



The MetroHealth System  
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## News Release

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### **Local Corporations, National Foundation Take Up the Challenge to Fund New Health Care Model for Seniors**

(Cleveland, Ohio) – Two major Cleveland corporations and a national foundation have stepped forward, issuing a challenge to other civic and corporate leadership to financially support a new initiative in health care for our aging population. The Kresge Foundation awarded a \$1 million challenge grant to help fund The Senior Health & Wellness Center at MetroHealth’s Old Brooklyn Campus. Simultaneously, National City has pledged to match new corporate funding for the Center. Eaton Corporation has responded with a \$100,000 first-time gift to MetroHealth and its collaborative partners. National City will match that gift with \$100,000.

“Eaton values the importance of giving something back to the communities in which we do business. As a corporation headquartered in Cleveland, we believe strongly in supporting initiatives that will bring strength to our area,” said Don McGrath, Eaton vice president of Corporate Communications. “The Senior Health & Wellness Center represents the type of innovative thinking and collaboration that leaders in this region have said is necessary for economic vitality. In that spirit, we are proud to support funding the Center, which will serve as a springboard for important community development and revitalization.”

The Senior Health & Wellness Center is a collaborative effort between MetroHealth, the Benjamin Rose Institute, Concordia Care, and the Visiting Nurse Association’s Hospice and Palliative Care Partners of Ohio. Located at the former Deaconess Hospital, it is the first of its kind in the country, providing for all levels of senior health care need in one location. The Center opened in October 2007 for primary and specialty care appointments and has recorded more than 5,000 patient visits since then. Last weekend, 130 skilled nursing residents moved from the MetroHealth Center for Skilled Nursing Care to The Senior Health & Wellness Center. Medically supervised adult day care and hospice services will also be available early this year.

The National City challenge issued to other corporations coincides with a newly announced Kresge Foundation challenge grant for \$1 million. In order to receive the grant, MetroHealth and partners must raise an additional \$3 million by October 1 to complete the capital phase of the Center’s fundraising initiative.

“National City has been a long-time supporter of MetroHealth,” said Paul Clark, president, Northern Ohio Banking for National City. “We believe in the immeasurable value

MetroHealth and its partners bring to the community, and we challenge other corporations to step up and support this effort.”

“This is a remarkable time for everyone involved in creating and achieving this vision of a new national model in senior care,” said James Campbell, M.D., MetroHealth’s chair of Family Medicine and director of Geriatric Health. “Patient response has been very strong; the philanthropic community is rallying behind us to finish this fundraising phase; and we are looking forward to being fully operational this year.”

The Senior Health & Wellness Center is the largest, single fundraising initiative in MetroHealth’s history – \$30 million in philanthropic and government support. The \$65 million project is expected to generate \$260 million in economic benefit within its first five years of operation. According to a review by Deloitte Consulting, the project will reduce Medicaid and Medicare costs by \$55 million and will create 700 jobs generating \$22 million in state and local income taxes and provide 740,000 patient and family encounters.

Eaton Corporation is a diversified industrial manufacturer with 2007 sales of \$13.0 billion. Eaton is a global leader in electrical systems and components for power quality, distribution and control; fluid power systems and services for industrial, mobile and aircraft equipment; intelligent truck drivetrain systems for safety and fuel economy; and automotive engine air management systems, powertrain solutions and specialty controls for performance, fuel economy and safety. Eaton has 64,000 employees and sells products to customers in more than 140 countries.

National City Corporation (NYSE: NCC), headquartered in Cleveland, Ohio, is one of the nation's largest financial holding companies. The company operates through an extensive banking network primarily in Ohio, Florida, Illinois, Indiana, Kentucky, Michigan, Missouri, Pennsylvania, and Wisconsin and also serves customers in selected markets nationally. Its core businesses include commercial and retail banking, mortgage financing and servicing, consumer finance and asset management. For more information about National City, visit the company's Web site at [nationalcity.com](http://nationalcity.com).

The MetroHealth System is one of the nation’s largest and most successful public health care providers, offering health care for the most critically injured trauma victim to skilled nursing care for the chronically ill. Affiliated with Case Western Reserve University since 1914, MetroHealth continues its long-standing teaching reputation and research excellence, offering vital training and research opportunities for students and physicians. MetroHealth conducts cutting-edge research in biomedical sciences, particularly in the areas of cancer, heart, liver, and kidney research. For more information about The MetroHealth System, visit [www.metrohealth.org](http://www.metrohealth.org).

The MetroHealth Foundation is instrumental in supporting The MetroHealth System’s mission of providing high quality health care regardless of ability to pay and its vision of being a national leader in preserving and promoting community health. The Foundation collaborates with The MetroHealth System in determining strategic objectives for growth and proactively pursues philanthropic support opportunities to secure the mission and vision. The MetroHealth Foundation funds programs and projects in patient care, scientific and clinical research, and medical education.