

PATCH ADAMS MD &

# Gesundheit! Institute



Building Campaign 2012

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## Mission

The Gesundheit! Institute, is a 501(c)3 registered project in holistic medical care based on the belief that one cannot separate the health of the individual from the health of the family, the community, the world, and the health care system itself.

Since it was founded over 40 years ago by Patch Adams MD, Gesundheit Institute has offered care to tens of thousands, given workshops and lectures in 65 countries, built two medical clinics in El Salvador, mounted a health and hygiene campaign in Peru, helped develop arts programs in orphanages in Russia, and brought the joy of clowning to parts of the world damaged by violence and injustice.

The Patch Adams Teaching Center is headquarters for Gesundheit Institute's education programs and projects. Located in a stunning valley of West Virginia's Pocahontas County, The Teaching Center will host year-round health programs organized by the Gesundheit Institute and our partners. With the Teaching Center, and Clinic, our intention is to deliver health care in a context that is our ideal design and educate other health care practitioners to design their ideal models for care. A fully operational Teaching Center will allow us to offer up to 20 programs a year serving between 900 and 1,200 program participants annually.

Last year we hosted over 300 health practitioners, volunteers, educators, students, artists and activists in programs designed to spark creative problem solving in health care delivery. Our current offerings include:

**The John M. Stang: Medical Elective**  
Winter Health Justice Retreat  
**Summer School, School for Designing a Society**  
**College Alternative Spring Break,** NYU, University of Maryland, University of NC at Chapel Hill  
**Laughing Body Workshop, Clown One Italia**  
**Gesundheit's West Virginia Clown Tour**  
**Xenharmonic Praxis Microtonal Music Camp**





# History



## Campaign

### Major Donor Campaign - \$15 million

Patch Adams Teaching Center - \$5.5 million  
Staff Residence - \$2 million  
Infrastructure (roads, electric, septic, water) - \$1.5 million  
Gesundheit Clinic - \$7 million

Grassroots fundraising - \$1 million  
Campaign Total: \$16 million

### Teaching Center Fundraising History

**2009** \$250,000.00, private donations and grassroots fundraising

**2010** \$500,000.00, line of credit

**2012:** \$300,000.00, private donations, + \$59,440.52 grassroots fundraising

**= \$1,109,440.52**

***Gesundheit addresses, by action, four major issues in health care delivery: the rising cost of care, dehumanization of medicine, malpractice suits, and abuse of third-party insurance.***

Gesundheit began as a group of twenty friends, including three doctors, who moved into a six-bedroom home and opened it as a free hospital. The hospital was open 24 hours a day and 7 days a week for all manner of medical problems, from birth to death. Over its 12-year history, the medical team saw 15,000 patients. These early years provided a “proof of concept,” affirming that loving care can transform the relationship between health practitioners and patients. The tenets of Gesundheit style medical practice that Patch and his team pioneered during this period continue to undergird the work and teaching of the Gesundheit Institute.

In 1981, Gesundheit purchased 321 acres in Pocahontas County, West Virginia. Infrastructure construction included building a 3-storey art center, a domed “dacha” for housing up to 8 staff members, a chrysalis-shaped classroom, a lake, gardens, and expansion to the existing farmhouse.

## Teaching Center At a Glance

(CURRENTLY UNDER CONSTRUCTION)

- **17,130 square feet**, four stories
- **2 Large meeting spaces**
- **7 Classrooms**
- **100 Seat Auditorium**
- **The Patch Adams Library**
- **5 Music Practice rooms**
- **3 Performance Spaces**
- **2 Media Production studios**
- **Full Service Kitchen** to seat and serve 150 people
- **Overnight Accommodation** for 50 people



The Teaching Center of the Gesundheit! Institute addresses the yearning for a world that meets human needs unconditionally. A world that is more responsive to the thirst for acceptance, equality, equity, justice, liberation, significance; meaningful work and play; autonomy, dignity, self-definition, self-determination, belonging; openness, transparency, accountability; mutual care, nurturing, respect, challenge; participation and conversation—will be brought about by people who develop and share their vision for it. The Gesundheit! Teaching Center offers a place where people who have such a yearning can learn ways to develop their vision and bring forth this world.

# The Teaching Center

## Phase I-III

### Phase I Teaching Center Construction COMPLETE (2011)

80% of Total Concrete Construction: 4500 sq. ft full-height basement and foundation. Timber-framing and beam placement for 1st floor-wood and concrete construction.

### Phase II of Teaching Center Construction IN PROGRESS (Summer-Winter 2012)

1. Complete concrete floor slabs and footings at porches and stair tower
2. Erect structural frame/shall, sheathed with building wrap
3. Temporary protection of door and window openings
4. Roofing underlayment/weatherproofing.

### Phase III (2013) (PENDING FUNDING)

1. Complete exterior envelope including all windows and ext doors
2. Finish roofing.
3. Rough in all utilities, including new septic system
4. Frame in all interior walls, interior doors, heating, cooling and ventilation started.
5. Finish plumbing, electric, HVAC, and all interior finishes including drywall, finish carpentry, full service kitchen, sprinkler system, bathroom finishes, and complete A/V installation.

## Current Assets

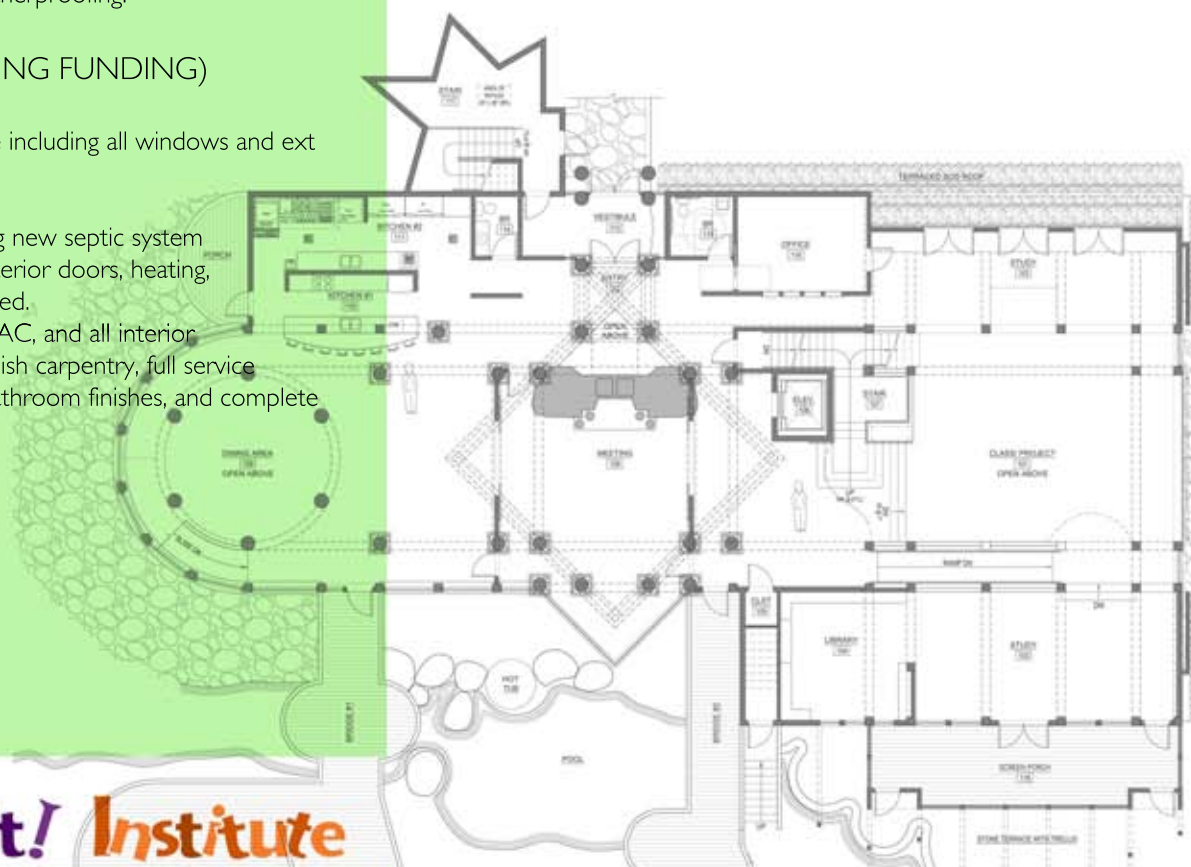
262 Acres, Hillsboro, WV

**Dacha:** 3200 sq. ft  
Completed 2001

**Art Center:** 4450 sq. ft.  
Completed 1985

**Farmhouse:** 1200 sq. ft  
(c. 1930) Renovated 1988)

**Library+Landmanager Residence:** 2200 sq. ft  
Completed 2012



# Teaching Center

# Educational Programming

## Medical Electives

(4 weeks, October)

The John M. Stang medical student elective is a four-week elective in humanistic medicine, designed for medical and nursing students.

<http://www.patchadams.org/medical-elective>

The four-week elective provides braided learning for the teaching of humanism in medicine, using both presentational and project-based approaches. We cover these themes: Towards a More Humane Model of Medicine, On Caring, Medicine and Art, Doctor as Medicine, Healing Designing, and Community Building and Active Participation

*We currently offer Continuing Medical Education Credits (CMEs) for the John M Stang Medical Elective through Emory University.*

## Health Care System Design Intensives

(1 week, All Seasons)

These working conferences are for those people who feel that the current medical system is undesirable, and who want time, tools, and new ideas to figure out-what next? The aim is to seed designs of a variety of local projects that move health care away from the corporate-business context into models of compassion and service. Along with speaker presentations, there are teaching sessions and small work groups.

<http://patchadams.org/hci2010-reflections>

Denis Kucinich's address to the 2012 Medical Elective participants:

[http://www.youtube.com/watch?v=NxxSSE0a\\_A4&feature=player\\_embedded#!](http://www.youtube.com/watch?v=NxxSSE0a_A4&feature=player_embedded#!)

## The School for Designing a Society

(3 weeks, June)

The School for Designing a Society, based in Illinois, is a sister organization to The Gesundheit! Institute that offers a condensed, three-week summer session of its "education in wanting, not just knowing" on the land in West Virginia.

<http://www.designingasociety.org/>

## Health Care Justice Gatherings

(1 week, January)

Co-sponsored by the American Medical Student Association (AMSA) and the Gesundheit! Institute, these gatherings takes place in January on the land in West Virginia and emphasize compassion and social justice in medicine, with presentations by such guests as Paul Glover and lanny Smith MD, as well as Patch Adams MD, John Glick MD, and Susan Parenti DMA.

<http://www.patchadams.org/hcjg>





# Clinic +

# Residence Hall

## Phase V

### Clinic

EST. COST \$7,000,000

**An operational Clinic will allow the Gesundheit Institute to see patients for the first time since 1979.**

The free Clinic will be open 24/7, and will have a staff of 10 serving the people of West Virginia, in one of the poorest counties in the U.S. the Clinic will provide a model for students and medical professionals to practice medicine with care and compassion amidst a playful, professional team. A special emphasis will be on prevention, regarding individual health behaviors and overall public health.

In addition to examination rooms and physician offices, the 20,000 foot clinic will have a greenhouse, radiology suite, and arboretum. Primary care services provided will include full family medical and dental care, mental health care, pediatric care, women's health care, and pregnancy care. Additional medical services will include podiatry, health screening, blood pressure clinics, dietary counseling, a pulmonary clinic, a diabetic club, authorized lab and x-ray assistance, eye care and patient advocacy, nutritional planning, sickle cell testing, social services, ultrasounds, and referrals.

### Infrastructure

EST. COST: \$1,500,000

Provides for roads, water, creek diversion, site work, and permanent electric and septic facilities for the Teaching Center, Residence and Clinic.

The clinic will serve residents of Pocahontas County, West Virginia and outlying areas. West Virginia has a higher poverty rate than the national average for all age groups. 24% of its population is disabled, with a relatively high number of homebound seniors. In the County, only 11% of adults over the age of 25 have a college degree. (U.S. Census, 2006)

Patients will benefit from care unencumbered by financial restraints, by wellness-oriented care, and from the sense of belonging to the Gesundheit community; clinic staff will benefit from the non-hierarchical, playful teamwork and freedom to practice as they choose; and students will benefit from experiencing medicine as a compassionate service to their community.

## Phase IV

### Staff Residence

EST. COST: \$2,000,000

The staff residence will lodge 10 permanent Gesundheit staff members and up to 15 additional guest teachers. It will include a staff kitchen and lounge, with a range of private and group accommodation. The staff residence will be approximately 8,000 sq. ft and expand Gesundheit's facilities to accommodate year-round staff.

*“Gesundheit moves like an onion—starting with the small center, health care, and then moves out to show the multi-nested structures that confine and constrain health care.”*

*Dr. Susan Parenti*

# The Team!

## Patch Adams, MD

Patch Adams is best known for his work as a medical doctor and a clown, and he is also a social activist who has devoted 40 years to changing America's health care system. He believes that laughter, joy and creativity are an integral part of the healing process. Since founding Gesundheit in 1970, he has worked relentlessly to expose the injustices of the American health care system, and advocate for justice for poor and disenfranchised people everywhere in the world.

## Partners

Guest presenters from our partner humanitarian organizations across the world will work with us to create new programs for the Teaching Center:

**The American Medical Student Association (AMSA)**

**Ideal Medical Practice**

**Make a Wish Foundation**

**Global Exchange**

**The World Health Organization**

**Health Democracy**

**People's Health Movement**

**Partners in Health**

**Bola Roja (Peru)**

**Clown One Italia (Italy)**

**Airline Ambassadors**

**Second Wind**

**Direct Relief International**

**MAP Relief International**

**Over the Rainbow (Italy)**

## Dave Sellers, AIA, Architect

Dave Sellers was named one of the world's top 100 architects by architectural digest, has designed Gesundheit's Master Plan and preliminary designs, which were featured in Perspecta magazine, the Yale University annual architectural review. Sellers designed the “dacha” housing for staff, which received an American Institute of Architects (AIA) design excellence award in 2005 and was published on the back cover of Fine Homebuilding Magazine.

## Susan Parenti, DMA

Susan Parenti is a touring performer, writer and collaborator with Dr. Patch Adams. She was one of the founding organizers of the School for Designing a Society, a grassroots school for social change in Urbana, IL. The relationship between the School for Designing a Society and the Gesundheit Institute owes much of its existence to Susan.

## The Building Committee & Owner's Representative

Elizabeth Adams

Jacob Barton

Mark Enslin

Kate Fritz

Melanie Meltzer

Susan Parenti

Tyler Kobick

## General Contractor

Design Draw Build

Tyler Kobick & Joe Marcy

Robert and Elisa Adams, Land Managers

Jay Boggess, Permaculturist

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# The Great Vision

## A Hospital for the Underserved

The hospital at Gesundheit Institute will be the realization of over 40 years of designing a health care model that addresses the current society's problems with health care delivery. We aim to redefine the very notion of hospital.

# G! HOSPITAL

Our model is organized around these principles:

- **We will not accept third party insurance reimbursement; care is free.**
- **Patients are treated as friends.**
- **Ample time is given to the care interaction; initial intake interviews with patients are three hours long.**
- **All complementary medicine is welcome**
- **The health of the staff is as important as the health of the patients.**
- **Care is infused with fun and play.**

At full capacity, the hospital will serve up to 75 patients daily, with 40 beds for outpatient care. In addition there will be 60 beds for staff and 60 beds for their families. We will prioritize creative, playful care that addresses the needs of our immediate community in Pocahontas County, WV. According to our health care needs assessment conducted in 2010, the primary concerns for local citizens are dental care, drug/alcohol education, and healthy food access/nutrition education.

Health care systems around the world have become unhealthy. There are the well-known problems of affordability and access, partially addressed by various national health services. However the prevailing mindset in health care systems design tends toward the distant, the impersonal, the corporate, the top-down, the technocratic—toward allopathic medicine rather than holistic care. Too often the emphasis is on disease management rather than health. Many people have the intuition that healthy health care would mean care that is integrated with all that is good in life: vibrant physical, emotional, intellectual, spiritual well-being, including meaningful relationships with friends, family, community and society. What we lack are functioning examples of medical care and health care education that put this common dream into practice.



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## WHAT IF?

- ...A world-class string quartet serenaded patients as they entered the hospital?
- ...Hospital clowns roamed the halls visiting patients during treatment?
- ...Patients and staff painted murals together?
- ...A hospital had a 40,000-volume reference library and full-time librarians?
- ...A visit to the hospital was FUN?

# Features of the Hospital

## A FUNNY, RURAL, COMMUNITY HOSPITAL

### Complete Build-Out

- Patch Adams Teaching Center - \$5.5 million
- Staff Residence - \$2 million
- Infrastructure (roads, electric, septic, water) - \$1.5 million
- Gesundheit Clinic - \$7 million

### Gesundheit Hospital

- Approx. 60,000 sq. ft: \$600 per sq. ft  
\$37.3 million
- Hospital infrastructure including ambulances, roads, water, electric, septic, sitework, landscaping, food gardens  
\$7.7 million

### Total Build-Out Campaign : \$60 million

### -40 BED OUTPATIENT CENTER

15,000 sq. ft

Services include emergency care, minor surgery, x-ray, ophthalmology, gynecology, dentistry, acupuncture, and allergy care.

### -The Chapel for Birthing and Dying

4300 sq. ft

### -8 Examination Rooms

### -4 Doctors Offices

### -4 Nurse Offices

### -Homeopathic Center:

7,000 sq. ft

concentrating in the healing arts of massage, aromatherapy, physical therapy, art therapy, acupuncture, and yoga.

### -Dining and Nutrition Wellness Center

10,000 sq. ft

Includes Kitchen, Greenhouses, Dining areas for all patients and staff, learning/community kitchen, Service spaces for service, etc.

### -Staff and Service Spaces

2,000 sq. ft

### -Administration Spaces

1,500 sq. ft

### -Circulation

2,500 sq. ft.



### The Urgent Need

Over the past several years, some general health trends indicate that the health of West Virginians is deteriorating. According to the National Center for Chronic Disease Prevention and Health Promotion, obesity rates have risen from 18.3% in 1995 to 31.7% in 2009. 65% of adults in West Virginia are either obese or overweight, which is 5% higher than the percentage of obese or overweight people in all of America, and 35.5% of children are either overweight or obese. With this, diabetes increased from 4.7% in 1995 to 9.8% in 2003. Now, 12.3% of adults in West Virginia have diabetes. When surveyed, 23.7% of West Virginia residents said they are in poor health.

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## Donate

You can donate to Gesundheit online or by check. Please send checks to

Gesundheit Institute:  
122 Franklin St  
Urbana, IL 61801

<http://www.patchadams.org/donate>

## Naming Opportunities

An array of naming opportunities exists for donors. Donors may name the library, performing arts venue, a classroom, a media production suite, an examination room, the arboretum, the greenhouse, the radiology suite, or any number of important spaces throughout the Teaching Center and Clinic.

Please contact us with your naming interests: (217)344-9077 or [giving@patchadams.org](mailto:giving@patchadams.org). With a special gift to the Gesundheit! Institute, you can create a lasting tribute to a loved one.



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