 20,000
Communications Clerk's Office	\$ 20,000
Conference Rooms (2)	each \$ 15,000
Coffee Rooms (2)	each \$ 15,000
Offices (4)	each \$ 10,000
Secretary's Office	\$ 10,000
Unit Laboratory	\$ 35,000
Nurses' Offices (4)	each \$ 10,000
Locker Rooms (2)	each \$ 20,000
Locker Rooms (2)	each \$ 10,000

ENDOWMENT OPPORTUNITIES — 5th Floor, Patient Towers

NORTH TOWER **\$500,000**

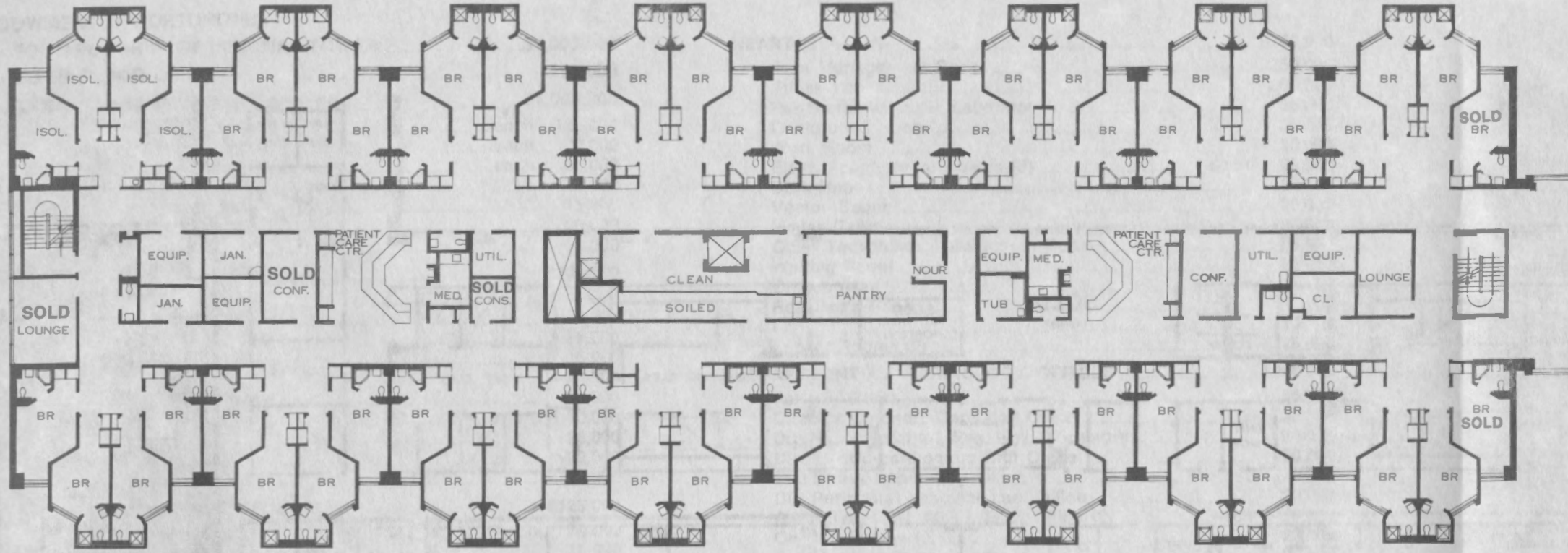
CARDIOLOGY

Pantry & Nourishment Station		50,000
Patient Rooms (60)	each	40,000
Isolation Rooms (4)	each	40,000
Nurses' Stations (2)	each	27,500
Conference Rooms (2)	each	15,000
Patient Lounges (2)	each	15,000
Consultation Room		10,000
Equipment Rooms (3)	each	10,000
Tub Room		10,000

SOUTH TOWER **\$500,000**

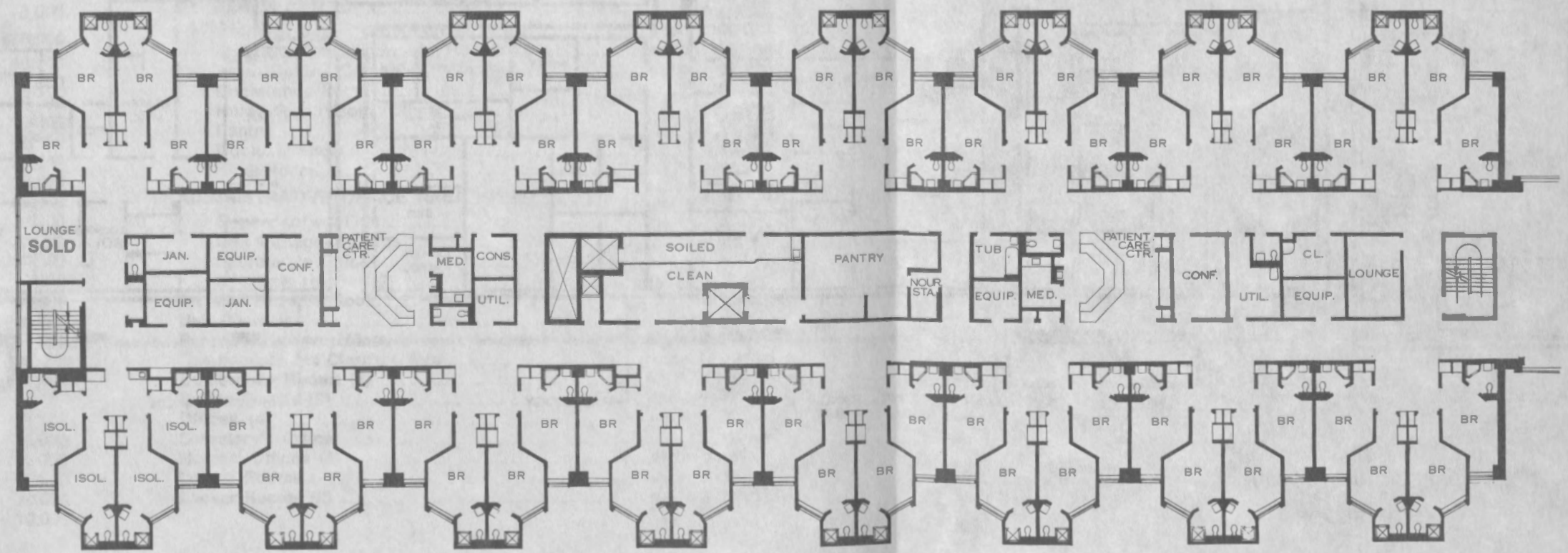
MEDICINE

Pantry & Nourishment Station		50,000
Patient Rooms (60)	each	40,000
Isolation Rooms (4)	each	40,000
Nurses' Stations (2)	each	27,500
Conference Rooms (2)	each	15,000
Patient Lounges (2)	each	15,000
Consultation Room		10,000
Equipment Rooms (3)	each	10,000
Tub Room		10,000



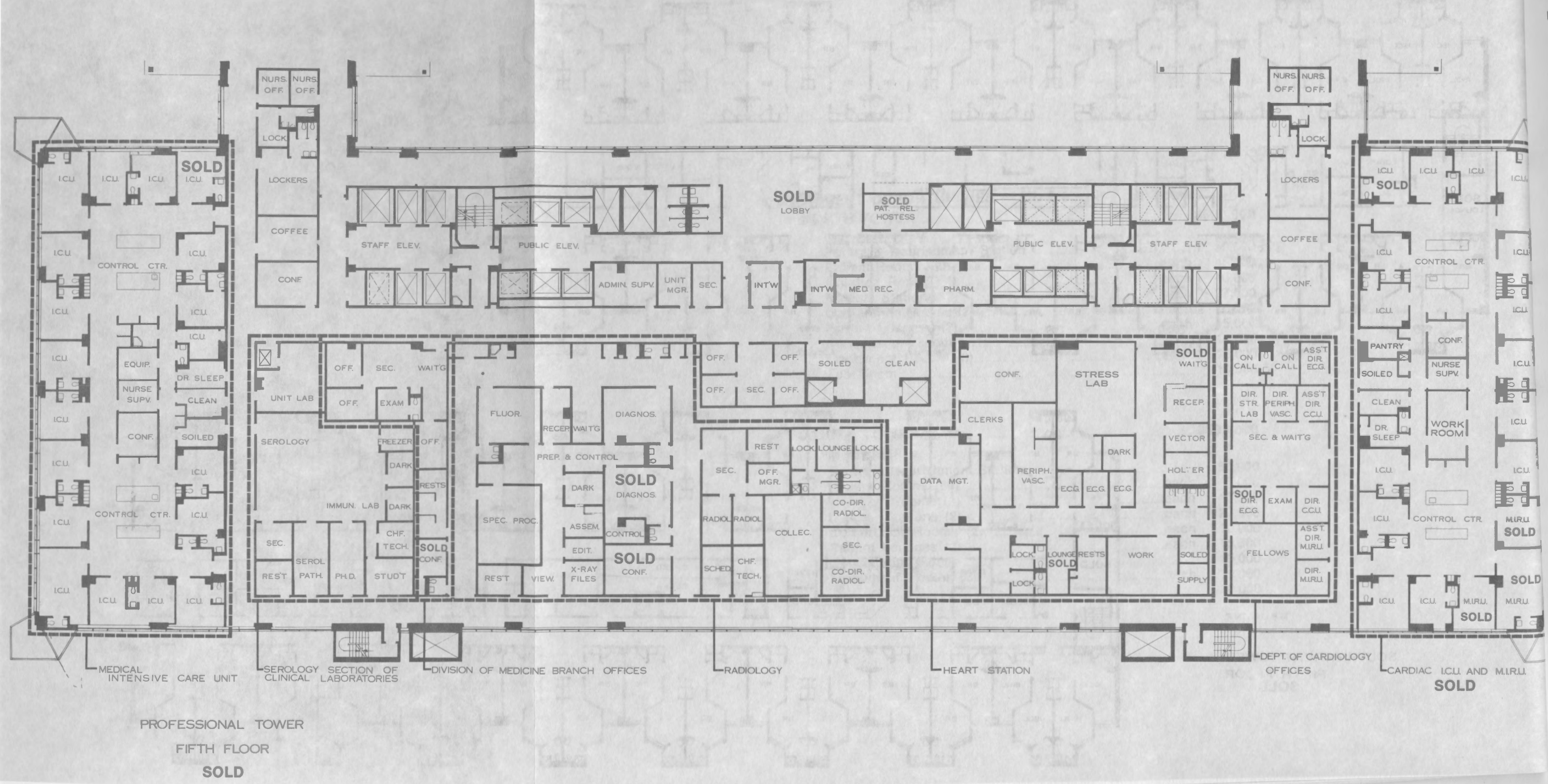
CARDIOLOGY

NORTH PATIENT TOWER
FIFTH FLOOR
SOLD



MEDICINE

SOUTH PATIENT TOWER
FIFTH FLOOR
SOLD



PROFESSIONAL TOWER
FIFTH FLOOR
SOLD

DEPT. OF CARDIOLOGY OFFICES
CARDIAC ICU AND M.I.R.U.
SOLD

ENDOWMENT OPPORTUNITIES

FIFTH FLOOR PROFESSIONAL TOWER	\$1,000,000
FIFTH FLOOR LOBBY	150,000
MEDICAL INTENSIVE CARE CENTER	\$1,000,000
Intensive Care Rooms (2)	each 125,000
Intensive Care Rooms (17)	each 100,000
Team Control Centers (2)	each 50,000
Conference Room	15,000
Doctor's Sleeping Room	15,000
Nurse Supervisor's Office	10,000
Equipment Room	10,000
SEROLOGY CENTER	\$200,000
Immunization Laboratory	75,000
Unit Laboratory	30,000
Pathologist's Office	15,000
Ph.D.'s Office	15,000
Resident's Room	10,000
Chief Technician's Room	10,000
Student's Room	10,000
Freezer	20,000
Dark Rooms (2)	each 20,000
Secretary's Office	10,000
DIVISION OF MEDICINE OFFICES	\$125,000
Offices (3)	each 20,000
Examination Room	15,000
Waiting Room	15,000
Conference Room	15,000
Secretary's Office	15,000
Resident's Rooms (3)	each 5,000
RADIOLOGY CENTER	\$600,000
Diagnosis Rooms (2)	each 40,000
Fluoroscope Room	40,000
Special Procedures Room	40,000
Preparation & Control Area	25,000
Dark Room	20,000
Assembly Room	20,000
Editing Room	20,000
X-Ray File Room	20,000
Viewing Room	20,000
Resident's Rooms (2)	each 20,000
Conference Room	30,000
Reception Room	20,000
Waiting Room	20,000
Control Room	20,000
Collection & Reading Room	40,000
Co-Directors of Radiology Offices (2)	each 25,000
Co-Directors' Sec'y Office	15,000
Scheduling Room	15,000
Chief Technician's Office	15,000
Radiologists' Offices (2)	each 15,000
Office Manager's Office	15,000
Secretary's Office	15,000
Lounge	10,000
Locker Rooms (2)	each 10,000

HEART STATION	\$750,000
Data Management Room	250,000
Stress Lab	200,000
Peripheral Vascular Laboratory	35,000
Conference Room	35,000
Work Room	30,000
Electro-cardiogram Rooms (3)	each 20,000
Dark Room	20,000
Vector Room	20,000
Holter Room	20,000
Chief Technician & Reception Room	25,000
Waiting Room	25,000
Clerk's Area	25,000
Resident's Room	20,000
Lounge	10,000
Locker Rooms (2)	each 5,000

DEPARTMENT OF CARDIOLOGY OFFICES	\$250,000
Fellows' Room	35,000
Director Coronary Care Unit Office	20,000
Dir. Myocardial Inf. Res. Unit Office	20,000
Dir. Electro-cardiogram Unit Office	20,000
Dir. Stress Laboratory Office	20,000
Dir. Peripheral Vascular Lab. Office	20,000
Ass't Dirs. CCU, MIRU, ECG Office (3)	each 20,000
On-Call Rooms (2)	each 20,000
Examination Room	20,000
Sec'y Office & Waiting Room	35,000

CARDIAC INTENSIVE CARE & MYOCARDIAL INFARCTION RESEARCH CENTER	\$1,000,000
Intensive Care Rooms (14)	each 100,000
Myocardial Infarction Res. Rooms (3)	each 100,000
Team Control Centers (2)	each 50,000
Conference Room	15,000
Nurse Supervisor's Office	15,000
Pantry	15,000
Doctor's Sleeping Room	15,000
Work Room	25,000

ADMINISTRATIVE OFFICE AREA	\$ 75,000
Supervisor's Office	20,000
Unit Manager's Office	10,000
Secretary's Office	10,000
Interview Rooms (2)	each 10,000
Medical Records Room	\$ 25,000
Unit Pharmacy	\$ 25,000
Patient Relations Office	\$ 20,000
Communications Clerk's Office	\$ 20,000
Conference Rooms (2)	each \$ 15,000
Coffee Rooms (2)	each \$ 15,000
Offices (4)	each \$ 10,000
Secretary's Office	\$ 10,000
Nurses' Offices (4)	each \$ 10,000
Locker Rooms (2)	each \$ 20,000
Locker Rooms (2)	each \$ 10,000

ENDOWMENT OPPORTUNITIES — 4th Floor Patient Towers

NORTH TOWER \$500,000

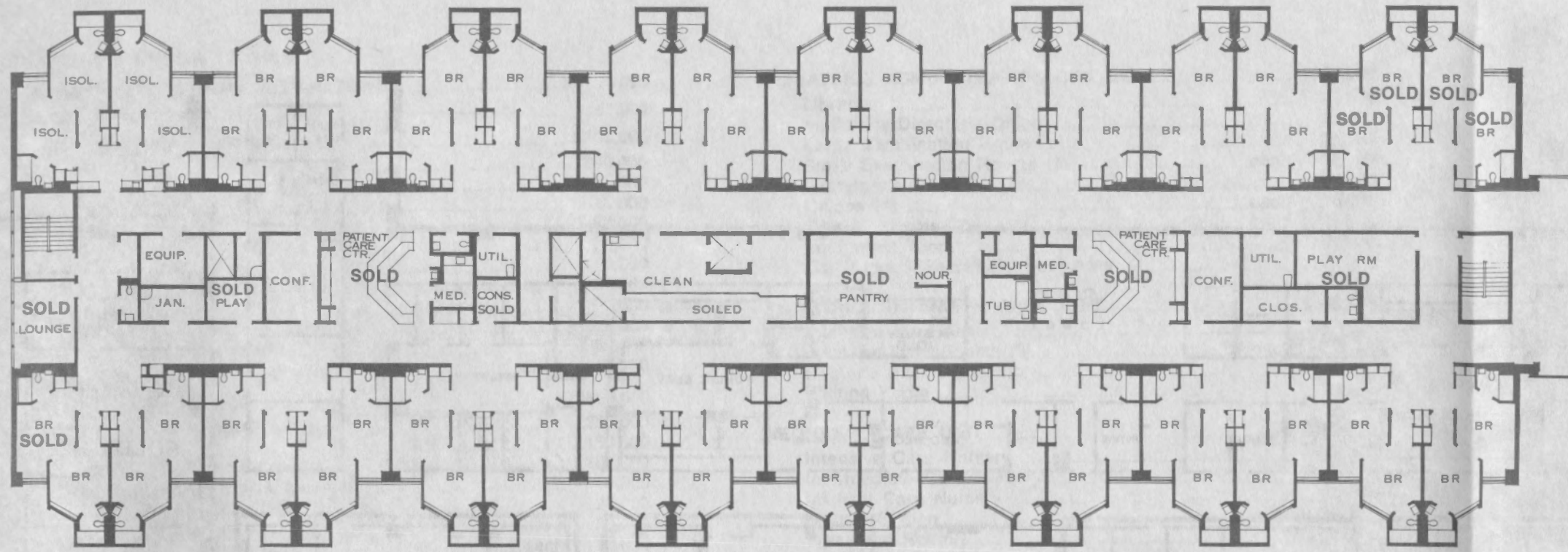
PEDIATRICS

Pantry & Nourishment Station		50,000
Patient Rooms (60)	each	40,000
Isolation Rooms (4)	each	40,000
Large Playroom		35,000
Small Playroom		15,000
Nurses' Stations (2)	each	27,500
Conference Rooms (2)	each	15,000
Parents' Lounge		15,000
Consultation Room		10,000
Equipment Rooms (2)	each	10,000
Tub Room		10,000

SOUTH TOWER \$500,000

SURGERY

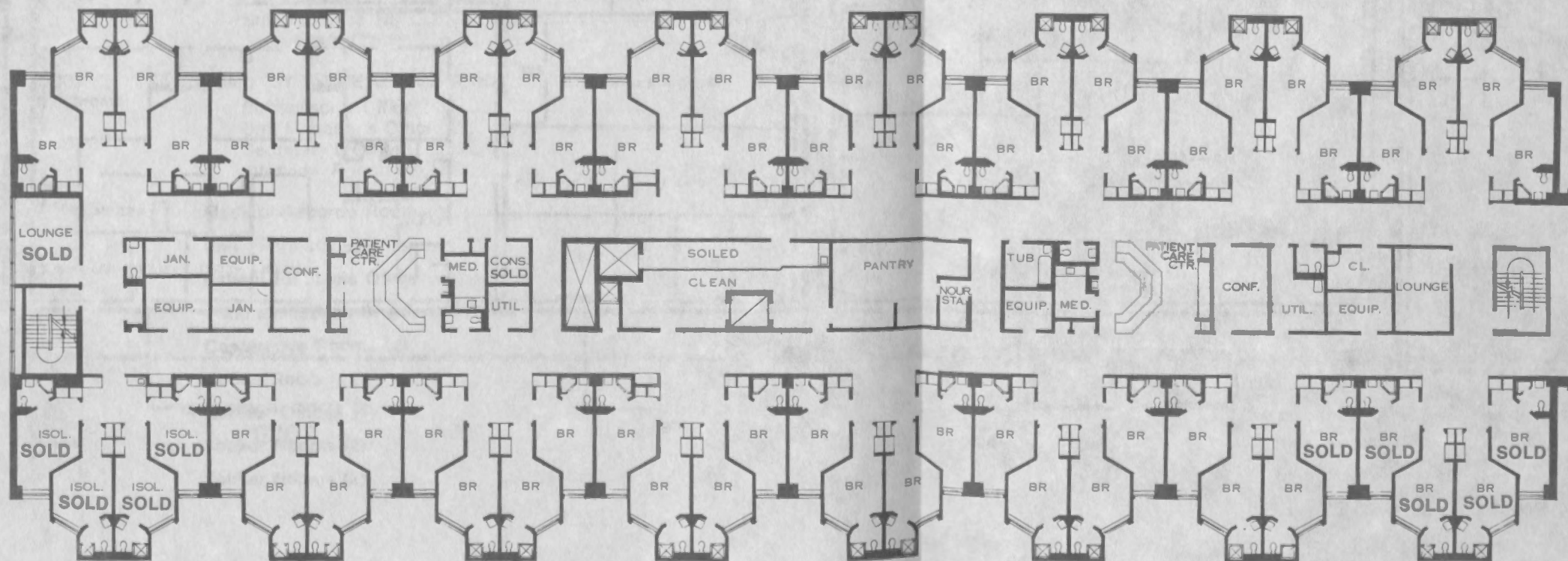
Pantry & Nourishment Station		50,000
Patient Rooms (60)	each	40,000
Isolation Rooms (4)	each	40,000
Nurses' Stations (2)	each	27,500
Conference Rooms (2)	each	15,000
Patient Lounges (2)	each	15,000
Consultation Room		10,000
Equipment Rooms (3)	each	10,000
Tub Room		10,000



PEDIATRICS

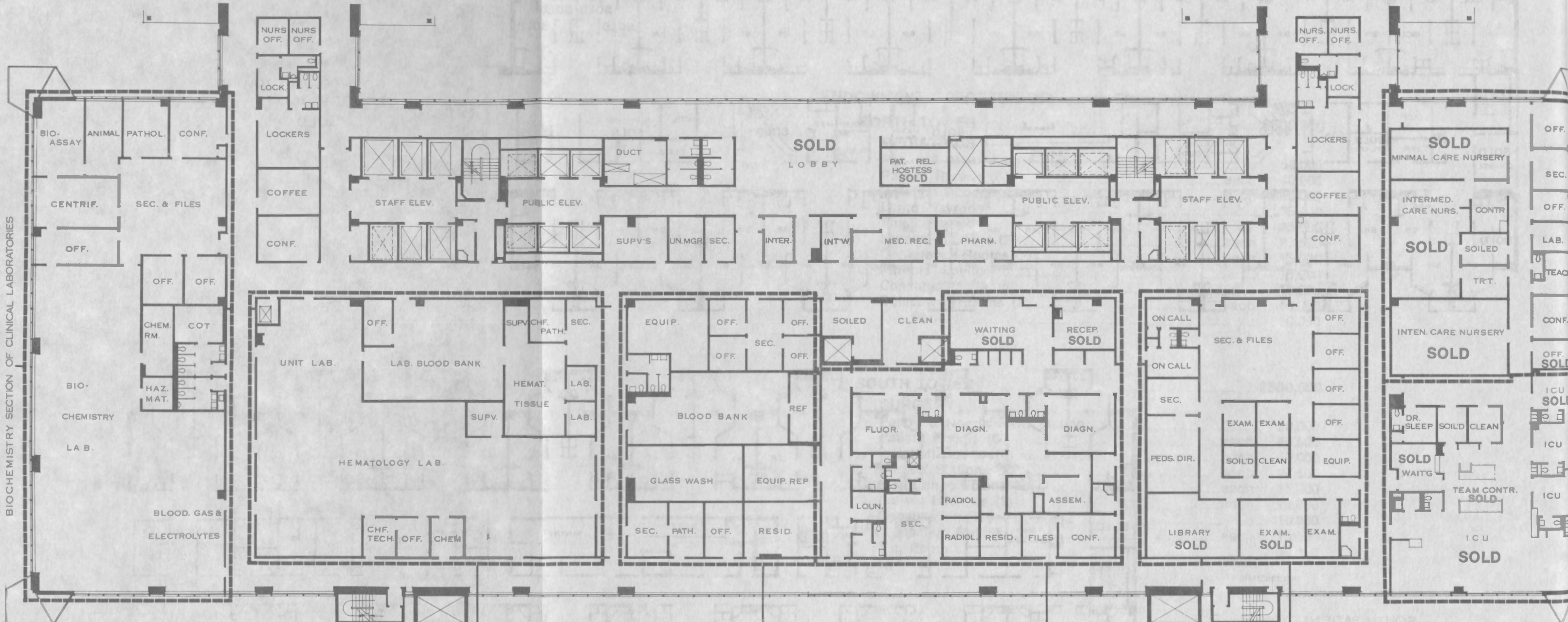
NORTH PATIENT TOWER
FOURTH FLOOR

SOLD



MEDICINE

SOUTH PATIENT TOWER
FOURTH FLOOR
SOLD



BIOCHEMISTRY SECTION OF CLINICAL LABORATORIES

PROFESSIONAL TOWER
FOURTH FLOOR

HEMATOLOGY SECTION OF CLINICAL LABORATORIES

BLOOD BANK LABORATORIES

PEDIATRIC RADIOLOGY
SOLD

PEDIATRICS ADMIN.
SOLD

SOLD
LOBBY

SOLD
MINIMAL CARE NURSERY

SOLD
INTERMED. CARE NURS.

SOLD
INTEN. CARE NURSERY

SOLD
DR. SLEEP

SOLD
WAITG

SOLD
TEAM CONTR.

SOLD
ICU

SOLD
ICU

SOLD
ICU

SOLD
ICU

SOLD
ICU

OFF.
SEC.
OFF.
LAB.
TEACH.
CONF.
OFF.
SOLD
ICU
ICU
ICU
ICU
ICU

BIO-ASSAY
ANIMAL
PATHOL.
CONF.
CENTRIF.
SEC. & FILES
OFF.
OFF.
CHEM. RM.
COT
HAZ. MAT.
BIO-CHEMISTRY LAB.
BLOOD. GAS & ELECTROLYTES

NURS. OFF.
NURS. OFF.
LOCK.
LOCKERS
COFFEE
CONF.

DUCT
STAFF ELEV.
PUBLIC ELEV.
SUPV'S
UN.MGR. SEC.
INTER.
INT'W
MED. REC.
PHARM.
PUBLIC ELEV.
STAFF ELEV.

NURS. OFF.
NURS. OFF.
LOCK.
LOCKERS
COFFEE
CONF.

UNIT LAB.
LAB. BLOOD BANK
HEMATOLOGY LAB.
SUPV. CHF. PATH. SEC.
HEMAT. LAB.
TISSUE LAB.
SUPV.
CH. TECH. OFF. CHEM.

EQUIP.
OFF.
SEC.
OFF.
SOILED
CLEAN
BLOOD BANK
REF.
GLASS WASH
EQUIP. REP.
SEC. PATH. OFF. RESID.

WAITING
RECEP.
FLUOR.
DIAGN.
DIAGN.
LOUN.
SEC.
RADIOL.
RADIOL.
RESID.
FILES
CONF.

ON CALL
ON CALL
SEC.
PEDS. DIR.
LIBRARY
EXAM.
EXAM.
EXAM.
EXAM.

OFF.
OFF.
OFF.
OFF.
OFF.
EQUIP.
EXAM.
EXAM.

ENDOWMENT OPPORTUNITIES

FOURTH FLOOR, PROFESSIONAL TOWER	\$1,000,000
FOURTH FLOOR LOBBY	150,000
BIOCHEMISTRY CENTER	\$700,000
Biochemistry Laboratory	300,000
Blood, Gas & Electrolyte Area	150,000
Centrifuge Room	30,000
Bio-Assay Room	30,000
Pathologist's Office	25,000
Conference Room	25,000
Small Animal Room	25,000
Chemicals Room	20,000
Hazardous Materials Room	15,000
File Room & Sec'y Office	50,000
Offices (3)	each 15,000
HEMATOLOGY CENTER	\$650,000
Hematology Laboratory	250,000
Unit Laboratory	150,000
Laboratory Blood Bank	100,000
Immuno-Hematology & Tissue Area	40,000
Chief Pathologist's Office	20,000
Resident's Laboratories (2)	each 20,000
Supervisor's Offices (2)	each 10,000
Chief Technician's Room	10,000
Chemicals Room	10,000
Offices (2)	each 10,000
Secretary's Office	15,000
BLOOD BANK LABORATORY	\$300,000
Blood Donor Processing Area	100,000
Equipment Rooms (2)	each 30,000
Glass Wash Room	30,000
Freezer	20,000
Resident's Office	20,000
Pathologist's Office	15,000
Offices (4)	each 15,000
Secretary's Offices (2)	each 15,000
PEDIATRICS RADIOLOGY CENTER	\$400,000
Diagnosis Rooms (2)	each 40,000
Fluoroscope Room	40,000
Waiting Room	30,000
Reception Room	25,000
Conference Room	25,000
Radiologist's Offices (2)	each 20,000
Resident's Office	20,000
Assembly Room	20,000
Dark Room	20,000
Secretary's Office	20,000
File Room	15,000
Lounge	10,000

PEDIATRICS ADMINISTRATION CENTER	\$350,000
Library	40,000
Pediatrics Director's Office	25,000
Large Examination Room	25,000
Small Examination Rooms (3)	each 10,000
Secretary's Office	20,000
Offices (4)	each 15,000
On-Call Rooms (2)	each 15,000
Equipment Room	15,000
File Room & Secretarial Pool Area	75,000
PEDIATRICS INTENSIVE CARE UNIT	\$350,000
Intensive Care Area	200,000
Intensive Care Rooms (3)	each 50,000
Doctor's Sleeping Room	20,000
Waiting Room	15,000
NEONATAL CARE UNIT	\$400,000
Intensive Care Nursery	125,000
Intermediate Care Nursery	125,000
Minimal Care Nursery	100,000
Control Station	15,000
Treatment Room	15,000
Conference Room	20,000
Teaching Room	20,000
Laboratory	15,000
Large Office	20,000
Small Offices (2)	each 10,000
Secretary's Office	20,000
ADMINISTRATIVE OFFICE AREA	\$ 75,000
Supervisor's Office	20,000
Unit Manager's Office	10,000
Secretary's Office	10,000
Interview Rooms (2)	each 10,000
Medical Records Rooms	\$ 25,000
Unit Pharmacy	\$ 25,000
Patient Relations Office	\$ 20,000
Communications Clerk's Office	\$ 20,000
Conference Rooms (2)	each \$ 15,000
Coffee Rooms (2)	each \$ 15,000
Nurses' Offices (4)	each \$ 10,000
Locker Rooms (2)	each \$ 20,000
Locker Rooms (2)	each \$ 10,000

ENDOWMENT OPPORTUNITIES — 3rd Floor, Patient Towers

NORTH TOWER **\$500,000**

OBSTETRICS

NEWBORN NURSERY **\$350,000**

Bassinet Rooms (7) **each** 35,000

Bassinet Rooms (2) **each** 20,000

Work Rooms (4) **each** 20,000

NEWBORN NURSERY SERVICE AREA **\$175,000**

Conference Room 15,000

Formula Room 15,000

Locker Room 15,000

Nurses' Lounge 10,000

Office 5,000

Pantry & Nourishment Station 50,000

Patient Rooms (52) **each** 40,000

Nurses' Stations (2) **each** 27,500

Conference Rooms (2) **each** 15,000

Patient Lounges (2) **each** 15,000

Consultation Room 10,000

Equipment Room 10,000

Photography Room 5,000

SOUTH TOWER **\$500,000**

GYNECOLOGY

Pantry and Nourishment Station 50,000

Patient Rooms (60) **each** 40,000

Isolation Rooms (4) **each** 40,000

Nurses' Stations (2) **each** 27,500

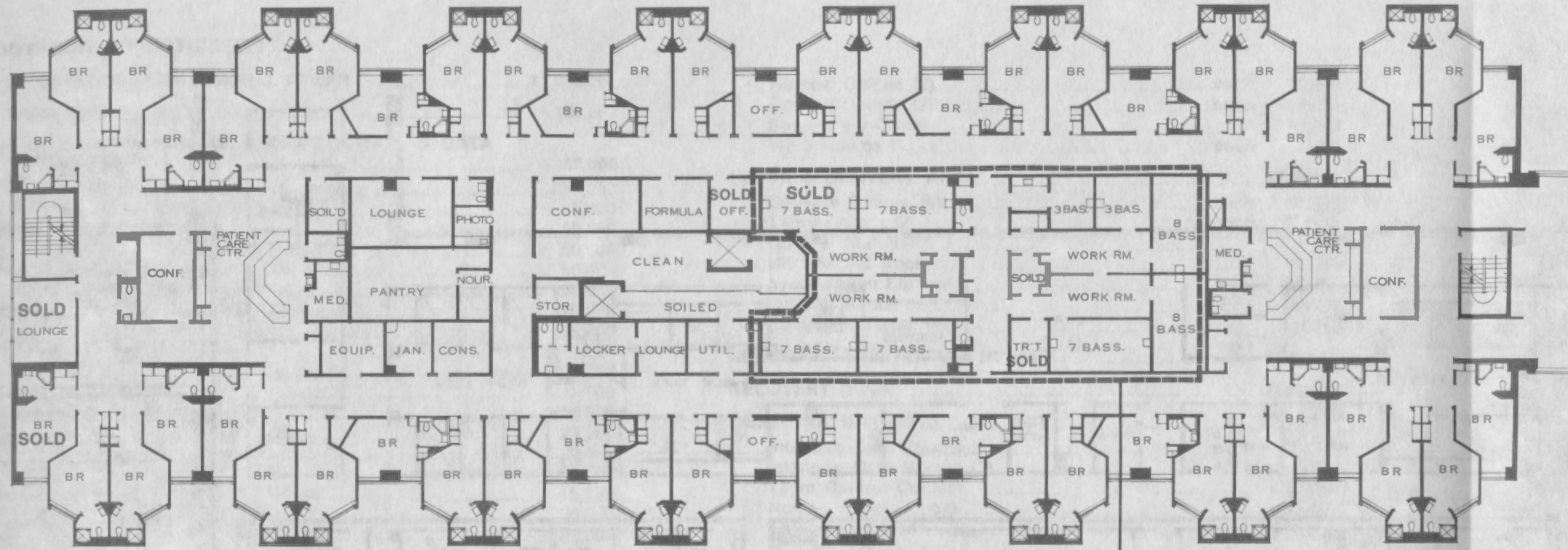
Conference Rooms (2) **each** 15,000

Patient Lounges (2) **each** 15,000

Consultation Room 10,000

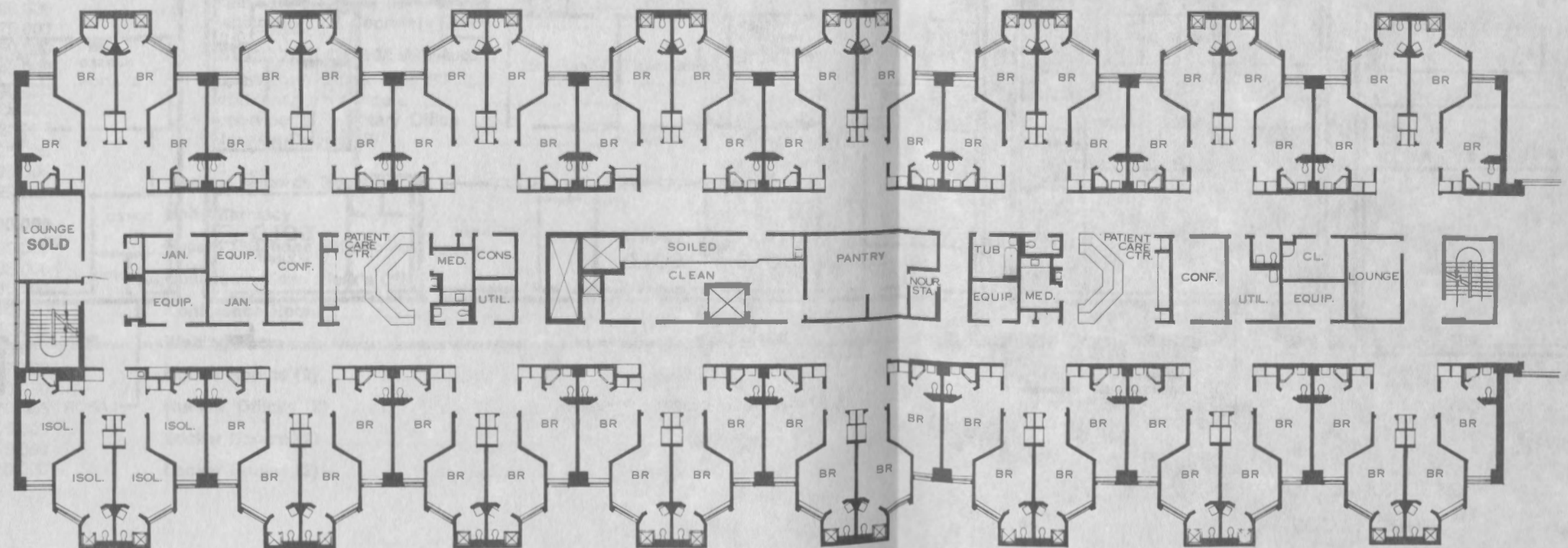
Equipment Rooms (3) **each** 10,000

Tub Room 10,000

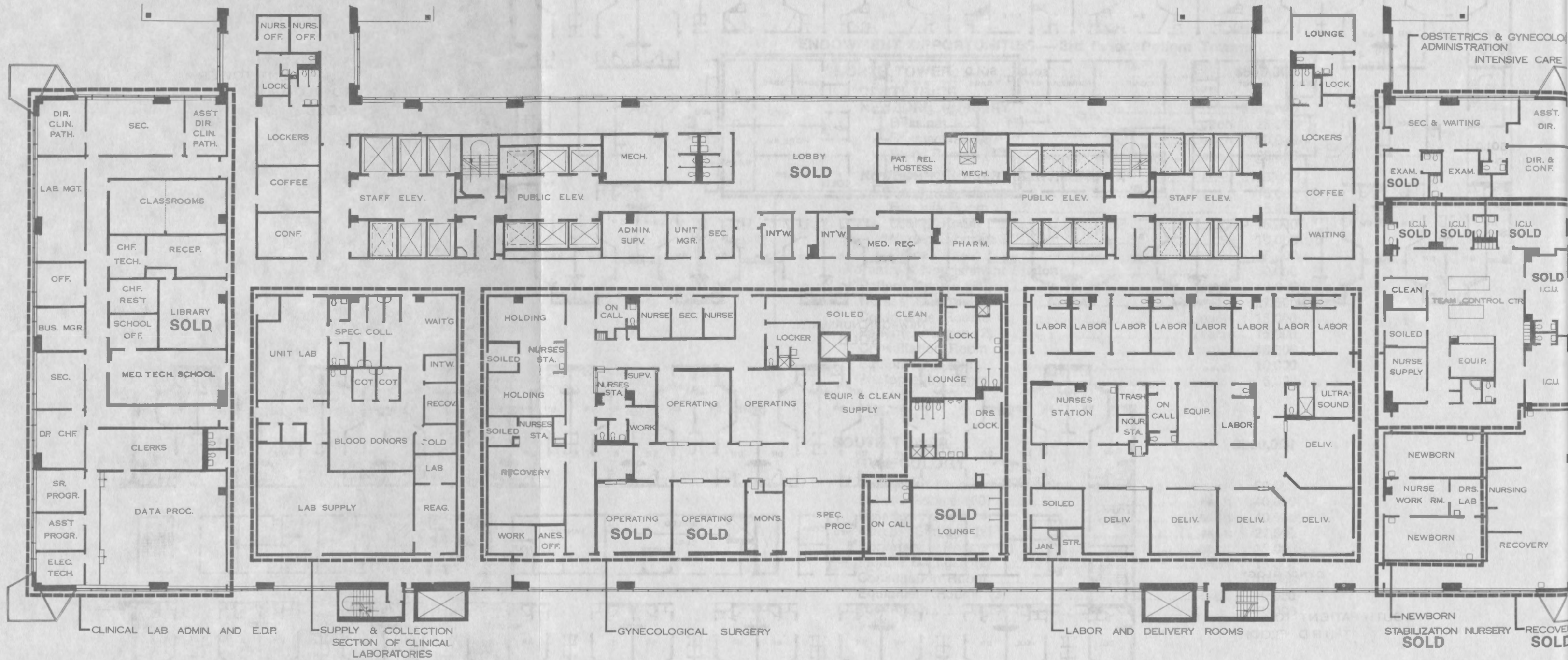


OBSTETRICS
NORTH PATIENT TOWER
THIRD FLOOR
SOLD

NEWBORN NURSERIES
SOLD



GYNECOLOGY
SOUTH PATIENT TOWER
THIRD FLOOR



PROFESSIONAL TOWER
THIRD FLOOR

ENDOWMENT OPPORTUNITIES

THIRD FLOOR, PROFESSIONAL TOWER	\$1,000,000
THIRD FLOOR LOBBY	150,000
CLINICAL LABORATORY, ADMINISTRATION & DATA PROCESSING	\$850,000
Data Processing Room	250,000
Medical Technicians School	65,000
Library	50,000
Laboratory Management Room	50,000
File Room & Lab. Sec'y Office	50,000
Dir. Clinical Pathology Office	25,000
Ass't Dir. Clinical Path. Office	20,000
Chief Technician's Office	15,000
Chief Resident's Office	15,000
Med. Tech. School Classrooms (2)	each 30,000
School Office	15,000
Reception Room	30,000
Data Processing Chief's Office	25,000
Senior Programmer's Office	20,000
Ass't Programmer's Office	20,000
Electronics Technician's Office	15,000
Data Processing Clerks' Area	35,000
Business Manager's Office	20,000
Office	20,000
Data Processing Sec'y Office	20,000
CLINICAL LABORATORY	\$450,000
Laboratory Supply Room	100,000
Blood Donors' Room	75,000
Unit Laboratory	50,000
Specimen Collection Area	40,000
Reagent Room	30,000
Reagent Laboratory	25,000
Cold Room	25,000
Recovery Room	25,000
Waiting Room	25,000
Interview Room	20,000
GYNECOLOGICAL SURGERY	\$1,000,000
Operating Rooms (4)	each 100,000
Recovery Room	85,000
Equipment & Supply Room	60,000
Doctors' Lounge	50,000
Holding Rooms (2)	each 40,000
Special Processing Area	35,000
Nurses' Station	27,500
Doctors' Locker Room	20,000
Nurses' Lounge	20,000
Nurses' Locker Room	15,000
Monitors' Room	15,000
Anesthesia Office	10,000

Nurses' Offices (2)	each 10,000
On-Call Rooms (2)	each 10,000
Secretary's Office	10,000
Work Rooms (2)	each 10,000

LABOR & DELIVERY AREA	\$700,000
Delivery Rooms (5)	each 50,000
Labor Rooms (9)	each 35,000
Nurses' Station	37,500
Ultra-Sound Room	10,000
Nourishment Station	10,000
On-Call Room	10,000
Equipment Room	10,000

NEWBORN STABILIZATION NURSERY	\$125,000
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RECOVERY ROOM	\$125,000
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OBSTETRIC INTENSIVE CARE UNIT	\$500,000
Intensive Care Rooms (3)	each 75,000
Intensive Care Rooms (2)	each 50,000
Team Control Center	50,000
Nurses' Supply Room	25,000
Equipment Room	10,000

OBSTETRICS-GYNECOLOGY ADMINISTRATION CENTER	\$175,000
Director's Office & Conference Room	50,000
Ass't Director's Office	35,000
Examination Rooms (2)	each 25,000
Waiting Room & Secretary Office	40,000

ADMINISTRATIVE OFFICE AREA	\$ 75,000
Supervisor's Office	20,000
Unit Manager's Office	10,000
Supervisor's Secretary Office	10,000
Interview Rooms (2)	each 10,000

Medical Records Room	\$ 25,000
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Unit Pharmacy	\$ 25,000
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Patient Relations Office	\$ 20,000
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Communications Clerk's Office	\$ 20,000
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Conference Room	\$ 15,000
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Waiting Room	\$ 15,000
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Coffee Rooms (2)	each \$ 15,000
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Nurses' Offices (2)	each \$ 10,000
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Locker Rooms (2)	each \$ 20,000
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Locker Rooms (2)	each \$ 10,000
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ENDOWMENT OPPORTUNITIES — PLAZA LEVEL — Patient Towers

NORTH TOWER \$500,000

EDUCATION AND CONFERENCE CENTER \$750,000

Auditorium 350,000
 Stage 100,000
 Lobby 80,000
 Lobby Office 40,000
 Food Service Area 30,000
 Pantry 25,000
 Food Service Office 15,000

VOLUNTEER CENTER \$300,000

Chairman's Office 125,000
 Conference Room 35,000
 Cart Room 30,000
 Work Room 25,000
 Director's Office 20,000
 Coordinator's Office 20,000
 Reception Area 15,000
 Lounge 15,000
 Ass't Director's Office 5,000
 Rest Room 5,000

NURSING ADMINISTRATION CENTER \$450,000

Library 75,000
 Associate Director's Office 20,000
 Payroll Office 20,000
 Lounge 20,000
 Ass't Dir. Offices (3) each 15,000
 Offices (6) each 15,000
 Secretarial Pool Area 25,000

DIVISION OF MEDICINE ADMINISTRATION CENTER... \$250,000

Director's Office 50,000
 Conference Room 50,000
 Examination Room 35,000
 Ass't Dir. Office 20,000
 Secretary's Offices (2) each 20,000
 Offices (2) each 15,000

COMMUNICATIONS CENTER \$250,000

Communications Room 175,000
 Coordinator's Office 25,000
 Training Room 25,000
 Secretary's Office 20,000
 Lounge 15,000
 Equipment Room 100,000
 Sending & Receiving Room 75,000
 Typing Pool Room 75,000

SOUTH TOWER \$500,000

MEDICAL LIBRARY \$750,000

Audio-Visual Work Room 250,000
 Reading Room 100,000
 Stacks 75,000
 Index Files 60,000
 Student Carrels (12) each 40,000
 Librarian's Office 20,000

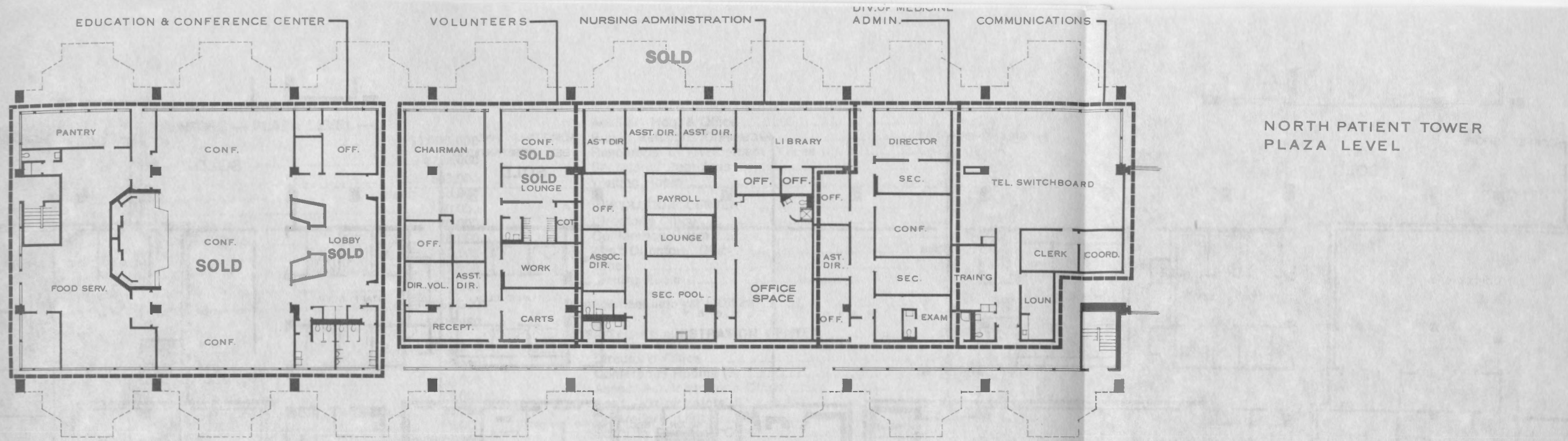
Medical Staff Lounge \$150,000

PURCHASING DEPARTMENT \$240,000

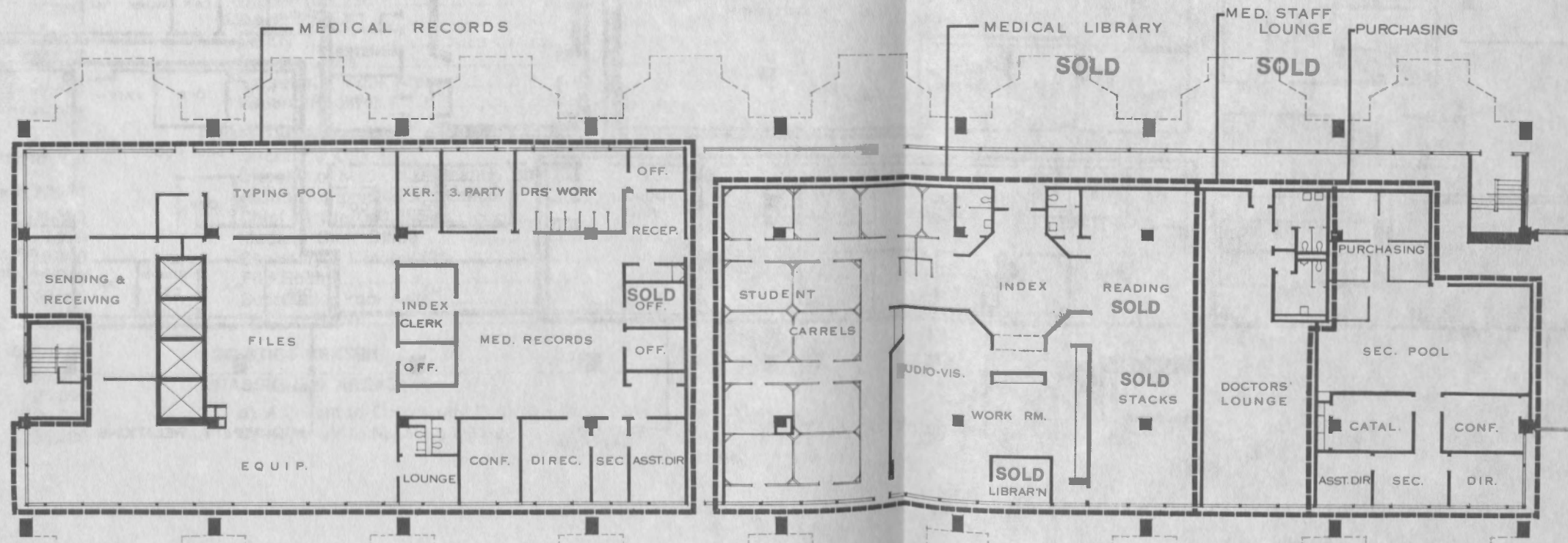
Director's Office 25,000
 Catalogue Room 25,000
 Conference Room 25,000
 Ass't Dir. Office 15,000
 Secretary's Office 15,000
 Buyer's Stalls (5) each 5,000
 Secretarial Pool Area 50,000

MEDICAL RECORDS CENTER \$850,000

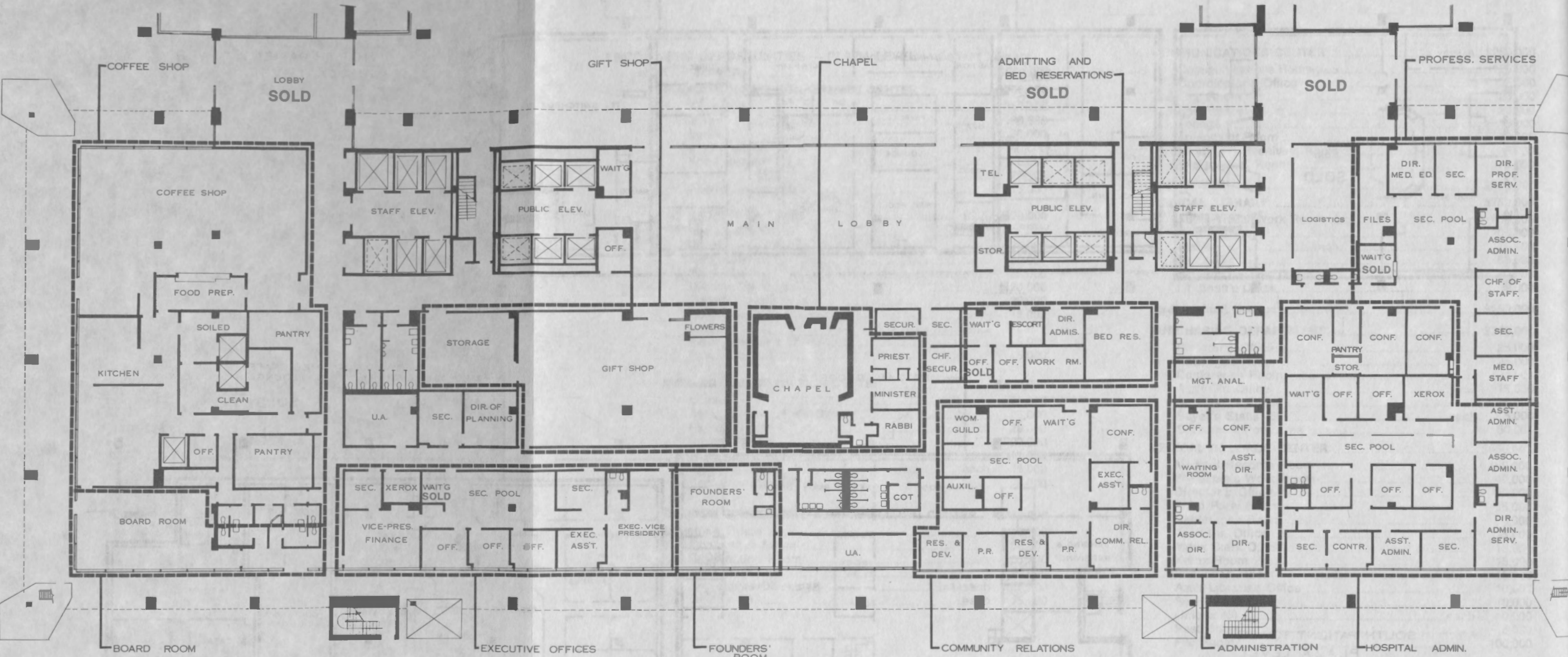
Medical Records Room 150,000
 Physician's Work Room 40,000
 Director's Office 30,000
 Third Party Room 25,000
 Conference Room 20,000
 Ass't Dir. Office 15,000
 Index Clerk Office 15,000
 Xerox Room 15,000
 Reception Room 15,000
 Ass't Librarian Office 10,000
 Secretary's Office 10,000
 Offices (3) each 10,000
 Rest Room 5,000
 File Room 100,000



NORTH PATIENT TOWER
PLAZA LEVEL



SOUTH PATIENT TOWER
PLAZA LEVEL



PROFESSIONAL TOWER
 PLAZA LEVEL
 SOLD

ENDOWMENT OPPORTUNITIES — PLAZA LEVEL —
PROFESSIONAL TOWER \$1,000,000

MAIN LOBBY AREA \$750,000

Main Lobby	500,000
Minor Lobby (2)	each 50,000
Waiting Room	50,000
Wheel Chair Storage Room	35,000
Chief Security Officer's Office	25,000
Security Office	15,000
Security Dep't Sec'y Office	15,000

Coffee Shop \$650,000

Board of Director's Room \$250,000

Gift Shop \$400,000

EXECUTIVE OFFICES \$325,000

Executive Vice President's Office	75,000
Vice President, Finance, Office	50,000
Executive Ass't Office	25,000
Sec'y to President Office	20,000
Sec'y to Vice Pres. Office	15,000
Offices (3)	each 15,000
Xerox Room	10,000
Secretarial Pool Area	25,000
Waiting Room	5,000

Founders' Room \$200,000

PLANNING DEPARTMENT \$ 50,000

Director of Planning Office	35,000
Secretary's Office	20,000

Chapel \$350,000

ADMITTING & BED RESERVATIONS CENTER \$125,000

Bed Reservations Office	35,000
Director of Admissions Office	20,000
Waiting Room	20,000
Work Room	20,000
Escort Office	15,000
Offices (2)	each 10,000

COMMUNITY RELATIONS DEPARTMENT \$350,000

Director's Office	40,000
Conference Room	25,000
Executive Ass't Office	20,000
Women's Guild Headquarters & Office	35,000

Auxiliary Hdq. & Office	30,000
Public Relations Offices (2)	each 20,000
Resources & Development Offices (2)	each 20,000
Secretarial Pool Area	25,000
Waiting Room	5,000

ADMINISTRATION CENTER \$150,000

Director's Office	25,000
Conference Room	25,000
Ass't Directors' Offices (2)	each 20,000
Office	15,000
Waiting Room	25,000

Management Analyst's Office \$ 35,000

HOSPITAL ADMINISTRATION CENTER \$450,000

Director's Office	40,000
Conference Rooms (3)	each 30,000
Assoc. Administrator's Office	25,000
Ass't Administrators' Offices (2)	each 20,000
Controller's Office	20,000
Sec'y to Director's Office	15,000
Sec'y to Controller's Office	15,000
Offices (5)	each 15,000
Xerox Room	10,000
Pantry	10,000
Storage Area	5,000
Secretarial Pool Area	25,000
Waiting Room	5,000

PROFESSIONAL SERVICES CENTER..... \$350,000

Director's Office	40,000
Director of Medical Education Office	35,000
Assoc. Administrator's Office	30,000
Chief of Staff's Office	25,000
Medical Staff Office	25,000
Secretary's Offices (2)	each 20,000
File Room	30,000
Secretarial Pool Area	25,000
Waiting Room	5,000

LOGISTICS CENTER \$ 75,000

UNASSIGNED AREAS

a) Adjacent to Community Relations Department	\$ 50,000
b) Adjacent to Planning Office	40,000

ENDOWMENT OPPORTUNITIES — STREET LEVEL

NORTH TOWER OUTPATIENT PAVILION \$500,000

Alden Street Lobby \$200,000

AMBULATORY CARE UNIT ADMINISTRATIVE CENTER \$150,000

Office of Director, Ambulatory Service	15,000
Office, Director of Outpatient Department	15,000
Office, Director of Pediatric O.P.D.	15,000
Secretarial Office	15,000
Conference Room	15,000
Chief of Admissions Office	10,000
Admitting Offices (5)	each 5,000
Admitting Clerk Rooms (4)	each 5,000
Nurse's Office	10,000
Lounge & Locker Room	10,000
Cashier's Office	5,000
Cashier Clerks' Station	10,000

Outpatient Pharmacy \$ 75,000

PEDIATRICS CLINIC \$125,000

Waiting Room	15,000
Play Room	20,000
Reception & Control Room	5,000
Consultation Room	10,000
Treatment Rooms (9)	each 10,000
Preparation Room	5,000
Nurses' Station	5,000

ADULT CLINIC \$300,000

Waiting Rooms (2)	each 25,000
Unit Laboratory	25,000
Treatment Rooms (18)	each 10,000
Consultation Rooms (8)	each 10,000
Nurses' Station	10,000

EMPLOYEE CLINIC \$ 75,000

Waiting Room	10,000
Treatment Rooms (4)	each 10,000
Consultation Room	10,000
Nurses' Station	10,000
Equipment Room	5,000

CLINIC AREA \$100,000

Reception & Waiting Room	15,000
Operating Rooms (7)	each 10,000
Unit Laboratory	10,000
Dark Room	5,000
Recovery Room	5,000

OUTPATIENT RADIOLOGY CENTER \$600,000

Diagnosis Rooms (3)	each 40,000
Fluoroscope Rooms (4)	each 40,000
Mammography Room	40,000
Head & Chest Room	40,000
Multi-Planigram Room	40,000
Radiologists' Offices (2)	each 15,000
Secretarial & Transcription Room	15,000
Resident's Room	10,000
Conference & Viewing Room	20,000
X-Ray Files Room	20,000
On-Call Rooms (2)	each 5,000
Dark Room	20,000

Assembly Rooms (2)	each 20,000
Reception & Chief Technician's Room	20,000
Waiting Room	20,000
Locker Rooms (2)	each 5,000
Stretcher Storage Area	5,000

EMERGENCY DEPARTMENT \$500,000

Large Observation Rooms (2)	each 20,000
Small Observation Rooms (4)	each 10,000
Trauma Rooms (4)	each 50,000
Nurses' Station	50,000
Treatment Rooms (10)	each 10,000
Orthopedic & Cast Room	25,000
Conference Room	10,000
Nurses' Station	10,000
Office of Director, Emergency Department	10,000
Secretary's Office	5,000
Waiting Room	20,000
Staff Sleeping Quarters	5,000
Staff Lounge	10,000
Locker Rooms (2)	each 5,000
Files & Control Room	10,000
Wheelchair Storage Room	10,000
Consultation Room	5,000
Police Driver's Room	5,000
"Dead-on-Arrival" Room	5,000

SOUTH TOWER \$500,000

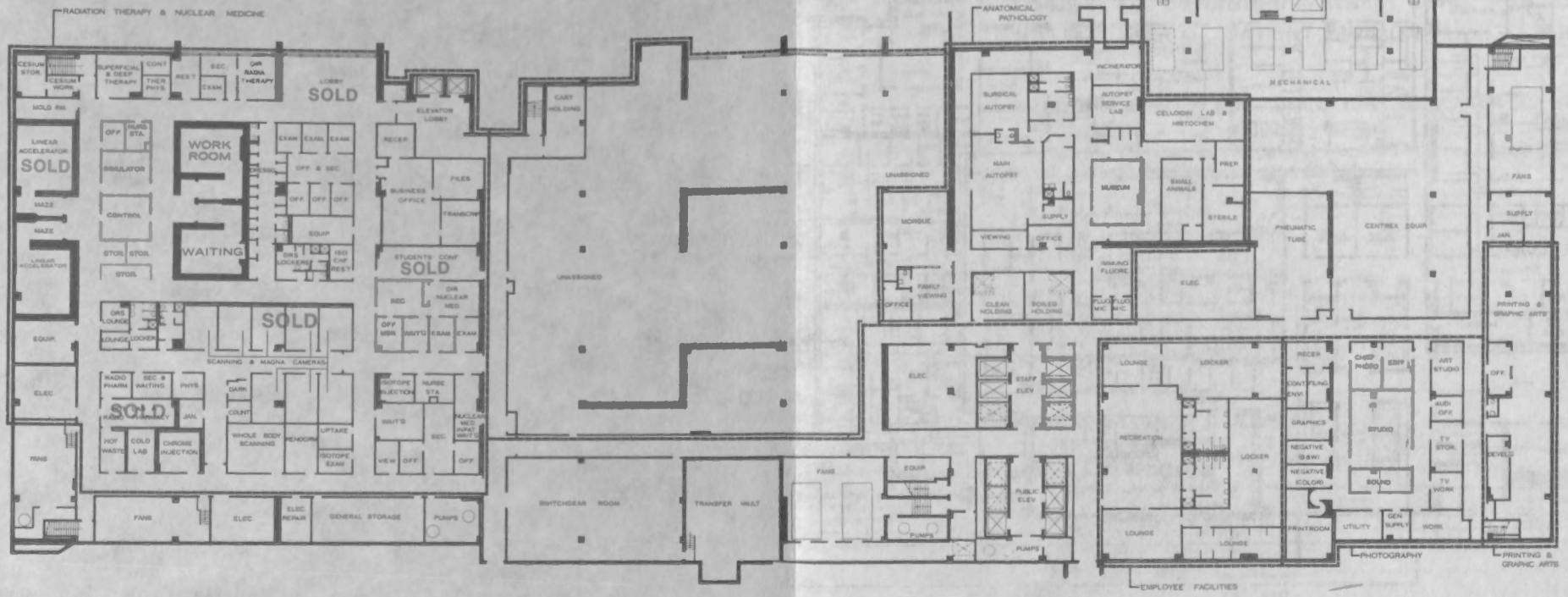
Alden Street Lobby \$200,000

Cafeteria Dining Room \$350,000

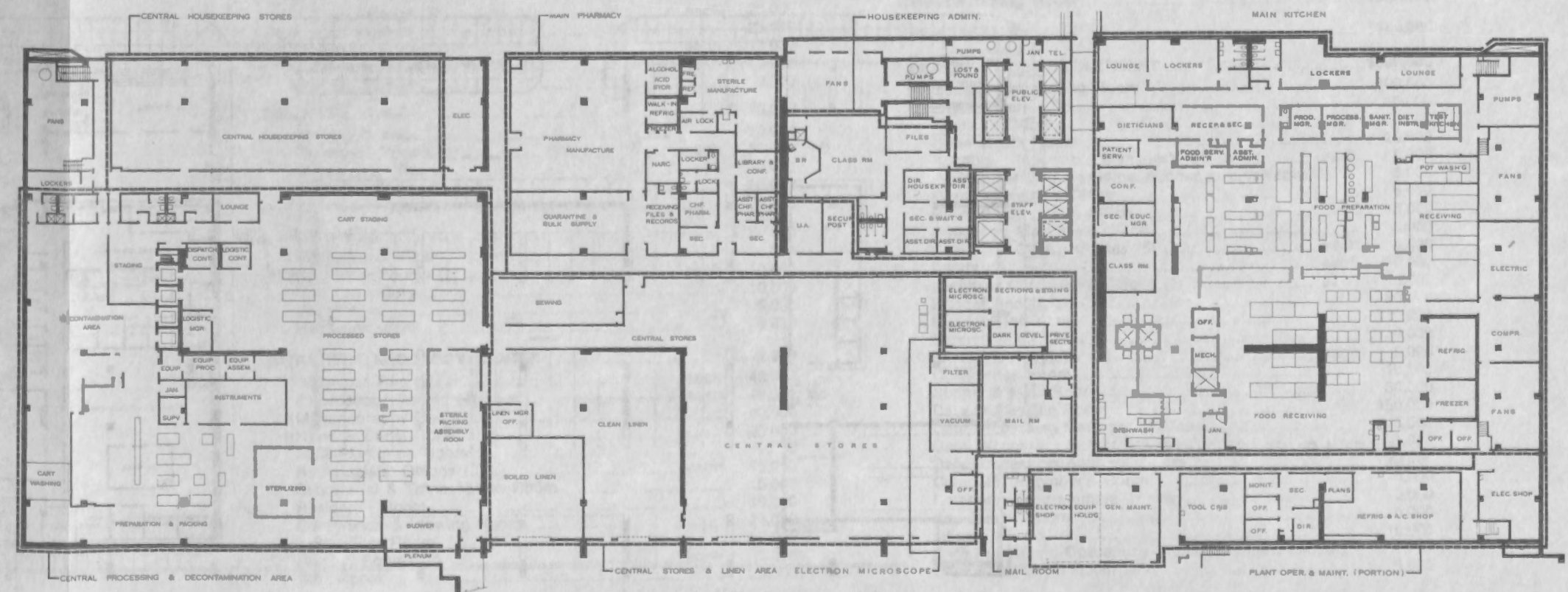
Group Dining Room \$150,000

FISCAL SERVICES DEPARTMENT \$500,000

General Accounting Room	100,000
Payroll Clerks' Room	15,000
Auditor's Office	10,000
General Bill Room	25,000
Accounts Receivable Manager's Office (2)	each 5,000
Assistant Manager's Office, Accounts Receivable	5,000
Credit Manager's Office	5,000
Billing Supervisor's Office	5,000
Collection Manager's Office	5,000
Collection Clerk's Offices (5)	each 5,000
Vaults (2)	each 10,000
Assistant Controllers' Offices (2)	each 10,000
Budget Analyst's Office	10,000
Budget Staff Room	10,000
Internal Audit Office	10,000
Secretaries' Offices (3)	each 5,000
Conference Room	10,000
Supply & Files Room	30,000
Data Processing Room	150,000
Data Processing Manager's Office	5,000
Data Processing Senior Analyst's Office	5,000
Data Processing Analysts' Room	10,000
Computer Engineer's Room	5,000
Computer Programmers' Room	10,000
Key Punch Room	10,000
Library	10,000
Data Processing Operations Superintendent's Office	5,000
Computer Clerk's Room	5,000



INDUSTRIAL LEVEL - NORTH



INDUSTRIAL LEVEL - SOUTH

ENDOWMENT OPPORTUNITIES — INDUSTRIAL LEVEL

NORTH TOWER

RADIATION THERAPY & NUCLEAR MEDICINE CENTER\$1,500,000

Lobby	\$ 25,000
Reception Room	10,000
Business Office	25,000
File Room	10,000
Transcription Room	10,000
Students' Conference Room	15,000
Office, Director of Nuclear Medicine	25,000
Office of Sec'y to Director	15,000
Office Manager's Office	5,000
Waiting Room, Nuclear Medicine	5,000
Examination Rooms (2)	each 5,000
Isotope Injection Room	20,000
Nurses' Station	10,000
Nuclear Med. Inpatient Waiting Room	15,000
Offices (2)	each 5,000
Secretarial Office	15,000
Waiting Room	15,000
Viewing Room	10,000
Isotope Examining Room	10,000
Uptake Room	10,000
Renogram Room	40,000
Whole Body Scanning Room	50,000
Scanning & Manning Camera Rooms (8)	each 40,000
Dark Room	10,000
Counting Room	10,000
Doctors' Lounge	10,000
Lounge	5,000
Locker Room	5,000
Chrome Injection Room	40,000
Physicist's Office	10,000
Hot Laboratory & Radioactive Pharmacy	40,000
Hot Waste Room	20,000
Cold Laboratory	20,000
Radioactive Pharmacist's Room	10,000
Waiting Room & Sec'y's Office	10,000
Office, Director of Radiation Therapy	25,000
Office of Sec'y to Director	10,000
Radiation Ther. Resident's Office	15,000
Examination Room	5,000
Superficial & Deep Therapy Room	40,000
Control Room	10,000
Therapy Physicist's Room	10,000
Cesium Work Room	10,000
Cesium Storage Room	15,000
Mold Room	15,000
Linear Accelerators (2)	each 100,000
Waiting Room	25,000
Work Room	25,000
Simulator Room	50,000
Control Room	50,000
Isotope Chief Resident's Room	10,000
Examination Rooms (3)	each 5,000
Offices (3)	each 5,000
Dressing Cubicles (10)	each 2,500
Secretarial Office	15,000
Doctors' Locker Room	5,000
Large Equipment Room	20,000
Small Equipment Room	10,000
Storage Cubicles (3)	each 5,000

ANATOMICAL PATHOLOGY CENTER\$325,000

Morgue	35,000
Family Viewing Room	15,000
Offices (2)	each 10,000

Main Autopsy Room	40,000
Surgical Autopsy Room	25,000
Viewing Room	10,000
Supply Room	10,000
Museum	25,000
Autopsy Service Laboratory	20,000
Incinerator	15,000
Immuno-Fluorescent Room	20,000
Fluorescent Microscopy Rooms (2)	each 10,000
Celloidin & Histochemistry Lab.	25,000
Small Animal Room	20,000
Preparation Room	10,000
Sterile Room	15,000

PHOTOGRAPHY & ILLUSTRATION CENTER\$250,000

Studio	30,000
Print Room	15,000
Work Studio	15,000
Chief Photographer's Room	15,000
Editing Room	15,000
Sound Room	15,000
Graphics Room	15,000
Negative Rooms (2)	each 15,000
Audio Office	15,000
T.V. Storage	15,000
T.V. Workroom	10,000
Utility Room	10,000
General Supply Room	10,000
Work Shop	10,000
Reception Room	10,000
Controlled Environment Room	10,000
Files Room	10,000

EMPLOYEE RECREATION CENTER\$200,000

Recreation Room	50,000
Large Lounges (2)	each 40,000
Small Lounge	20,000
Locker Rooms (2)	each 30,000

SOUTH TOWER

MAIN PHARMACY\$350,000

Pharmacy Mfg. Area	\$125,000
Quarantine & Bulk Supply Room	60,000
Alcohol & Acid Storage Room	25,000
Narcotics Room	25,000
Walk-In Refrigerator	10,000
Freezer	5,000
Receiving, Files & Records Room	20,000
Sterile Mfg. Area	50,000
Library & Conference Room	25,000
Chief Pharmacist's Office	25,000
Ass't Chiefs' Offices (2)	each 15,000
Secretary's Offices (2)	each 15,000
Locker Rooms (2)	each 5,000

Central Housekeeping Storage Center\$200,000

Central Processing & Decontamination Areas\$800,000

Central Stores & Linen Area\$500,000

ELECTRON MICROSCOPY STATION\$ 75,000

Electron Microscopy Rooms (2)	each 25,000
Sectioning & Staining Room	25,000
Dark Room	5,000
Developing Room	5,000
Office	5,000

Mail Room\$ 50,000

Main Kitchen1 Million

Housekeeping Administration Center\$400,000

Security Station\$ 20,000

construction timetable

First phase of the total Medical Center complex involved construction of the Thaliens Community Mental Health Center, which is now providing complete inpatient and outpatient psychiatric services for children and adults. The three-story center is located on the southwest corner of Alden Drive and Hamel Road.

Next on the timetable were the Medical Center's patient and professional towers and the parking structure. Dedication and occupancy of the new Medical Center are scheduled for early 1976.

The Center occupies 24 acres extending from Beverly Boulevard to Third Street and from San Vicente Boulevard almost to Robertson Boulevard. Buildings are connected underground and by airspace bridges. Rights to use airspace were granted to Cedars-Sinai by the Los Angeles City Council, the first such rights approved by that body.

All that is needed now to bring the new Medical Center to its full potential of total health care services to the community is your contribution.

Each person gives within the dictates of his own heart. It is not ours to suggest how much you should give—or if you should give at all. Rather we would quote from a man knowledgeable in philanthropy, Mr. John D. Rockefeller, Jr.

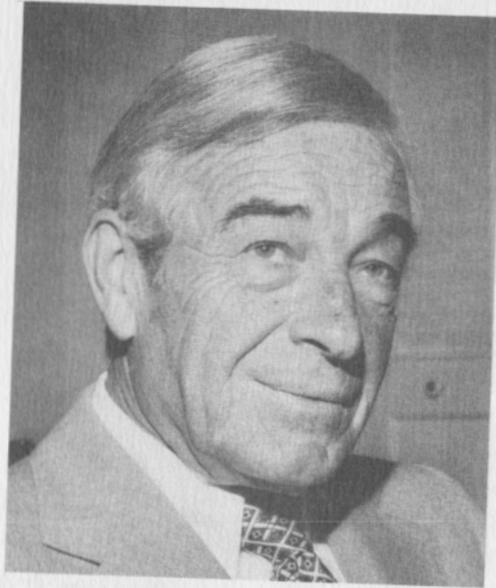
"I have been brought up to believe, and the conviction only grows on me, that giving ought to be entered into in just the same way as investing—that giving is investing, and that it should be tested by the same intelligent standards. Whether we expect dividends in dollars or in human betterment, we need to be sure that the gift or the investment is a wise one and therefore we should know all about it."

Surely there is no question but that your contribution to the new Cedars-Sinai Medical Center is an investment in human betterment.

With your help, we are building the new Cedars-Sinai Medical Center.

resources and development committee

THEODORE E. CUMMINGS
CHAIRMAN

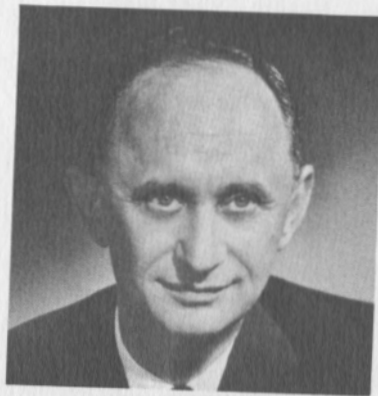


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General Campaign Chairman

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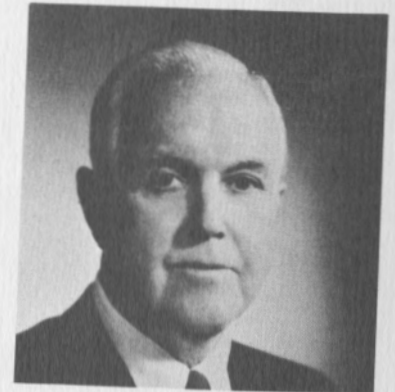
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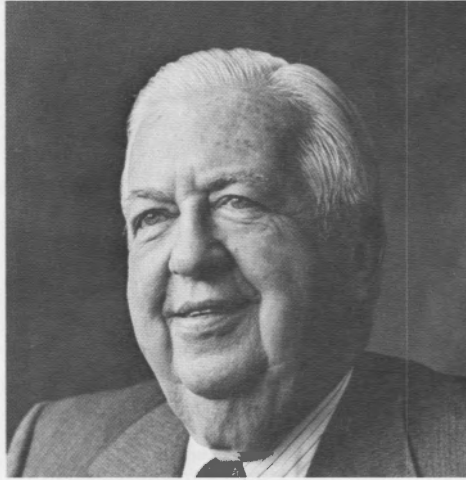
Further information may be obtained from

**Campaign Office
CEDARS-SINAI MEDICAL CENTER
8700 Beverly Boulevard
Post Office Box 48750
Los Angeles, California 90048
(213) 855-3027**

CEDARS-SINAI MEDICAL CENTER, LOS ANGELES

compass

WINTER 1975



**A Salute
to the
President-
and Chairman
of the Board-
Steve Broidy**

COMPASS

WINTER 1975

VOLUME 18, NUMBER 3

The Compass is published by the Board of Directors of Cedars-Sinai Medical Center, a voluntary nonprofit medical center, for its employees, medical staff, auxiliaries and affiliates, patients and other friends.

Cedars-Sinai Medical Center is a member agency of the Jewish Federation-Council of Los Angeles and the United Crusade, Inc.

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The Board of Directors and Board of Governors of Cedars-Sinai Medical Center invite you to join in a tribute to our President and Chairman of the Board, Steve Broidy, on Saturday evening, January 31, in the International Ballroom of the Beverly Hilton Hotel.

Theodore E. Cummings, general campaign chairman, announced that the goal for the evening is to raise \$3.5 million to endow the Frances and Steve Broidy Tower in the medical center. Sherrill C. Corwin is dinner chairman.

Celebrity entertainment will follow the dinner at the \$1000-a-table (\$100 per person) gala. For further information about reservations call 652-5000, ext. 197. After December 12, call 855-3027.

The honoree, Steve Broidy, is a native of Massachusetts. He arrived in Los Angeles in 1940 as vice president in charge of operations of Allied Artists. Since then, he has assumed a top leadership role in community service, especially at Cedars-Sinai Medical Center.

First president of Cedars-Sinai at the time of the merger in 1961, he is presently serving his 13th year in the office, and since 1972 has also served as chairman of the board of directors. He was the man who dreamed the "impossible dream" of a great new Cedars-Sinai, which would provide total health care services for the people of Los Angeles and his personal dedication and effort are credited with bringing that dream to reality.

Among his other community activities are presidency and membership on the board of directors of the Jewish Federation-Council; president and chairman of the board of Brandeis Camp Institute; chairmanship of the United Way; membership on the Salvation Army Advisory Board; board of directors of Claremont Men's College; and board of governors, Academy of Motion Picture Arts and Sciences.

Among his special awards are the Pioneer of the Year by the Motion Picture Pioneers, the first west coast recipient of the American Judaism Award of the United American Hebrew Congregations and Hebrew Union College, and the Jean Hersholt Humanitarian Award of the Academy of Motion Picture Arts and Sciences.

Steve and Frances Broidy have three children, Arthur and Steven and Mrs. Jack Sattinger.

A distinguished list of dignitaries chairing the event is in formation. Included in planning the evening as Compass goes to press are the following:

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 Mr. Gary Morton
 Mr. and Mrs. Jeffrey Wald

As we move closer to the completion of Cedars-Sinai Medical Center, we reach ever greater understanding and appreciation of the man who must be credited with bringing what he called our "impossible dream" to startling reality.

I am certain that Steve Broidy already had his master plan in mind when he was elected the first president of the merged Cedars of Lebanon and Mount Sinai Hospitals in 1961. It is to his everlasting credit that in the years that followed, he met every question, every doubt, every obstacle head-on, and conquered each of them.

His dedication, enthusiasm and tenacity of purpose have been — and remain — a constant inspiration to the Board and to the entire community. It is not exaggerating to say that when Steve Broidy is convinced his cause is just, he is irresistible.

His philanthropic record is among the most outstanding in Southern California — a past president of the Jewish Federation Council, an officer and working board member of countless educational and community groups. A leader in the film industry, he was the first recipient of the coveted Jean Hersholt Humanitarian Award.

Early next year, as the medical center moves into full operation, we of Cedars-Sinai and the Los Angeles community will again have an opportunity to honor Steve at a testimonial dinner now in the planning stages.

Those of us fortunate enough to work with him, share in his pride and fulfillment as we approach the opening of the new facility. It will stand as a tribute to him for all generations to come.

Theodore E. Cummings
 General Campaign Chairman



This bust was donated by the Diabetic Unit of Cedars-Sinai.

For Cedars-Sinai Medical Center, 1975 was a year of great achievement and challenge. Faced with the continuing stresses of the nation's inflationary spiral and with historic and revolutionary changes in the health care industry, Cedars-Sinai also saw years of planning and dedicated work culminate with the first phases of our move into a magnificent new medical center.

Each passing year has brought the health care field new legislative, technological and economic challenges. This past year saw the state's hospitals, including Cedars-Sinai, caught up in the malpractice insurance crisis, which somewhat affected the medical center financially in May and continues to be a serious concern with no apparent or immediate solution.

As the members of the Cedars-Sinai family prepare for their move into the new medical center, however, we can look forward to a number of fiscal advantages which this new facility will offer. Economy of operation has been planned into all of the new medical center's advanced design, technologies and systems. Not only should these advances bring an even higher quality of

health care to our patients and the community in general, but they should also yield greatly increased efficiency and future savings.

Innovations such as interstitial space between floors will mean greater flexibility and ability to perform maintenance and alteration work without having to break through walls or floors or disturb ongoing patient services. Pneumatic tubes, electronic communication equipment and computerized delivery systems for supplies and equipment will mean significant savings of both time and labor.

Patient room and nursing floor designs will mean improved care for our patients with less wasted time and motion on the part of our nursing and support personnel. And the new single care patient units will mean more efficient bed control and fewer costly transfers from room to room. All in all, the innovative features of the new medical center will help make Cedars-Sinai one of the largest, most modern and best equipped health care facilities in the West.

When the move is complete, Cedars-Sinai will have a total of 1120 inpatient beds, with each patient floor a specialized and

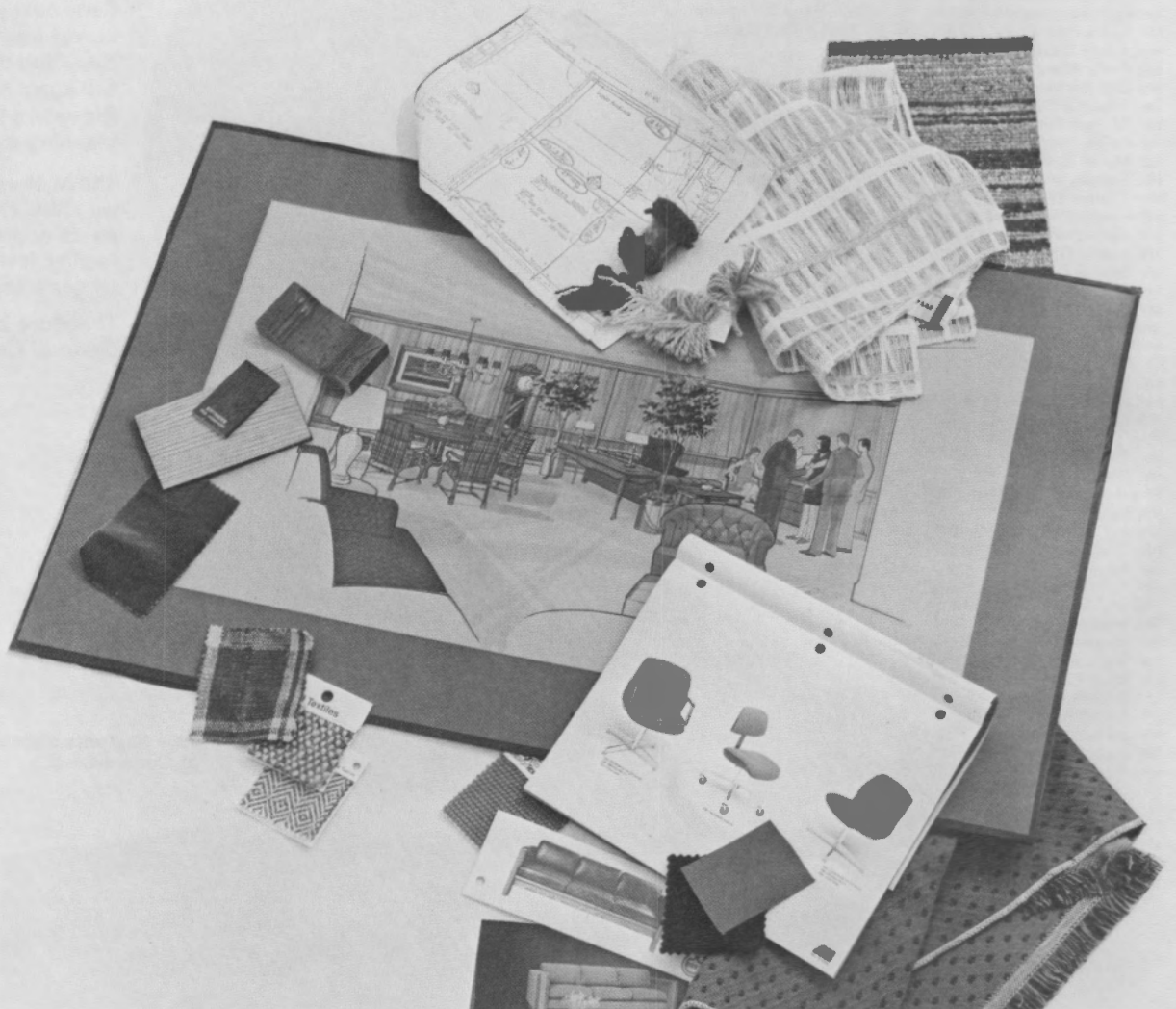
virtually self-contained hospital in its own right. Patients will be admitted, treated and discharged on a single floor, bringing more comfort and less emotional burden to their hospitalization.

Together with the Thaliens Community Mental Health Center.— which was the first unit of the new complex completed in June 1973 and which offers full psychiatric programs for inpatients and outpatients of all ages — the new medical center will bring the community unsurpassed medical and surgical services in every major specialty.

The new facility, including the Max Factor Building and the Frances and Steve Brody Patient Tower and the Viola and Alfred Hart Patient Tower, encompasses 1.6 million square feet and rises to a height of 155 feet.

In the coming bicentennial year, as the new medical center shifts into full operation, Cedars-Sinai will provide the Los Angeles community complete medical services which will bring a new era in health care to our city.

STUART J. MARYLANDER
Executive Vice President



CEDARS-SINAI MEDICAL CENTER

Summarized Statement of Income and Expense For Year Ended March 29, 1975

INCOME:

Net (After Allowances) Income From Charges to Patients	\$52,335,330
Other Operating Revenues (Including those from Research and Restricted Funds)	<u>7,029,581</u>
Total Income	<u>59,364,911</u>

**OPERATING EXPENSES: (Including Those From Research
Restricted Funds):**

Salaries, Medical Specialists Fees and Employee Benefits	\$37,789,740
Medical Supplies, Utilities, Insurance and Other Expenses and Services	20,847,758
Interest on Borrowings for property and equipment in Operation during the year	<u>683,283</u>
Total Operating Expenses	<u>59,320,781*</u>

GAIN FROM OPERATIONS	44,130*
NON-OPERATING CHARGE**	<u>(371,399)</u>
	(327,269)

NON-OPERATING REVENUE:
Allocations From:

Jewish Federation Council	\$ 300,000
United Way	<u>353,549</u>
Total	653,549

Funds Raised by Auxiliaries, Affiliates, and Support Groups
Contributions and Bequests
(Net of Fund Raising Expenses)

Non-Capital Income	<u>314,073</u>
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Total Non-Operating Revenue

967,622

NET GAIN for year

\$ 640,353*

* Excluding depreciation — \$1,929,283

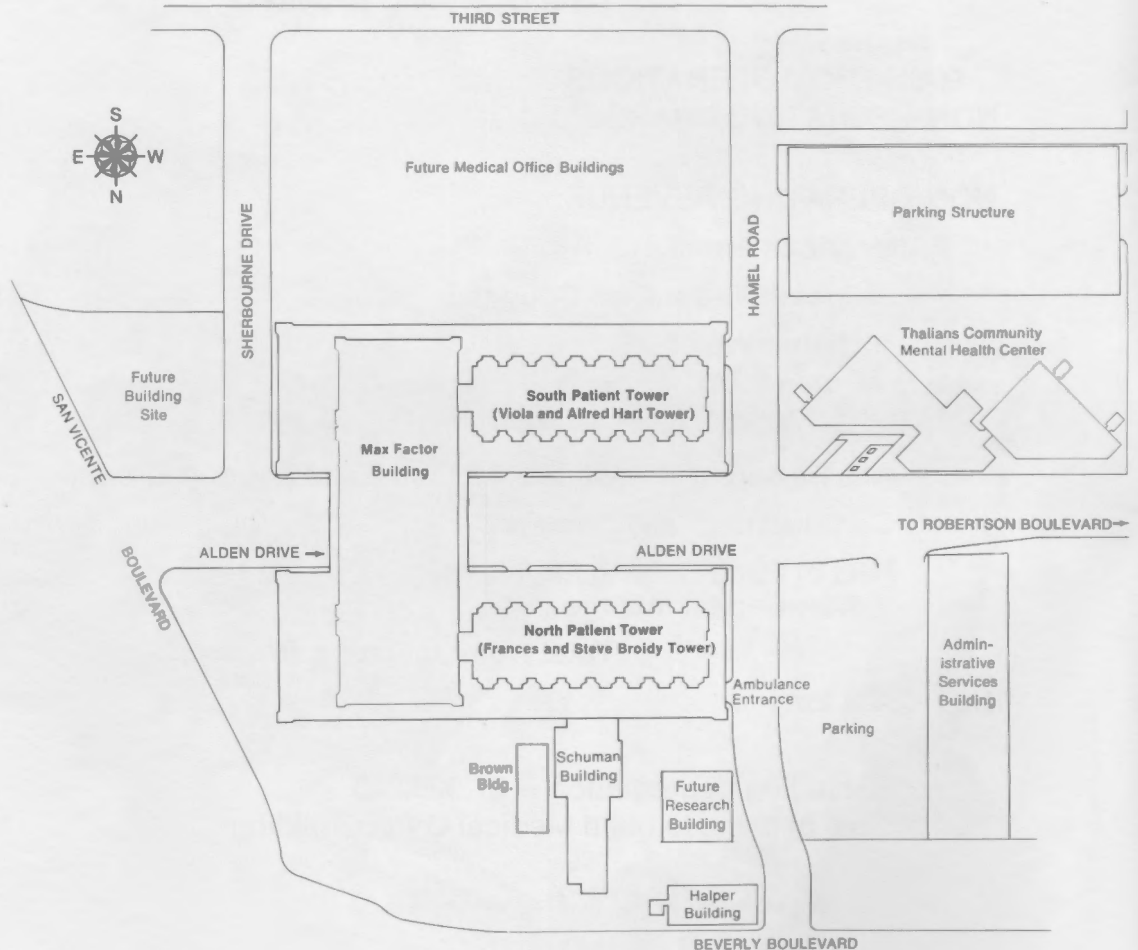
** Cost of plans to build Medical Office Building

Guide to Cedars-Sinai Now Available

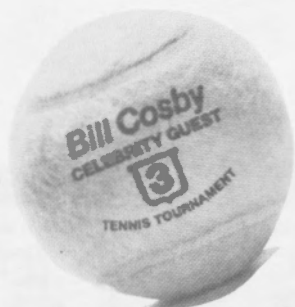


The Cedars-Sinai Medical Center encompasses every facility and service for total health care. The Patient and Professional Towers, measuring more than one and a half million square feet, make up the major portion of the 23-acre site.

Because of its size and the modern concepts of design and construction, the new Cedars-Sinai is totally different from hospitals as we knew them in the past. A guide has been prepared to assist you to find your way in the new structure and to give you specific information on all of the facilities and services available. A copy can be obtained by calling 652-5000, ext. 102. After December 12, call 855-3021.



	PATIENT TOWER SOUTH	PROFESSIONAL BUILDING	PATIENT TOWER NORTH
8	Neuro Surgery, Eye, Ear, Nose and Throat Patient Rooms	Surgical Intensive Care Unit • Operating Rooms • Recovery Beds Diagnostic and Special Procedure Radiology Rooms Neurophysiology Laboratories Surgical Department Offices	General and Genito-Urinary Surgical Patient Rooms
7	General and Gastrointestinal Surgical Patient Rooms	Surgical Intensive Care Unit • Operating Rooms Microbiology Laboratory Gastroenterology Offices and Laboratories Rehabilitation Department	Orthopedic Surgical Patient Rooms
6	General Medical and Patient Rooms Post Thoracic and Vascular Surgical Care Unit	Cardiac Surgery Intensive Care Unit • Operating Rooms • Recovery Beds Cardiac Catheterization Laboratories • Medical Department Offices Diagnostic and Special Procedure Radiology Rooms Inhalation Therapy and Pulmonary Function Laboratories and Offices	Cardiac, Vascular and Thoracic Surgery Patient Rooms
5	General Medical Patient Rooms Cardiology Patient Rooms	Cardiac Intensive Care Unit • Medical Intensive Care Unit Diagnostic and Special Procedure Radiology Rooms Serology Laboratory • Heart Station • Cardiology Office Department of Medicine Offices	Cardiology Patient Rooms
4	General Medical Patient Rooms	Pediatric Intensive Care Unit Neonatal Care Unit Pediatric Diagnostic Radiology Rooms Laboratories • Pediatric Department Offices	Pediatric Patient Rooms General Medical Patient Rooms
3	Gynecological Patient Rooms	Obstetrics and Gynecology Intensive Care Unit Delivery Rooms • Labor Rooms • Stabilization Nursery Operating Rooms • Recovery Rooms Data Processing Laboratory • Clinical Laboratory Offices Obstetrics and Gynecology Department Offices	Obstetrical Patient Rooms Newborn Nursery
Plaza Level	Medical Records Medical Library Medical Staff Lounge Purchasing Office	Executive Vice President Offices Director of Professional Services Offices Hospital Administration Community Relations • Admitting/Bed Reservations • Chapel President's Room • Gift Shop • Planning Department Offices • Coffee Shop Board Room • Public Areas • Main Lobby	Education and Conference Center Nursing Administration Volunteer Service Division of Medicine Offices Communications Center
Street Level	Cafeteria Computer Information Center Fiscal Services General Accounting Admitting and Escort Lobby		Admitting and Escort Lobby Outpatient Radiology • Adult Outpatient Clinic Pediatric Outpatient Clinic • Emergency Service Dental Outpatient Clinic Personnel Health Service Outpatient Pharmacy Outpatient Registration and Appointments
Ind. Level	Central Processing and Decontamination Pharmacy • Linen Room • Central Stores Environmental Services Electron Microscope • Mail Room Plant Operations and Maintenance Main Kitchen • Food Service Administration Safety & Security		Radiation Therapy • Nuclear Medicine Pathological Anatomy • Morgue Employee Facilities Photography and Illustration Centrex Equipment Room Printing and Graphic Arts Pneumatic Tube Control Room



Third Annual Bill Cosby Tennis Tournament

One of the funniest tennis matches ever, took place on a portable court on the parking lot in front of the new medical center at the Third Annual Bill Cosby Tennis Tournament, September 28.

Cosby called the match with Jonathan Winters and Carl Reiner vs. Desi Arnaz Jr. and Rosie Grier (who in bright red all the way down to his toes took the alias of the giant pimento).

The actual tournament went on for two days with the A division finals and celebrity exhibitions ending the event. A gala reception and awards dinner at Cedars-Sinai was held following completion of the tournament, with Robert J. Feder, M.D., tournament chairman, acting as host for more than 800 persons including winners and spectators holding Golden Circle tickets for the event.

Proceeds of the tournament will be used to endow the "Fat Albert Room," a pediatric waiting room in the new facility at Cedars-Sinai in recognition of Cosby's outstanding support of the tournament since its inception in 1973, Feder said.





The winners are as follows:

A Division

Winner: Henry Hines — Marilyn Bennett
 Runner-up: Tommy Cook — Kim Greenhouse

B Division

Winner: Dick Symanski—Donna Goodley
 Runner-up: Dr. Robert Foran — Carol Foran

B- Division

Winner: Michael Barton — Barbara Weisberg
 Runner-up: Roland Andrews — Kathy Crowell

C Division

Winner: Dr. Lawrence Seifert — Linda Seifert
 Runner-up: Stan Greitzer — Ruth Setlin

Novice Division

Winner: Paul Decglie — Kathy Antkies
 Runner-up: Joseph Campanella — Randi Bryant

COURT WINNERS

A Division

Henry Hines — Marilyn Bennett
 Tommy Cook — Kim Greenhouse
 Steven Pressler — Janice Taper

B Division

Dick Symanski — Donna Goodley
 Dr. Robert Foran — Carol Foran
 Hal Segel — Bonnie Rand
 John Friedman — Lynne Goldman

B- Division

Michael Barton — Barbara Weisberg
 Roland Andrews — Kathy Crowell
 Erwin Diller — Julie Diller
 Bruce Kates — Cookie Kates
 Jim Boyd — Susan Wright
 John Lupton — Nane Mandell
 Mark Chutick — Vicki Chutick

C Division

Dr. Lawrence Seifert — Linda Seifert
 Stan Greitzer — Ruth Setlin
 Bernie Kopell — Yolanda Kopell
 Phil Marantz — Lennie Marantz
 Dr. Alfred Lerner — Phyllis Lerner
 Barry Rubin — Sheila Rubin
 Irwin Goldenberg—Shirley Goldenberg

Novice Division

Joseph Campanella — Randi Bryant



INSIDE THE MEDICAL CENTER

New Finance Director Discusses Keys to Successful Management

Communications, empathy, honesty and understanding are key words in Yoshi Honkawa's vocabulary and in his plans for his new medical center responsibilities as director of finance for Cedars-Sinai.

To explain, he said, "In order for an organization of this size to function, there must be communication on all levels. An important part of that is empathy—each of us must try to understand the other person's point of view to start to communicate. Honesty, of course, is the key to communicating and building trust and credibility.

"Finally, understanding—it is important for each person to understand the importance of his or her function in the medical center, how it relates to the primary objective of quality patient care. In the financial services area, the major emphasis must be to provide services to everyone, especially those who provide services to the patient."

"If you basically follow these, then credibility automatically comes. The minute you're consistent doing all these things, at home, with friends and at work you start touching bases. Then people start to say, 'Gee, that Jane is a great person. I like her because she keeps me informed, she's not trying to sand bag me, and she's got an understanding of what I'm trying to do, of my point of view. And I'll tell you one thing, she's honest and I can trust her.' That's the credibility you can get, that enables you to get anything done," he explained.

Honkawa was recently named director of finance for the medical center by Stuart J. Marylander, executive vice president. In this capacity he will be responsible for the overall financial management of the institution, particularly bridging the change from the separate hospital divisions to the new medical center.

Honkawa comes to Cedars-Sinai with 20 years experience in fiscal and administrative management, primarily with the Los Angeles County Department of Health Services, where he held the position of deputy director, financial management programs. His many accomplishments in this capacity have received national recognition and have earned for him the reputation of being one of the most capable financial experts in the health care field.

Honkawa Honored

Yoshi Honkawa, medical center director of finance, was honored by the Public-General Hospital Section of the American Hospital Association at the group's annual meeting October 10 in Washington, D.C.

A plaque was presented recognizing his leadership in the section through serving as program chairman of the 1974 Annual Conference and serving on committees of the organization. "This kind of recognition is evidence of Mr. Honkawa's deservedly earned reputation as one of this nation's most knowledgeable and capable financial experts in the health care field," remarked Stuart J. Marylander, executive vice president.



Yoshi Honkawa

Compass Wins National Award

Cedars-Sinai Medical Center was one of 20 hospitals throughout the nation honored for exemplary achievement in hospital and health science communications at the 31st annual MacEachern Awards ceremony, August 19, in Chicago.

The certificate of merit in the category of External Magazines and Clinical Bulletins published by general hospitals with more than 400 beds was accepted by Stuart J. Marylander, executive vice president. Susan Cohn is editor of the winning medical center magazine, *Compass*.

The MacEachern Awards, sponsored by the Academy of Hospital Public Relations, represent the oldest and foremost honor in hospital public relations and are presented each year in conjunction with the annual meeting of the American Health Congress.

The Academy of Hospital Public Relations is an international organization of public relations and development professionals serving accredited hospitals and is devoted to encouraging maintenance of high ethical and professional standards in hospital public relations practice.

Katz Assumes New Administrative Post

Treuman Katz was named administrator of Cedars-Sinai in August of this year. As administrator he is responsible for total operations of both hospital divisions, reporting to Stuart J. Marylander, executive vice president of the medical center.

Katz received his masters degree in business administration in the George Washington University department of health care administration in 1967, including an administrative residency at Barnert Memorial Hospital Center in Paterson, New Jersey, which led to a position of administrative assistant after graduation.

In 1968, he started as administrative assistant at the Cedars of Lebanon Division of the medical center. He was named assistant administrator in 1969, associate administrator in 1970 and administrator of the division in 1971.

Katz is a member of the American College of Hospital Administrators; the personnel practices committee, Hospital Council of Southern California; and the advisory panel, patient services representatives, American Hospital Association.

Q: MR. KATZ, WHAT IS THE JOB OF THE ADMINISTRATOR OF THE MEDICAL CENTER?

KATZ: Basically, I am responsible for the operations of the present medical center, and for the new medical center after the move.

Q: WHAT IS INVOLVED IN RUNNING A MEDICAL CENTER?

KATZ: As an administrator, I start to work about 8:30 A.M. and arrive home 12 hours later. It is necessary to take home paper work that there was not time to complete during the day. There is usually week end work to be done at home as well as phone calls relating to work. My calendar reflects only the minimum schedule, because in a hospital the priorities change on a minute to minute basis. That creates one of the major problems for me, trying to allocate my time.

Q: WHAT IS YOUR RELATIONSHIP TO THE MEDICAL STAFF?

KATZ: Over the years, one of the most essential components of running a successful medical center has been having good communications with the medical staff. We've tried to achieve that. I think it should be pointed out that I meet with the chief of staff on a weekly basis without fail. He informs me of things that are occurring within the medical staff, and it gives me a chance to brief him on things that are happening at the medical center that he might not be aware of. I also work very closely with the director of professional services, Dr. Paul Rubenstein. This is an essential part of the job since the two of us must coordinate and implement professional programs and services in the center.

Q: WHAT FACTOR WOULD YOU SAY CONTRIBUTES THE MOST FOR THE SUCCESSFUL OPERATION OF A HOSPITAL?

KATZ: The real key to the success of any administrator is in the people he or she brings into the institution, like the department heads and assistant administrators. I think we've been very fortunate to bring in some very responsible and effective people. They're excellent. Without them, I can do nothing.

Q: WHERE DO YOU FIND THESE PEOPLE?

KATZ: We have a unique ability right now to attract people, even when we're not looking for them. Resumes come into my office every day from all sorts of people who hear about the new medical center and want to be a part of it.

Q: DO YOU HAVE A PHILOSOPHY OF MANAGEMENT?

KATZ: Yes, over the years I have learned to depend less on textbooks and to handle each situation individually as it comes up. There is one principle that is extremely important to me in my work: always maintain a perspective. That's very important, for when you lose this in a center like this one, you lose sight of the real issues and only see the symptoms.

Q: TIMES OF CHANGE ARE VERY DIFFICULT. WHAT ARE YOU DOING TO OFFSET THE TURMOIL OF THIS TIME OF PREPARATION FOR THE MOVE?

KATZ: There is some doubt about whether anything can be done except go through the period of change, with all the anxieties and emotions involved. However, we are trying to encourage a flow of information in a variety of ways. 1) The "Open Forums" are providing employees with the opportunity to ask administrators questions and get answers face to face. 2) Department head meetings are held regularly to keep them up to date on what is happening with the center. 3) Orientation programs for employees and physicians are presently being developed to help inform all about the new center, and there has been a training coordinator appointed in each department. 4) Publications are going out to employees, physicians, and members of the community with information about the new center.

I think it's important for employees and the medical staff to understand that every new hospital goes through a shake down period in its operation, and it takes anywhere from six months to a year. Everybody is going to have to bear with us and work together in a good spirit of cooperation in order to get through this difficult period of time. Nobody moves into a new facility and has it totally complete. There are problems and breakdowns and errors that we are going to find, so it becomes a crucial time. And it becomes even more important when patient care is expected.



Photo by Carol Asimow

Reorganization Plan for New Medical Center Already in Progress

Throughout the years of planning and construction at Cedars-Sinai, a basic goal has been to provide the best possible care to every patient and to make available to physicians every tool and technique required to assist in realizing that goal.

Many innovative concepts and systems are included in the design of each patient floor. An automated materials handling supply system will serve as a means of bringing medical supplies, linens and food to floor terminals, where trained technicians will be able to distribute them efficiently. Departments which traditionally have been located in one centralized area will have satellite areas on the patient floors. These include admitting and discharge, medical records, food service and pharmacy. The satellites should not only bring the physical department, but the expertise of trained personnel, closer to patients.

Management of such complex facilities and services created the need for new administrative methods and techniques. Consequently, an administrative reorganization of responsibilities was undertaken to disperse authority from central administration to the appropriate patient care area.

Under this system, the management of each patient floor will rest in medical center staff members who will have the ability to handle problems relating to medical or nursing services as soon as they arise, and to take care of matters requiring administrative coordination within these services and the ancillary services on the floor.

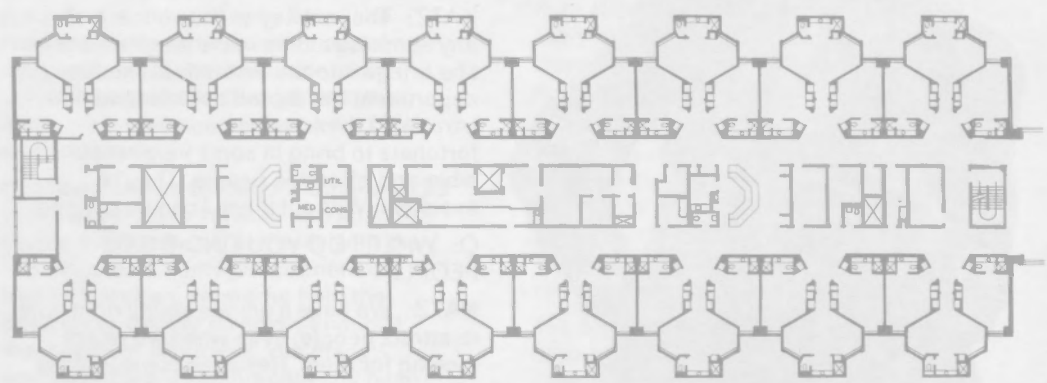
Management of each patient floor in the new facility will be assigned to a management team, consisting of an assistant

director of nursing and an assistant administrator. While the main emphasis of the assistant director of nursing will be in direct patient care, and the assistant administrator in the support services involving patient care, the cooperative and integrated management efforts of both will be required.

The management team will be responsible for implementing the policies and procedures of the medical center, and developing and implementing those which relate to a particular floor and service. This chain of command is expected to bring about development of a consistent method of operation on each patient care unit of the medical center, while at the same time allowing for necessary differences because of the floor specialty.

To make it possible for the system to operate as soon as patients are moved into the new facility, a pilot study was instituted at Cedars Division about a year ago. While the physical layout at Cedars did not allow for the same scope of services to be located on each floor, organizational grouping of several patient floors made it possible to delineate areas of similar bed size to those in the new facility.

Three teams are now working under the new system at the Cedars Division and since July, two at the Sinai Division. All of the staff members involved are participating in the operations of these areas and in the planning for the move into the new building. This is expected to assist in a smooth moving process, and to make it possible for each patient floor in the new medical center to operate at top efficiency as soon as patients are admitted.



MEDICAL NEWS

Guest Lecturer Speaks on Health Care in Israel

Pilot projects in community health care in Israel was the subject of a brunch lecture by Kalman J. Mann, M.D., director-general of Hadassah Medical Organizations, August 24, which was sponsored by Cedars-Sinai Medical Center and the Los Angeles Hadassah Council.

Paul Rubenstein, M.D., director of professional services, introduced the guest speaker.



According to Mann, Hadassah's projects are built around the concept of the family as the basic unit of care, with family physicians and family nurses specially trained in both the hospital and the community. Family physicians serve mainly in the community yet have free access to all the skilled personnel and technical advantages of the medical center.

In pilot projects in urban settings, the community and family health center is staffed by family physicians and family nurses who attend to the day-to-day care of the community. For complicated tests or procedures, the hospital's facilities are available, or, if required, the patient can be seen as a hospital outpatient by the family physician or referred to a specialist at the hospital.

The rural pilot project differs slightly. A practical (vocational) nurse resides in each villager and takes care of routine problems. Daily, a jeep collects patients with more serious ailments for transportation to the community health center where they see a graduate family (registered) nurse. Whenever possible, problems are handled at this level so that physicians see only the more serious cases. Again, patients that cannot be handled at the community health center are sent to the medical center.

According to Mann, these programs have been very successful—infant mortality rates have dropped and days of hospitalization have been reduced. Health care recipients in these programs have a distinct advantage, for as Mann pointed out, "The patient has easy travel along the arc of health care . . . We are hoping that in a few years the whole country will move toward this pattern of health care."

In addition to his position at Hadassah, Mann holds other key positions in health care in Israel. He is chairman of a national committee to propose provisions of a new Disability Insurance Law for Israel, a member of the Supreme Hospital Authority in Israel, a member of its Health Council, and chairman of the Executive Committee of Hospital Directors. He is a consultant and advisor to the World Health Organization and Administration of Health Care.

Seminar on Aging at Mental Health Center

A 10-week seminar on "Dynamics of Aging," co-sponsored by the Thaliens Community Mental Health Center of Cedars-Sinai and the Jewish Federation-Council, was begun on July 10, as a community service to improve the quality of care in nursing homes for the aged.

Dennis D. Dunne, chief of the Facilities Licensing Section of the California State Department of Health, was keynote speaker at the first session. Dunne's agency is responsible for licensing all residential and community care facilities including homes for children, adults and the elderly who are either developmentally disabled, physically handicapped, mentally disordered or otherwise incapacitated.

Owners and operators of geriatric care facilities are now required by the state to have a specified number of training hours if the institution is to be licensed. The Cedars-Sinai seminar offered 10 units of continuing education credit toward this requirement. Another series of seminars was presented earlier this year to facility owners-operators.

Information on future series on geriatrics care facilities may be obtained from Eva Skinner, R.N., project coordinator for geriatrics consultation and education at the mental health center, at 652-5000, ext. 663; after Dec. 12, 855-3416.

Emergency Room : Spring Opening Planned

An emergency room which will have the capacity to see 50,000 patients a year with ease will open at Cedars-Sinai in the spring.

"We will begin in a small way in the early phase of operation of the new medical center, I would say some time in April, and be operating at full capacity and capability by mid-summer," said Paul Rubenstein, M.D., director of professional services (medical director).

"Between April and July we will train our staff and familiarize the entire institution, so the medical center will be able to adapt to having a major emergency service with regular para-medical ambulance service," he continued.

The emergency room will be staffed on a 24-hour basis by specialists in emergency medicine. All patients will be seen by an experienced emergentologist. The disposition of treatment and the final care of the patient will be handled by the attending staff or through the clinic service of the medical center.

House staff members, who are in training, will be working in the emergency room under the supervision of the specialists in emergency medicine. The actual decisions about what to be done about a patient will be made by these emergency specialists.

"This is the kind of emergency service that will be second to none in the state of California," Rubenstein said.

The facility will be able to provide immediate life-saving surgical intervention on location. There will also be a holding area for patients to be watched, while decisions are made on whether hospitalization is required.

People who come to the center with acute behavioral problems will be seen and treated in the psychiatric crisis clinic, which will be adjacent to the emergency room.

There will be X-ray facilities inside the emergency room, so that patients will not have to be sent elsewhere. The equipment is highly competent, technically, providing the physicians with X-ray film taken and developed immediately within minutes so there will be no time lag waiting for film to be developed.

There will be cast rooms, waiting areas for patients and waiting areas for family, so congestion will be held to a minimum.

All the expertise in the medical center will be available as a back up to the emergency room. The experts on the staff, both physicians and nurses, will be available on an on call basis.

The medical center is actively recruiting for a director for this department. "It will be someone who is established in the field," Rubenstein explained.

Rubenstein predicted, "Everybody in West Los Angeles has a real added dimension to the community health resources to look forward to. I think we're all going to be better off because of it."



Funds Granted for Cancer Research and Treatment

Cedars-Sinai is the recipient of a \$50,000 cancer planning center grant from the National Cancer Institute, for use in planning a multi-disciplinary specialized Cancer Research and Treatment Center in the new medical center, it was announced by Paul Rubenstein, M.D., director of professional services.

The ultimate goal of the project is to establish a "Community Cancer Center" which will be linked to, and coordinated with, LAC-USC Comprehensive Cancer Center, UCLA and other regional centers.

At present, about 20 to 30 percent of patient admissions to Cedars-Sinai are cancer-related, according to Ronald W. Thompson, M.D., the project's principal investigator and the medical center's director of radiation therapy.

The National Cancer Institute will be providing 46 percent of the funds to add to medical center funds.

As part of the regional program, the cancer center will offer expanded opportunities for education of both professional and lay communities in cancer prevention, detection, diagnosis, treatment and rehabilitation.

Clinical Review Course Offered to Physicians

A Combined Clinical Review Course for medical center physicians which began October 2, is in progress on Thursday evenings in the auditorium of the Thaliens Community Mental Health Center.

Lecture-clinical presentations are made from 7:30 to 9:30 p.m. through June 24, 1976. The department of continuing medical education reports that, whenever possible, an attempt is being made to glean the review material from syllabi submitted by the various specialty boards preparing their membership for recertification examination.

The department, headed by Donald A. Lackey, M.D., is attempting to involve all clinical departments during the course. For further information, contact Linda Alperstein, coordinator, continuing medical education, at 662-9111, ext. 207.

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Open 9:00 a.m. to 4:00 p.m.
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Call for pick-up of furniture
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Cheerful Helpers provides
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Mental Health Center of
Cedars-Sinai.



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Donations should be
brought to the shop.

*UOTS supports the pediatric
radiology unit at Cedars-Sinai.*

SUPPORTING GROUP ACTIVITIES

Emergency Room

December 16 Women's Guild Premiere Featured MGM's "The Sunshine Boys"

The Women's Guild of Cedars-Sinai's black-tie affair on December 16 was highlighted by the west coast premiere of the MGM production, "The Sunshine Boys," starring Walter Matthau and George Burns, at the Avco Center Cinema in Westwood.

Mrs. Ray Stark served as chairwoman of the gala premiere. Women's Guild President Mrs. Herbert Lantin announced that the event was a sellout again this year.

Following the premiere, a supper party, chaired by Mrs. Fuller M. Rothschild, was held in the Los Angeles Room of the Century Plaza Hotel. Co-chairing the supper party were Mmes. Richard A. Blywise and Robert Leberman.

Assisting Mrs. Stark with the premiere were co-chairwomen Mmes Armand S. Deutsch, Kirk Douglas and Joseph N. Mitchell. Honorary chairwoman was Mrs. Frederick (Rosalind Russell) Brisson.

Other chairwomen were hostess chairwomen Mmes Harvey Miller and Stephen Rucker. Co-chairwomen were Mmes. Barry Kaye and Bruce Kates.

Ticket chairwoman was Mrs. Edward Meltzer, Jr., assisted by co-chairwomen Mmes. Robert Bregman and Stanley Freeman. Publicity chairwoman was Mrs. Lawrence Israel.



Tickets for the premiere were \$100 and \$50 with an additional \$25 for the supper party.

Organized in 1956, Guild members provide financial support as well as serving as volunteers at both divisions. The organization has raised more than \$2.5 million for Cedars-Sinai Medical Center.

Harris Gift Endows Obstetrics Areas

A donation from Joseph M. Harris, M.D., and a bequest from his deceased wife, Elinor, will endow the obstetrics recovery room and two intensive care rooms on the third floor of the Max Factor Building.

The obstetrics recovery room is adjacent to the labor and delivery area for easy transport after delivery. The five-room obstetric intensive care center is also adjacent to the labor and delivery area for immediate care of acutely ill obstetric patients.

"Dr. Harris' dedication to Cedars-Sinai has been demonstrated daily through the years. His work to achieve the highest quality of patient care and medical education has brought us an enviable reputation in the field of obstetrics," remarked Steve Broidy, president and chairman of the board.

Over the years, the Dr. Joseph M. Harris Fellowship Fund in OB/GYN has provided funds to the obstetrics/gynecology service in addition to the many Harris family personal contributions.

"Dr. Harris' constant support has been a source of tremendous encouragement to all of us. It is fitting that a large part of our obstetrics area will remain a living tribute to the Harris family," Broidy continued.

United Hostesses Holds Annual Dinner Dance

Members and guests of the United Hostesses' Charities learned to "Swing Back to Elegance" with a showing of I. Magnin's 1976 fashions and jewels by Laykin et Cie at the 32nd Annual Americana Ball, November 1, at the Beverly Hilton.

The International Ballroom was decorated for dining and dancing in shimmering silver with tables set in red cloths



Mrs. Marvin Goodson, United Hostesses' president, and Mr. Goodson at Annual Americana Ball

enhanced by silver centerpieces. Guests received table favors in addition to the annual souvenir ad journal and calendar which this year raised over \$200,000.

Mrs. Albert Waxenberg was ball chairperson, assisted by Mes. William Birnkrant, Roger Lewis, Bernard Roth, Leon Freiden, Harold J. Mirisch and Henry Brandler.

Proceeds of the evening will go to the Cedars-Sinai cardiac catheterization center, the Harold J. Mirisch Fellowship for training of cardiologists at Cedars-Sinai and the counseling service at the Didi Hirsch Community Mental Health Center.



THE GRAND SWEEPSTAKES — Bernard Sanburg (left) drove away from The Grand Sweepstakes October 6 in a Rolls Royce. Red Buttons entertained at the event, which was chaired by Zev Lapin (upper right). The annual \$1000-a-plate dinner is limited to 150 men and included a gourmet meal at Hillcrest Country Club and the exciting drawing for prizes. Proceeds of the event go to the Cedars-Sinai Building Fund.



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Julia Ann Singer Funds Help Children and Their Families

The story of a little girl who developed emotional problems and could not adjust to a normal school environment was told by Mrs. David Shore, president of the Julia Ann Singer Preschool Center, at the group's annual luncheon, September 11, at the Century Plaza Hotel.

In the story, this child came to the Julia Ann Singer Preschool Psychiatric Center speaking no English and refusing to learn. After only four months the little South American girl could and would speak and read in English on the first grade level.

The therapy team worked with the family as well as the child and even worked with the child's public school teacher during the period of transition, providing a happy ending for the story. The little girl entered public school and succeeded there.

Saul Brown, M.D., director of the Cedars-Sinai division of psychiatry, spoke to the group saying, "I take my hat off to you for being here and for showing your interest in children through your organization." He also explained the aim of the center was not to judge, but to understand and involve the parents in working with their children on solving problems.

The Julia Ann Singer Preschool Center serves emotionally and developmentally disturbed children from two to six years of age. It functions as an individual unit within the division of psychiatry of the medical center.

Mrs. Max Goldring is president of the sponsoring Friends of Julia Ann Singer and Mrs. Irving Ball was luncheon chairwoman. Bullock's Wilshire presented a show of fall fashion at the luncheon.



Mrs. David Shore and Saul Brown, M.D.



FIESTA LUNCHEON — Pinatas decorated the patio and pool area of the Beverly Hills home of Dr. and Mrs. Robert Feder where the Women's Group of the Amie Karen Cancer Fund held their annual fall luncheon. Announcing plans for a winter fundraising affair "The Rainbow celebrates a California Fiesta" December 5 at the Beverly Wilshire Hotel were (left) Marlene Louchheim, women's group president, and Judy Braun, who is chairing the affair. The group raises funds to support the Amie Karen Center for the Treatment of Children with Cancer at Cedars-Sinai. Richard Gattl, M.D., heads the center.

Volunteer Programs Receive Awards

The Home-SAFE program, a joint project of the Thaliens Community Mental Health Center of Cedars-Sinai Medical Center and the National Council of Jewish Women, Los Angeles Section, has received the Edna Reiss Award, presented annually by the Reiss-Davis Child Study Center.

The award recognizes programs in which volunteers are used imaginatively in the field of preschool education or the promotion of mental health in children.

Home-SAFE was organized at Cedars-Sinai over a year ago, utilizing a network of licensed family day-care homes in which the children of single parents are cared for while their parents are working, at school or in training. Volunteers assist the day-care mothers by bringing special enrichment activities, working in a preschool program at the local community adult school, and serving as co-leaders for a weekly parent group for the single parents.

Honorable mention for the award was shared by the parent volunteer program of the Julia Ann Singer Preschool Center at the Thaliens Community Mental Health Center of Cedars-Sinai, the Spastic Children's Foundation and the USC Pal Program.

Helping Hand -A Name and A Goal



From a nucleus of six women talking informally about philanthropy as they sat on a park bench in Santa Monica, Helping Hand has grown to an organization of more than 2,000 members who give more than 100,000 hours of volunteer service and in excess of \$100,000 a year to Cedars-Sinai Medical Center.

This year, Helping Hand is celebrating the 45th anniversary of its founding to "help those less fortunate." How well it has succeeded in its purpose can be judged by the Helping Hand contribution this year — an all time record \$157,000 for the department of obstetrics and gynecology, the newborn nursery and gynecological oncology at Cedars-Sinai.

The 45th year is a big one for Helping Hand in another way because it will mark establishment of the new Helping Hand Gift Shop, located on the plaza level of the new medical center, and scheduled to begin operation simultaneously with the opening of the facility.

The new shop, with 1,600 sq. ft. and expanded selections of gift items of all types, will be a far cry from the original Helping Hand Gift Shop, which opened in a small corner of the main lobby at Cedars in 1941 and was the first gift shop to be established in a Los Angeles hospital. Net proceeds of the shop in its first year were \$102. Helping Hand's determination and dedication can be measured by the steadily growing income which this year for the first time netted more than \$100,000.

Some 10 years of planning and study went into the new shop. The group's transition committee, chaired by Mrs. Harry (Jeanne) Nieman, who also serves as shop merchandise manager, finally settled on a "mini specialty shop" which will include wide selections of gifts of all description and even have a special live plant section.

During the move-in period, Helping Hand will continue to operate the main lobby shop at Cedars. The Boutique Unique and Mount Sinai shop will close as soon as the new facility is opened, and the Cedars Pavilion shop is scheduled to close as

soon as maternity and pediatric patients move into the new building. When fully operational, the new shop will be open seven days a week.

It is estimated by Mrs. Nieman and Helping Hand President Mrs. Jerome (Fannie) Blatt, that at least 20 volunteers a day will be needed to staff the new shop and the gift carts which will take shop merchandise directly to the patient's bedside.

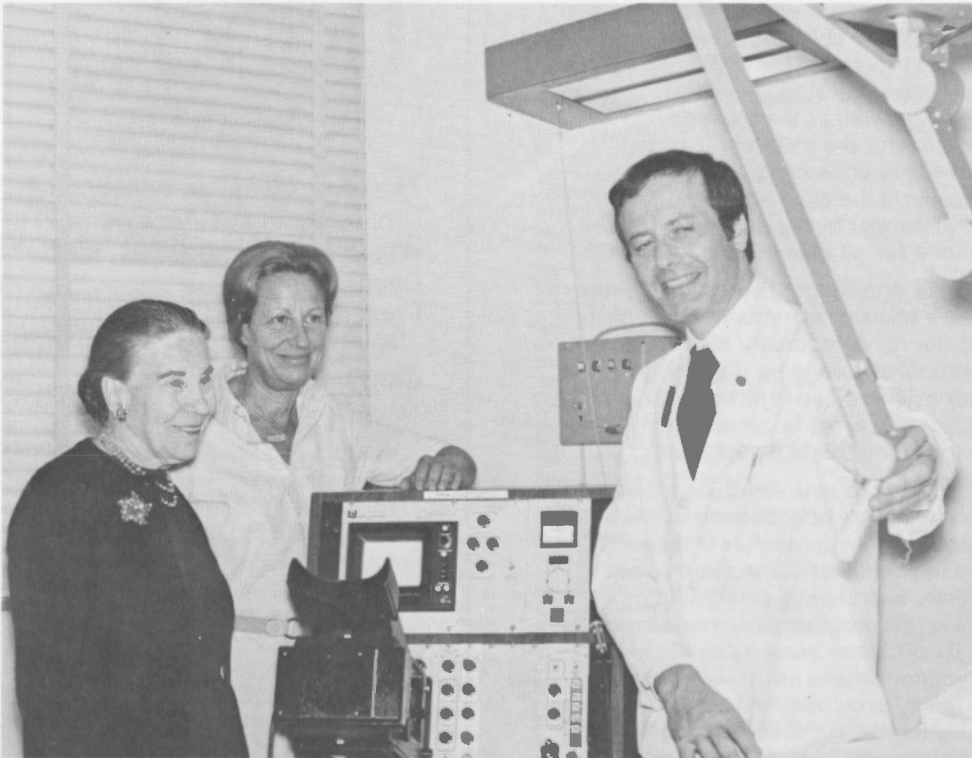
Since its first contribution to Cedars in 1933, Helping Hand has contributed about \$2 million for various programs and projects including piped-in oxygen throughout Cedars, construction aid for the Maternity-Pediatrics Pavilion, support for free medication and plasma for clinic patients. Beginning in 1966, the group assumed major financial support of its present projects, and has turned over more than \$1¼ million. These funds have made it possible for Cedars-Sinai to develop a high risk maternity program rated by a U.S. government survey as the finest and most complete in any community hospital in the nation.

In addition to the shops, Helping Hand volunteers handle the baby pictures at Cedars-Sinai. Helping Hand Associates, a group of young matrons affiliated with the parent organization, conduct the monthly maternity tours for prospective parents and are responsible for the fund raising Baby Alumni program.

Helping Hand is governed by an active board consisting of more than 60 women. Assisting Mrs. Blatt as executive vice presidents with specific areas of responsibility are Mmes. Richard (Myra) Mannheimer, administration; Joseph (Ora) Adams, shops; and George (Betty) Harris, public relations.

In addition, Helping Hand is especially fortunate in having five of its founding members still active with the group. These include Mmes. David (Miriam) Jacobs, Morris (Minna) Sontag, Edgar (Evelyn) Magnin, Samuel (Reba) Dubin and John (Paulyne) Greenberg.

Tess Griffin



Use of ultra sound equipment in the high risk maternity program is described by Maelyn Wade, M.D., director of the department of obstetrics and gynecology, to (left) Mrs. David (Miriam) Jacobs, honorary chairwoman of the Helping Hand board, and Mrs. George (Betty) Harris, executive vice president of the group which provided funds establishing and maintaining the high risk program. With 45 continuous years as a volunteer at Cedars-Sinai, Mrs. Jacobs holds the medical center record of volunteer service.



Framed by one of the display windows of the new Helping Hand Gift Shop are (left) Mrs. Jerome (Fannie) Blatt, president, and Mrs. Harry (Jeanne) Neiman, merchandise manager for the greatly expanded facility in the new Cedars-Sinai.

Dedication Ceremonies for Children's Playground

Two children's playgrounds, specially designed to help youngsters with emotional or psychological handicaps, were dedicated at ceremonies held at the Thaliens Community Mental Health Center Sunday, September 21.

Taking part in the dedication ceremonies for the Harriet Blumenthal Playground of Julia Ann Singer Preschool Psychiatric Center and the Tina Corenson Playground of the Cheerful Helpers Child and Family Study Center were Mrs. Blumenthal and Mrs. Corenson.

Saul L. Brown, M.D., director of the department of psychiatry and Thaliens Community Mental Health Center, and Ben Winters, Cedars-Sinai vice chairman and chairman of the executive committee spoke at the formal program followed by refreshments and tours.

According to Brown, the new playgrounds will "encourage fantasy play in all children," and will help develop a subtle balance of visual, intellectual and emotional functions. Children who have not learned to create fantasy play by the age of two or three, need careful guidance in body activities, he said. Specially designed climbing equipment and play structures provide the opportunity to "slowly develop new abilities. To those children who are troubled or disturbed, the design of a new play area is a crucial therapeutic aid."

Both Julia Ann Singer and Cheerful Helpers centers conduct programs aimed at providing psychiatric care for emotionally disturbed youngsters in cooperation with Cedars-Sinai. The play-

grounds will supplement present services, creating a "way of learning and preparing for life, and giving the children a source of joy," Brown said.

The Cheerful Helpers Child and Family Study Center, founded in 1958, was the first children's unit established in the department of psychiatry at Mount Sinai Hospital. The study center provides various outpatient services for disturbed preschool age children. A total treatment program is planned for each child which includes weekly guidance sessions for the parents, as well as therapy and education for the children. The goal is to relieve underlying emotional problems in the child and in the family so that normal family development can continue for all members.

The Julia Ann Singer Preschool Center offers a short-term outpatient treatment program for emotionally disturbed preschool age children. The program is family oriented and is intended to educate and provide consultation services for parents and children.

The goal of the Julia Ann Singer program is to synthesize educational, family and psychological approaches in the treatment of emotionally disturbed young children. Each family enters into a therapeutic program designed to treat its unique problem. Immediate elimination of symptoms does not always occur. The family is helped, however, to modify the basic causes and continue its natural growth. The usual plan of treatment is based on a six-month attendance in the program.

The center has been serving the needs of troubled children and their families since 1961.

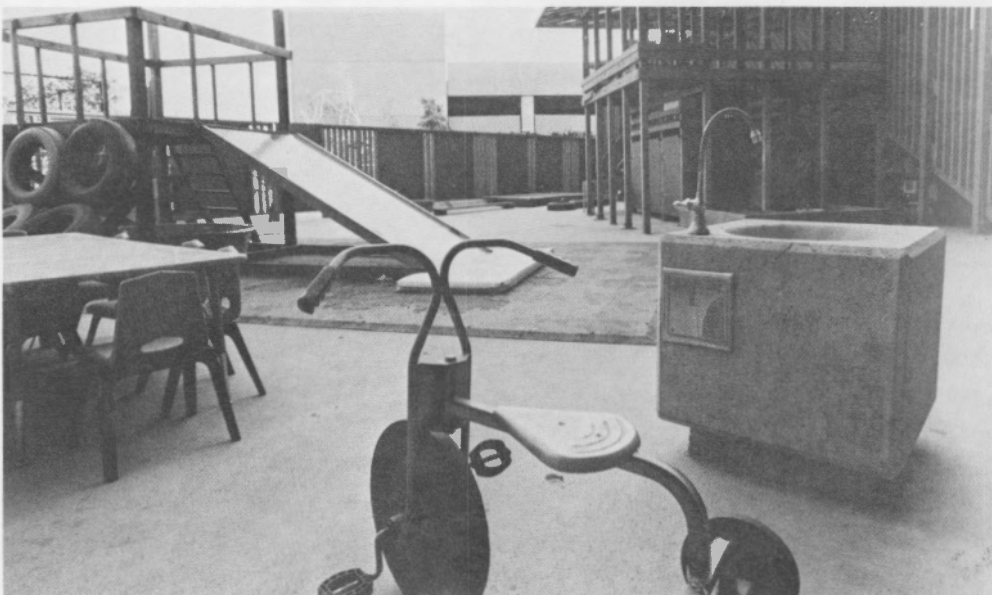


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 —Graduation
 Mr. and Mrs. Isadore B. Bernstein Mr. and Mrs.
 Ben Finkelstein—50th Anniversary
 Vicky Robbin Mr. and Mrs. Ben Finkelstein—
 50th Anniversary
 Annette Polland Mr. and Mrs. Ben Finkelstein—
 50th Anniversary
 Mrs. Ilona Spiro Marilyn Fishman—Recovery
 Mr. and Mrs. Sanford Rosenbaum Mr. and Mrs.
 George Fox—Graduation of Daughter
 Mrs. Charles J. Lang Mrs. James Freuden—Birthday
 Mr. and Mrs. Joe Cohen Mr. and Mrs.
 Harry Friedman—50th Anniversary
 Mrs. Hortense G. Weinstein Mrs. Henry Frosh
 Edna L. Marks Mrs. Henry Frosh—Birthday
 Vera Degen Mrs. Henry Frosh—Birthday
 Mildred Kahnweiler Mrs. Henry Frosh—Birthday
 Mr. and Mrs. Joe Weisman Mark Gelfond—Birthday
 —Confirmation
 Diane B. Kane Raymond J. Gertz—Birthday
 Mr. and Mrs. Alvin Malinow Mr. and Mrs.
 Ben Gilmore—Honor of Granddaughter Tracy
 Mr. and Mrs. Julian Isen Bill Glazer—Graduation
 Mr. and Mrs. Eddie Schoenberg Betty Golden
 —Birthday
 Mr. and Mrs. Jack Flox Mr. and Mrs.
 Maurice Goldman—50th Anniversary
 Mrs. M. Robbin Mr. and Mrs. Maurice Goldman—
 50th Anniversary
 Mr. and Mrs. Joe Weisman Mr. and Mrs.
 Maurice Goldman—50th Anniversary
 Mrs. Samuel Corekin Mr. and Mrs. Jules Goldstone
 —Honor of Great Grandson
 Mrs. Albert Zager Mrs. Lee Goodman—Birthday
 Mr. and Mrs. Richard Strauss Richard Gresham—
 60th Birthday
 Mrs. Elizabeth Hartfield Mr. and Mrs. Sam Halper
 —25th Anniversary
 Dr. and Mrs. Bates F. Metson and Family Dr. George Harris
 —Speedy Recovery
 Mr. and Mrs. Joseph Klein Dr. George Harris
 —Speedy Recovery
 Dr. and Mrs. Carl Imerman Dr. George Harris
 —Speedy Recovery

A Salute to the President- Steve Broidy

January 31⁷⁶

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 —75th Birthday
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 —Bat Mitzvah
 Irving H. Green Ed King—Speedy Recovery
 Mr. and Mrs. Ray Gerson Sarah Kohn
 —85th Birthday
 Mr. and Mrs.
 Charles Hirsch and Blanche Sarah Kohn
 —85th Birthday
 Mr. and Mrs.
 Sanford Rosenbaum Mr. and Mrs. Burnel
 Koolish—Daughter's Wedding
 Dr. and Mrs.
 Robert Kositchek Louis M. Kositchek—
 Birthday
 Dr. and Mrs. Robert Kositchek Mrs. Louis
 Kositchek—Mother's Day
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 Mr. and Mrs. Sanford Rosenbaum ... Ben Kurtzman
 —Recovery
 Mr. and Mrs. Bernard Weinberg Robert Lazarus
 Birthday
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 40th Birthday
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Mr. and Mrs. Sanford Rosenbaum
 Linda and Jan .. Rabbi Edgar Magnin—85th Birthday
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 85th Birthday
 Mr. and Mrs. Bill Brussell Rabbi Edgar Magnin
 85th Birthday
 Mr. and Mrs. Joe Weisman Rabbi Edgar Magnin
 85th Birthday
 Henry Freiberg .. Rabbi Edgar Magnin—85th Birthday
 Mr. and Mrs. Stephen Loew, Jr. .. Rabbi Edgar Magnin
 85th Birthday
 Mrs. John Preis .. Rabbi Edgar Magnin—85th Birthday
 Mr. and Mrs.
 Paul Krasne Mr. and Mrs. Alvin Malinow
 in appreciation for your help
 Helene Nathan Ann Malinow—Speedy Recovery
 Frances Fink Ann Meyer—Birthday
 Mr. and Mrs. Mort Singer Ann Meyer—Birthday
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 Charles Taub Mr. and Mrs. Fred Meyer
 40th Wedding Anniversary
 Mr. and Mrs. Allan Stampa Betty Morgan
 50th Birthday
 Mr. and Mrs. Fred Solomon .. Elinor Nathan—Birthday
 Mr. and Mrs.
 Stephen N. Loew, Jr. Mrs. Jerome Nathan
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 Mr. and Mrs.
 Bernard Weinberg ... Mr. and Mrs. Carl Neisser
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 Max Raskoff Dr. and Mrs. Ben Newman
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 Dr. and Mrs.
 Lester Riskind Dr. and Mrs. Ben Newman
 Honor of Marriage
 Mr. and Mrs.
 Richard Rabiner Mr. and Mrs. Lee Oppenheim
 40th Anniversary
 Joan Katz Willard Oppenheim—75th Birthday
 Mr. and Mrs.
 Richard Rabiner Mr. and Mrs. Sam Osband
 25th Anniversary
 Mr. and Mrs.
 Bernard Weinberg ... Mr. and Mrs. Urban Patman
 —Anniversary
 Mr. and Mrs. Joe Weisman Nancy Lynne Paul
 Confirmation
 Mr. and Mrs. Peter Polland Mrs. I. A. Polland
 80th Birthday
 Mr. and Mrs. Alan Bercut Mrs. I. A. Polland
 80th Birthday
 Craig, Cathy, and
 John De Roy Mrs. I. A. Polland—80th Birthday
 Mr. and Mrs. Ira Leavens Mrs. I. A. Polland
 80th Birthday

Mr. and Mrs. Allan Stampa Jane Preis—Birthday
 Sylvia Kart Alice Reskoff—Thanks for the
 enjoyable day at the beautiful
 Mother's Day Luncheon
 Dr. and Mrs. George Harris Vicki Reynolds
 40th Birthday
 Mr. and Mrs. Ira Barzilay Russell N. Rose
 65th Birthday
 Mr. and Mrs. Chuck Hirschman Russell N. Rose
 65th Birthday
 Mr. and Mrs. Albert Ezor Russell N. Rose
 65th Birthday
 Dr. and Mrs. Jerome Briskin Russell N. Rose
 65th Birthday
 Mr. and Mrs. Avin Malinow Russell N. Rose
 65th Birthday
 Miriam Jacobs Eleanor Rosenbaum—Birthday
 Mr. and Mrs. Jean Ladensohn Jean and Sandy
 Rosenbaum
 Mr. and Mrs. Henry Snyder Howard Rosenberg
 Bar Mitzvah
 Mr. and Mrs. Albert Ezor ... Ben Roth—65th Birthday
 Dr. and Mrs. Hal Winer Ben Roth—65th Birthday
 Mr. and Mrs. Ira Barzilay Ben Roth—65th Birthday
 Dr. and Mrs. Richard Wolf ... Ben Roth—65th Birthday
 The Grunauer Family ... Mr. and Mrs. Harold Ruben
 50th Anniversary
 Mr. and Mrs. Irving Green Louis Rudnick
 —Speedy Recovery
 Mr. and Mrs. Irving Green Mr. and Mrs.
 Ed Ruttenberg—50th Anniversary
 Members of Curtain and Drapery
 of So. California Harry Schechter
 —Speedy Recovery
 Isabel Kaufman Walter and Ann Schoenfeld
 —Marriage
 Mr. and Mrs. Milton Barancik Mr. and Mrs.
 Alex Schreiber—Marriage
 Edna L. Marks Walter Schwartz
 Special Birthday
 Mrs. Ada Robbins ... Rod Serling—Speedy Recovery
 Mr. and Mrs. Max Weisman Rod Serling
 —Speedy Recovery
 Mr. and Mrs. Mort Singer Mrs. Myron Shane
 Birthday
 Dr. and Mrs. Carl Imerman Mr. and Mrs.
 David Shore—Marriage
 Mr. and Mrs. Robert H. Fishel ... Mr. David Siegel
 —Birthday
 Mr. and Mrs.
 Stephen N. Loew, Jr. Mrs. Mort Singer, Jr.
 60th Birthday
 Mr. and Mrs.
 Milt Corwin Mr. and Mrs. Robert Sinker
 —Marriage
 Mr. and Mrs. Sanford Rosenbaum Mr. and Mrs.
 Warren Silver—Honor of Bobby's Bar Mitzvah
 Virginia Beckman Mr. and Mrs.
 Allan Stampa—45th Anniversary
 Miriam Jacobs Mr. and Mrs. Edward Steinberg
 —50th Anniversary
 Mrs. Charles Pollak ... Edith Strauss—Mother's Day
 Bella Fengel Edith Strauss—Good Health
 Sylvia Kart Edith Strauss
 Thanks for the enjoyable day at
 the Mother's Day Luncheon
 Mrs. Max Chapman Mrs. Joseph Striffling
 —Speedy Recovery
 Mrs. Jerome Nathan Myrtle Sugarman
 —Speedy Recovery
 Mr. and Mrs. Sid Renkow Myrtle Sugarman
 —Speedy Recovery
 Dr. and Mrs. Reuben Chier George Tarsky
 Birthday
 Annette Polland Mr. and Mrs. Nat Wager
 55th Anniversary
 Barbara Melnik and
 George Weisberg Bernard Weinberg
 Special Birthday
 Mr. and Mrs. Robert Lazarus Mrs. Bernard
 Weinberg—Birthday
 Mr. and Mrs. Milton Katz Mrs. Frank Weiss
 —Speedy Recovery
 Mr. and Mrs. Albert Ezor Dr. Richard Wolf
 —50th Birthday
 Dr. and Mrs. Hal Winer Dr. Richard Wolf
 —50th Birthday
 Dr. and Mrs. Jerome Briskin Dr. Richard Wolf
 —50th Birthday
 Mr. and Mrs. Chuck Hirschman ... Dr. Richard Wolf
 —50th Birthday
 Mr. and Mrs.
 Stephen N. Loew, Jr. Harold L. Zellerbach
 —Father's Day

**Alfred O. Hergott
Fund Annual
Awards Banquet**
February 22⁷⁶

Mr. and Mrs. Richard Strauss .. Jane Preis—Birthday
 Helene Nathan Jane Preis—Birthday
 Miriam Jacobs Jane Preis—Birthday
 Mrs. Stephen N. Loew, Jr. Jane Preis—Birthday
 Mr. and Mrs. Gene Rubin Jane Preis—Birthday
 Dr. and Mrs. Daniel E. Ziskin .. Jane Preis—Birthday
 "Sis" Wolf Jane Preis—Birthday
 Mrs. Eric Tarne Jane Preis—Birthday
 Mrs. Hans Erlanger Jane Preis—Birthday
 Mr. and Mrs. Bernard Weinberg .. Jane Preis—Birthday
 Mr. and Mrs. Sidney Foorman .. Jane Preis—Birthday
 Mrs. Morris Sontag Jane Preis—Birthday
 Mr. and Mrs. Joseph Weisman .. Jane Preis—Birthday
 Mrs. Charles Stein Jane Preis—Birthday

Jewry's Great Gift

Excerpted from the B' nai B' rith Messenger, August 18, 1975, by special permission of the publisher.

It has risen like the great giant that it is, pushing its massive yet beautiful lines against the Los Angeles sky. And it is a thing of wonder, this new Cedars-Sinai Medical Center, a product of Jewish genius and Jewish humanitarianism.

Indeed, this medical center, which will open its doors sometime in 1976, is a magnificent tribute to the dreams and

aspirations of the pioneers of the Los Angeles Jewish community. More than six decades have passed since the Thanksgiving Day in 1909 when the cornerstone was laid for the Kaspere Cohn Hospital on a five acre site on Stephenson Avenue. By today's standards that hospital, forerunner of the Cedars-Sinai Medical Center of today, was modest. But in its time it was the finest.

And those who saw the project through to fruition were the men who molded our Jewish community — Cohn, Marco R. Newmark, Ben R. Meyer.

It is the tradition of these community-builders that motivate those who involve themselves in the very Jewish act of

healing through the creation of a medical center such as Cedars-Sinai. . . .

But more than that, the Cedars-Sinai Medical Center is the greatest gift that the Los Angeles Jewish community has bestowed upon the people of Los Angeles. Its opening will mark a high point in the six-generation history of L.A. Jewry and will symbolize the contributions that this very vibrant and vital segment of Los Angeles has made to better the quality of life and of living in the Southland.

To . . . all those who have stressed the Jewish ethic through their devotion to Cedars-Sinai [goes] the appreciation of a Jewish community which marvels at your deeds.



New Medical Center Telephone Numbers

Effective December 12, the telephone number for the Mount Sinai Division is (213) 855-5000. Patient information is available by calling 855-2000. Tie lines between Sinai and Cedars Divisions will be maintained until Cedars operations are transferred to the new medical center.

As of the same date, the new address for Cedars-Sinai Medical Center is 8700 Beverly Blvd., Los Angeles, CA 90048.


Information			
General	855-5000	Employment	855-5521
Patients	855-2000	Gift Shop	855-4831
Patient Accounts		Laboratory (Clinical)	855-5376
A-C	855-4187	Medical Records	855-3303
D-I	855-4155	Medical Staff Office	855-5143
J-Q	855-4185	Nuclear Medicine	855-3181
R-V	855-4145	Nursing Office	855-5183
W-Z	855-4187	Pathology	855-5381
Clinic	855-4067	Pharmacy	855-5601
Medicare/Medi-Cal/ CCS/Dialysis	855-4183	Physical Therapy	855-3821
Administration	855-5121	Psychiatry	
Admitting	855-3051	Administration	855-3411
Blood Bank	855-5376	Adult Inpatient Service	855-4714
Cardiology	855-3711	Adult Outpatient Service	855-3492
Community Relations	855-3027	Adult Partial Hospitalization & Day Treatment Center ..	855-4707
Auxiliaries & Affiliates	855-3016	Adult Psychiatric Crisis & Emergency Service	855-3503
Campaign Records	855-3036	Cheerful Helpers Preschool Center	855-4553
Patient Relations	855-3071	Community Consultation & Education	855-3405
Coordinator	855-3073		
Publications	855-3001		
Public Relations	855-3021		
		Director-Elementary Day Treatment Center	855-4559
		Home-SAFE	855-4563
		Julia Ann Singer Preschool Center	855-3618
		Liaison & Consultation School	855-3466
		Preschool & Infant Parenting Service	855-3576
		Thalians Family & Child Guidance Unit	855-3537
		Warm Line	652-3122
		Pulmonary Care	855-3818
		Purchasing	855-4751
		Radiation Therapy	855-3181
		Radiology/X-ray	855-3737
		Social Service	855-3321
		Thalians Community Mental Health Center (See Psychiatry)	
		Volunteers	855-3011
		If No Answer / All Other Departments	855-5000

CEDARS-SINAI MEDICAL CENTER
P.O. BOX 48750
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