

## MEMORANDUM

**TO:** North Shore-LIJ Trustees

**FROM:** Michael J. Dowling  
President & CEO  
North Shore-LIJ Health System

**RE:** Children's Hospital Renaming

**DATE:** March 24, 2010

It gives me great pleasure to announce that the Steven A. and Alexandra M. Cohen Foundation has pledged \$50 million for the Children's Hospital – one of the largest single gifts ever received by the North Shore-LIJ Health System. In recognition of the family's extraordinary generosity, the hospital will now be known as the Steven and Alexandra Cohen Children's Medical Center of New York.

The contribution by the Cohen Foundation will enable North Shore-LIJ to move ahead with plans to construct a 100,000-square-foot pavilion in front of the existing children's hospital. The nearly \$120 million project has been on hold since December 2008 because of the economic downturn. Construction is scheduled to begin this spring and be completed in 2013.

The new pavilion made possible by this contribution will feature:

- a Pediatric Emergency Center – the region's first dedicated, stand-alone pediatric emergency department;
- a 24-bed Pediatric Intensive Care Unit;
- a 25-bed Medical-Surgical Unit; and
- a state-of-art surgery center that will include six operating rooms solely dedicated to children.

The Cohens have had a 14-year relationship with North Shore-LIJ. Previously, the Cohen Foundation donated \$7 million to North Shore-LIJ to build a new ambulatory pediatric chemotherapy unit and establish an endowed Professorship in Pediatrics in honor of Philip Lanzkowsky, MD, the former executive director of the children's hospital.

Earning the Cohens' confidence and support is a testament to the progress we have made in advancing pediatric medicine and the reputation of our Children's Hospital in the New York metropolitan area and nationally. We're deeply touched and honored by the family's generosity. The new construction made possible by this gift will enable us to develop what will truly be a world-class children's hospital unmatched in the New York area.

I would be remiss if I did not reiterate our sincere thanks and appreciation to the Schneider family, whose name has graced the Children's Hospital for 27 years. We are fortunate to be able to find extraordinary benefactors like Steven and Alexandra Cohen who will enable us to carry on the legacy created by the Schneider family.

In the coming weeks and months, we will begin the process of introducing the new name to the public and rebranding the hospital.

This is truly an exciting time in the history of the hospital and the health system. As always, we will keep you posted on new developments as they occur.

## Children's Hospital Q&A

*Why did the Schneider family request that their name be removed from the Children's Hospital?*  
Schneider family members asked the North Shore-LIJ Health System to remove the name from the Children's Hospital because they will be continuing their philanthropic efforts solely on behalf of Schneider Children's Medical Center of Israel.

The Schneider family generously supported LIJ Medical Center, the Children's Hospital and the health system for nearly 50 years. We greatly appreciate their faithful service and the extraordinary generosity that has contributed to the Children's Hospital national reputation for excellence in pediatric care.

*Will the hospital have a new name?*

Yes. The Steven A. and Alexandra M. Cohen Foundation has pledged \$50 million for pediatric care provided at the campuses of LIJ Medical Center and North Shore University Hospital. In recognition of this contribution—the largest single gift ever received by the North Shore-LIJ Health System—the children's hospital has been renamed the Steven A. and Alexandra M. Cohen Children's Medical Center of New York.

*What does this new gift mean to the hospital?*

Thanks to the Cohens' generosity, North Shore-LIJ will be able to move ahead with plans to construct a new 100,000-square-foot pavilion in front of the existing hospital. The new pavilion, projected to cost \$120 million, will feature:

- a Pediatric Emergency Center – the region's first dedicated, stand-alone pediatric emergency department;
- a 24-bed Pediatric Intensive Care Unit;
- a 25-bed Medical-Surgical Unit; and
- a state-of-art surgery center that will include six operating rooms solely dedicated to children.

*Were the Cohens previously associated with the health system?*

Yes. Steven and Alexandra Cohen have had a 14-year relationship with North Shore-LIJ. Previously, their foundation donated \$7 million to the health system to build a new ambulatory pediatric chemotherapy unit and establish an endowment called the Philip Lankowsky, MD, Professorship in Pediatrics.

*To what do you attribute the Cohens' interest in making a donation of this size?*

The Cohens' confidence in and support of North Shore-LIJ is a testament to the progress that the hospital's dedicated, experienced staff has made in advancing pediatric medicine. The Cohens' generosity will enable North Shore-LIJ to develop a truly world-class children's hospital unmatched in the New York metropolitan area and enhance the hospital's worldwide reputation.

*How will this change affect the hospital?*

As you know, the Children's Hospital is a truly unique facility. It is both a regional resource offering sophisticated treatment for children's health problems, including cancer and heart disease. The Cohens' investment and the construction of sorely needed space will further enhance the reputation of the hospital among the public and the broader pediatric community, bringing us a step closer to our goal of becoming a national and international destination for pediatric care.

*Will the Cohens serve on the North Shore-LIJ Board of Trustees?*

The Cohens will be involved in future fundraising for the children's hospital, but to date, have not expressed an interest in serving on the North Shore-LIJ Board.