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**EIRMC Breaks Ground on New Women & Infants Center;
*\$20 Million Expansion and Renovation Project Starts Moving.***

Idaho Falls, ID. Eastern Idaho Regional Medical Center will host a Groundbreaking Event to kick off the \$20 million expansion and renovation of its Women & Infants Center.

The event marks the start of a 10-month construction project that will more than double the size of the current Women & Infants Center, increase Neonatal Intensive Care Unit (NICU) capacity, and improve the aesthetic appearance of the entire Center, including Labor & Delivery, patient rooms, nursing stations and common areas.

In addition to remarks by Mayor Jared Fuhriman and EIRMC CEO Doug Crabtree, Rexburg resident Melanie Davis, mother of the youngest surviving premature infant in the state of Idaho, will speak about her experiences during her son's long stay in the EIRMC NICU, and his remarkable progress since. Nathan Davies was born at 22 weeks gestation, and weighed a mere 1 pound, 2 ounces.

Additionally, EIRMC CEO Doug Crabtree will "turn the dirt" with heavy equipment to mark the start of the construction.

Media/ Photo Opportunity:

What: Groundbreaking Event

**When: Wednesday, July 7, 2010
2:00 pm**

Where: EIRMC parking lot (nearest Sunnyside Rd.)

**Contact: Coleen Niemann, Cindy Smith-Putnam, or Holly Gyles
(on-site)**

The expansion project is a critical component of EIRMC's growth in highly-specialized neonatal and obstetric care services for southeast Idaho and the surrounding region.

“EIRMC has long been the provider of choice for high-risk pregnancies: our perinatal and neonatal care is simply unrivaled. And by refreshing the patient rooms with spa-like amenities and beautiful aesthetics, EIRMC will also remain the preferred ‘go-to’ for area women who are having normal pregnancies and deliveries,” said CEO Doug Crabtree.

Several factors make the expansion and renovation project crucially important to our community:

- Idaho Falls and southeast Idaho have a per-capita birth rate higher than the national average, which makes the demand for mother-baby services more intense.
- The nearest equivalent maternal-fetal and neonatal services are 180 miles away.
- Through technology and personnel upgrades predating this expansion project, EIRMC has already experienced surges as high as 27 babies per day in its 2010 NICU census (compared to an average daily census of just 6 babies in 2007).
- This \$20 million investment translates into a projected 140 jobs related to the construction alone, and provides an additional source of tax revenue for the area, funded entirely through private investment by EIRMC and its parent company, HCA.

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