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*Transformational gift serves as cornerstone for  
Women's Imaging Center*

KETCHUM, ID (September 5, 2008) — Julie Wrigley believes that Wood River Valley women deserve access to a comprehensive, state-of-the-art women's imaging facility. In this spirit, Wrigley recently made a tremendous lead philanthropic investment in the proposed Women's Imaging Center at St. Luke's Wood River Medical Center.

"I think that a new Women's Imaging Center will help to comprehensively address breast care and other women's health issues," said Wrigley, a part-time Ketchum resident. "I am pleased that I can help give local women access to the most advanced imaging technology in a healing environment."

St. Luke's Wood River is committed to opening a new, fully-digital, Women's Imaging Center. The state of the art, 2,500 square foot center will be located in the Physician Office Building adjacent to the hospital. The center is expected to open in 2009. "We truly appreciate Julie's generous philanthropic support that will serve as the cornerstone for this project," said Martha Reed, foundation board president. "Our dream is to build a center that will feature state-of-the-art mammography and bring together experienced doctors, nurses and medical technicians to focus on the unique imaging needs of women."

Contributions will enable the hospital to upgrade its mammography services to digital mammography. Digital mammography is considered superior to standard mammography because the magnification, orientation, brightness and contrast of the image may be altered on a computer screen for enhanced readability by the radiologist. To fund the project, the St. Luke's Wood River Foundation, in partnership with philanthropic leaders in the community, has committed to raise \$4.5 million, which includes \$2.5 million in start-up costs plus \$2 million in continuing endowment. Reaching these goals will ensure that all women in the Wood River Valley will have immediate

and sustained access to the most advanced imaging technology and patient-focused care.

Wrigley, a successful business woman and generous philanthropist, has helped support Wood River Valley health care since the new hospital campaign. Since the hospital opened, philanthropic support has enabled the facility to offer a level of health care services highly unusual for small, rural hospital.

Wrigley's most recent \$500,000 gift will further enhance the level of services and help address critical issues in women's health. According to the American Cancer Society, Idaho has the lowest mammography screening rate in the nation. "It is my hope that the center's efforts to make screening mammograms available will help increase the survival rate for women with breast cancer through early detection," Wrigley said.

The Women's Imaging Center will make community outreach a top-priority. With the funding of the center, St. Luke's Wood River will significantly expand its scholarship program to provide affordable and accessible mammography services for women with financial needs.

Specific plans for the St. Luke's Women's Imaging Center include:

- The most technologically advanced ***digital mammography services, digital pelvic and breast ultrasound services, and bone density screenings, all in one convenient location.***
- The center will feature ***a welcoming main reception and waiting area, in addition to a more private, interior waiting area*** for women to use while waiting for their individual imaging services. There will be ***two private changing rooms*** located next to the interior waiting space. The center will house ***three imaging suites; one for mammography, one for ultrasound and one for bone density screening.*** In addition, there will be ***two exam rooms*** for patients to meet privately with doctors, nurses and women's imaging technicians. There will also be space for medical staff to read X-rays and ultrasound results and for additional medical consultation.
- A board-certified radiologist is always on-site at St. Luke's Wood River Medical Center and will be available for consultation with patients and physicians in the Women's Imaging Center on days when diagnostic mammograms are performed, and when needed. ***All mammograms will be analyzed on a daily basis*** and the ***goal is to communicate results to patients within 24 hours.*** The digital technology will enable our on-site radiologists to obtain second opinions from St. Luke's Regional radiologists who specialize in breast disease. The Women's Imaging Center also will be staffed by a full-time nurse and full-time radiological technologist, certified in mammography, both of whom are women.
- ***Patient education will be a primary focus of the new Women's Imaging Center.*** There will be ample written health materials available to women visiting the center in addition to a fully-dedicated computer station for their use. There will also be DVD players with accompanying health resource materials for women to use in the waiting areas or to check-out for use at home.

- ***The center will make community outreach a priority***, especially to women with financial, educational, cultural, geographic and/or psychological barriers to obtaining women's health screenings, with a focus on imaging services like mammography. In addition to a variety of outreach activities in the Wood River community, the center will offer language translation services and insurance counseling.

For more information about the project contact (208) 727-8416.