



NEWS RELEASE

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Madonna Rehabilitation Hospital announces progress on capital campaign, facility renovations



Lincoln, NE – Madonna Rehabilitation Hospital in Lincoln, Neb., has launched the largest capital campaign in its 50 year history to “Drive Rehabilitation Forward” into the future with facility renovations, clinical innovation and advanced “smart hospital” technology. The Madonna

Foundation has received just under \$6 million in gifts toward the \$8.5 million goal.

“Nebraskans are so fortunate to have the expertise of Madonna Rehabilitation Hospital. The physicians, nurses and therapists don’t see ‘patients,’ they see **people** — people who need proven rehabilitation programs to get back to their jobs, families and activities,” said retired bank executive Ray Pape.

“We are very pleased to be on track for reaching our campaign goal,” said Marsha Lommel, President and CEO. “It’s exciting to share our vision of Madonna as a national leader of excellence in medical rehabilitation. We are already seeing many of the exciting changes take shape through hospital renovations.”

Madonna is redefining the rehabilitation experience by expanding the therapeutic environment and enhancing accessibility throughout the hospital. Visually, the interior will have the effect of a small community with streets, shops and park-like areas. All of the renovated spaces will be therapeutically designed so patients can practice their skills in a safe, realistic environment in preparation for return to their home and community.

Warm colors, natural light and a variety of natural flooring surfaces will create a peaceful atmosphere for rehabilitation. “We’ll have a centralized hub for visitors, patients and families, making it easier to find where you need to go,” said Dan Steinbach, director of facilities management. “The simulated community of Independence Square will be expanded so therapy can take place seamlessly within the surrounding environment.”

Other enhancements include a 50s-style dining area in the cafeteria commons with “Coca-Cola” red chairs and diner-style tables and lights. The new outpatient entrance features lamp posts and skylights. Patients and families can gather with therapy teams in a new, relaxing meeting area with a giant saltwater aquarium and adjacent resource library.

“The hospital renovations will be completed near the end of 2009,” said Paul Dongilli, executive vice president and chief operations officer. “But many of our capital campaign enhancements include items not so visible to the public, such as upgraded communications systems and new technology that will make a profound difference in our ability to deliver exceptional care.”

To learn more about the Madonna Foundation capital campaign and how to provide a gift, please see the Madonna Web site at www.Madonna.org.

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This year, Madonna Rehabilitation Hospital celebrates 50 years of providing hope and healing to thousands of people whose lives had been interrupted by traumatic events or illness. Madonna’s approach to rehabilitation is much more than just therapy, it’s rebuilding lives and families; and putting hopes and dreams back together. Through highly specialized programs and services, Madonna offers individualized rehabilitation treatment to help every patient heal in mind, body and spirit – and ultimately live life to the fullest. Madonna Rehabilitation Hospital is located at 5401 South Street in Lincoln, Nebraska, 68506; 402-489-7102; www.Madonna.org.