



HEALTH MATTERS



MEDICAL CARE – RIGHT AT YOUR SKI TIPS!

PAGE 4

From the Cover



Pictured left to right: Ellen Barlow; P.J. Janas; Julie Myers; Kelly Hansen; Tiffany Poss, RN; Jon Gibans, MD; Adam Poss, RN; Janice Martin, RN; Clayton Peetz; Emily Peetz; Josh Winters; and Anthony Peregrini.

Save the Dates

OrthoAspen Winter Lecture Series

Select dates, February - March

Aspen and Basalt

Visit orthoaspen.org for the full schedule and program descriptions of this highly educational lecture series!

Heart Healthy Cooking Demo with Chef Martin Oswald

Thursday, February 22

2 - 3:30 p.m.

Aspen Valley Hospital, West Lobby

Space is limited. RSVP to 970.544.1302.

June Health Fair

Thursday, June 7

Aspen Valley Hospital

Blood draw only.

Saturday, June 9

El Jebel Community Center

Blood draw only.

Sunday, June 10

Aspen Valley Hospital

Blood draw plus additional screenings and information stations.

Midvalley Health Fair

Saturday, October 13

El Jebel Community Center

Blood draw plus additional screenings and information stations.

Senior Health Fair

Friday, November 2

Aspen Valley Hospital

Blood draw plus additional screenings and information stations.

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OUR MISSION:

To deliver extraordinary healthcare in an environment of excellence, compassion and trust.

OUR VALUES:

Integrity, Teamwork, Accountability, Respect for Others and Patient-Centered Care



ASPEN VALLEY HOSPITAL

Aspen Valley Hospital non-discrimination statement

With regards to employment, access to or provision of care, Aspen Valley Hospital District (AVHD) shall provide all individuals with the full and equal enjoyment of the services, privileges, facilities, advantages and accommodations without discrimination, as required by Section 1557 of the Affordable Care Act of 2010. AVHD shall not discriminate on the basis of race, color, national origin, sex (which includes gender-based discrimination), disability, religion, age or veteran status. Gender-based discrimination includes discrimination based on gender identity, gender expression and nonconformity with sex stereotypes.

Community Pride

It is part of what makes Aspen a community and not just a fancy resort town. We are proud of our heritage and how we have become a community that embraces “The Aspen Idea” of igniting the mind, body and spirit philosophy. Similarly, our community takes pride in our hospital, as we should, for its level of sophistication, advanced technologies, state-of-the-art facilities and being among the best hospitals in the country when it comes to providing an extraordinary patient experience.

through the complex and constantly changing waters of healthcare at the national level, and the specific needs and expectations of our community at the local level.

We also reveal insights into who our patients are, and the difference we make in their lives, as well as awards that we receive, the healthcare professionals who define us, and how we help make our community healthier and more engaged in our own wellbeing.

So, read on, and see if you don't feel that community pride once again welling up within you.



In this issue, we offer some additional insights into what it is that makes us, your hospital, so special. It all starts with our board — five elected community members who impart the vision for who we are and what we are becoming. It is our board that has navigated us

A handwritten signature in black ink, appearing to read "Dave Ressler".

Dave Ressler,
Chief Executive Officer

AVH continues to achieve the Pinnacle of **success!**

Continuing a tradition of recognition for service excellence, Aspen Valley Hospital (AVH) has received three 2017 Pinnacle Achiever HealthCare Service Excellence awards. Presented by Custom Learning Systems, the awards recognize the top three finishers in each of 17 categories focused on improving quality of care for patients, quality of work life for employees and organizational performance.

AVH was honored for:

- **OASIS teams** — Jo-Dee Russell and Julie Mathias head up these interdepartmental, manager-led teams focused on creating a culture of trust and a safe environment.
- **Service Excellence Mentor** — Mark Bauer is a mentor for Project MATCH (Making Aspen the Choice Hospital) service excellence project. In his role, he has mentored advisors, created and helped with workshops and summits, and acted as a go-to person for front-line staff.
- **Green Up, Clean Up** — Created by Karra Sabol and Amy Behrhorst, this initiative improves the efficiency of AVH's recycling program and significantly reduces the landfill waste the hospital generates.



2017 Pinnacle Achiever HealthCare Service Excellence award winners include (left to right): Karra Sabol, Amy Behrhorst, Amy Trubiroha Wells and Jo-Dee Russell. (Not pictured: Mark Bauer and Julie Mathias)

From the three Pinnacle Achiever Award winners in each category, one receives the National Summit Award. Pinnacle Achievers will be honored — and winners of the Summit Awards announced — at the HealthCare Service Excellence Conference.

“Hospitals from across North America submit nominations, and we are extremely proud of our award winners at AVH,” said

Amy Trubiroha Wells, Program Director of Project MATCH. “We’ve seen tremendous employee commitment to our goal of being the best we can be with our patients and with each other. The Pinnacle Achievers from AVH are further evidence that our efforts to improve customer service are paying off for our patients, staff and community.”

Snowmass clinic offers care when — and where — you need it most

When it comes to convenience, it's hard to beat Snowmass Medical Care Clinic. Since it opened in the early 1970s, the clinic has offered healthcare services at the base of Snowmass' main ski runs, so patients and paramedics can literally ski right up to the back door!

or chest pain. In those cases, clinic staff will stabilize the patient and transfer them to Aspen Valley Hospital (AVH) or an appropriate facility.

X-rays can be performed for most common orthopedic injuries, and simple laboratory tests are available for illnesses. Physical therapy is available onsite if needed, and staff can also refer patients to local orthopedists at AVH.

Why wait?

Wait times at the Snowmass clinic are generally minimal or nonexistent, even during the busy winter holiday season. "Volume is definitely higher around Christmas and New Year's, when we might have 35 patients a day and most of them come in during the afternoon," said Kelly Hansen, Physician Practice Manager. "Fortunately, we're able to add staff during those busy times to alleviate backlog and reduce wait times."

No matter the injury, the goal of treatment is to always provide excellent care and get patients back to enjoying their time in Aspen/Snowmass. "In most instances, people can get right in to see a doctor with very little or no wait time," said Adam Poss, Clinical Nurse Supervisor. "It's very possible that you could ski down here, see the doctor, have X-rays, get fitted for a brace and be back on your balcony drinking hot chocolate in an hour."

"It's a huge convenience that can help our patients get care promptly and, we hope, return to the slopes as quickly as possible," said Clinic Medical Director and Emergency Medicine Physician Jonathan Gibans, MD. "The fact that we can keep many people from having to go to the hospital is a big benefit, especially for tourists who don't know the lay of the land, don't have a car or are concerned about driving in bad weather."

Orthopedic care and so much more

Originally, the clinic was intended to provide orthopedic care for visitors to the then-new Snowmass ski areas. However, services were expanded in later years to include general urgent care for common ailments such as lacerations, muscle sprains and strains, altitude sickness, sunburn, sore throat, blisters and upper respiratory infections.

As with emergency care, the clinic staff triages patients and prioritizes treatment based on the severity of each situation. The clinic is not designed to diagnose or treat major traumatic injuries or symptoms of serious illness, such as severe abdominal



New Snowmass clinic coming soon!

Plans are underway to replace the current Snowmass Medical Care Clinic with an all-new facility at the start of the 2019-2020 season. Watch for more information in the months ahead!

Snowmass Medical Care Clinic

105 Daly Lane, Snowmass Village Mall
8:30 a.m. - 4:30 p.m. daily throughout the ski season. No appointment needed.

970.544.1518

Physicians, registered nurses and EMTs trained in emergency medicine, physical therapists and diagnostic capabilities are onsite.

Stay safe and healthy with these winter safety tips

You've been looking forward to skiing, trekking, snowboarding and skating for months. So to help ensure that you get to enjoy the winter season to its fullest, take a few minutes to consider these safety tips:

Think three

For outdoor activity, (1) wear an inner layer that holds in heat and blocks moisture; (2) an insulating layer, such as a fleece, that keeps warmth close to your body; and (3) a water- and wind-resistant outer layer to block the elements.

Watch the bite

Frostbite causes numbness and loss of color on affected skin, often on the head, face, fingers and toes. The condition is so common that it's easy to dismiss. If ignored, however, frostbite can cause permanent damage and, in severe cases, result in amputation.

Don't go hypo

Hypothermia is caused by prolonged exposure to extreme cold and may affect the brain in ways that render the victim unable to recognize the danger. Seek medical care for hypothermia symptoms such as shallow breathing, irregular heartbeat, drowsiness or slurred speech.

Take it easy

During cold weather, your body works hard just to keep you warm. Your heart, especially, is under added strain. For outdoor chores such as snow shoveling, be sure to dress warmly, work slowly and take frequent rest breaks.

Skip the slip

Falls on icy sidewalks and other surfaces are a leading cause of winter injuries. At home, use a de-icing product to keep outdoor walkways clear of ice and sprinkle sand on potential "problem areas" to provide traction. When out and about, stay alert to potential slip hazards.

From the top of your steps to the top of the slopes, take a few moments to keep outdoor winter safety top of mind.

Sun protection is important year-round

Winter is the best time to enjoy the outdoors in Aspen — and a smart time to protect your eyes from sun exposure.

"People tend to be less aware of needing to protect their eyes in the winter than the summer," said Michael Murphy, MD, FACS, Ophthalmologist at Aspen Valley Hospital (AVH). "In the winter, it is important to remember that UV light penetrates through cloud cover and reflects off the snow."

Dr. Murphy added that Aspen's high altitude and active lifestyle further increase the risk of snow blindness (photokeratitis) and sunburn, as well as long-term concerns such as accelerated development of cataracts, macular degeneration and eyelid skin cancers.

To protect your eyes:

- All year, wear sunglasses or goggles that block 100 percent of UV light.
- Use a sunscreen on the delicate tissues around the eyes.
- As appropriate, wear a wide-brimmed hat.
- Avoid sun exposure during the middle of the day.
- Report any vision changes, eye pain or suspicious lesions on the eyelids to an eye care specialist.

FACT: For every 1,000 feet of elevation above sea level, UV light exposure increases up to 5 percent, according to the National Weather Service. That means you have much higher exposure to UV radiation in Aspen (altitude: 7,908 feet) than at lower elevations — and even more on the peaks.



AVH Spotlight:

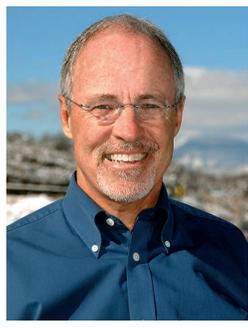
Four questions for our Board of Directors



Mindy Nagle, MD, Chair



Lee Schumacher, Vice Chair



Chuck Frias, Treasurer



David Eisenstat



Greg Balko, MD

Aspen may be a small community, but it is hardly immune to national trends. The same is true of Aspen Valley Hospital's (AVH) position within the broader healthcare landscape.

To gauge the hospital's current and future "health," we posed questions to the five members of our Board of Directors and asked for their insights, perspectives and predictions. Following are edited excerpts of their replies.

What are the main factors driving changes in our community's healthcare?

There was general agreement on this question, with Greg Balko, MD, stating succinctly, "The biggest factors are quality and price."

Part of this dynamic, Vice Chair Lee Schumacher said, is a "trickle down" from federal policies and programs. "In America, we have a vast healthcare landscape, and we should get more bang for our buck," he said. "I hope people at the federal, state and local levels can work together to improve the delivery of care while maintaining or lowering costs."

David Eisenstat pointed to a number of additional drivers of change, including "an aging population, shifting demographics, healthcare cost escalation, restrictive

third-party reimbursement, ever-changing regulatory constraints and the unique challenges of a resort area's seasonal demand fluctuations."

What is AVH's greatest advantage and disadvantage?

Board Chair Mindy Nagle, MD, pointed to AVH's size as the hospital's biggest plus and minus. "We are able to have personalized care at the hospital and the community practices," she noted. "The drawback is we are not able to offer all services, so we need to have strong partnerships with bigger medical centers."

Other directors noted the advantages of support the hospital receives at every level. "Our greatest advantages are the people working for us, the people leading us and the incredible community that supports us," Dr. Balko said.

What is the biggest challenge AVH will face in the next 5 to 10 years? How is the board leading efforts to address that challenge?

Echoing earlier mentions of cost and quality, Schumacher responded, "Our biggest challenge will be maintaining the hospital's independence to the community's benefit. To me, that means charging fair prices for care while maintaining a fiscal position that protects the hospital!"

Eisenstat cited the industry-wide shift from volume to value as both a major challenge and significant opportunity for AVH, which the hospital will address by embracing population health management. "Partnering with employers, physicians and other providers to identify actual and emergent needs and to optimize how we deliver care to our population aligns perfectly with our aspiration to make Aspen the healthiest community in America," he observed.

What is your favorite and least favorite part about serving on the AVH board?

In naming their favorite aspects of service, the directors focused on the people with whom they interact. "I enjoy working with an amazingly dedicated board with diverse strengths," Dr. Nagle said. "Our executive team is equally impressive."

Similarly, Chuck Frias, Treasurer, said he is encouraged by interactions "with so many engaged and committed professionals and board members, all working toward providing exceptional results."

As far as least-favorite tasks, Schumacher offered a typically lighthearted response. "Sometimes the meetings are a little long," he said, laughing. "But of course they are; many of the issues we deal with are complicated. Anyway, it hasn't driven me away."

Aspen Valley Hospital Foundation celebrates progress and the many donors who have made it possible



Hospital and Foundation board members welcomed guests and keynote speaker, Diagnostic Radiologist Dr. Jeffrey Friedland, at an event to celebrate the completion of the west wing. This wing houses: The Resnick Family Emergency Department, The Marian and Ralph Melville Oncology and Infusion Center, the diagnostic imaging center, including a dedicated women's imaging center and the Halle Family waiting area, the laboratory and a new surgery center, including three new state-of-the-art operating rooms. Pictured left to right: Dr. Archer Bishop, AVHF Chairman of the Board; Ernie Fyrwald, AVHF Board Member; David Eisenstat, AVH Board Member; Dave Ressler, AVH CEO; Deborah Breen, AVHF President & CEO; John Sarpa, AVHF Chairman-Elect; and Dr. Jeffrey Friedland.

Five years after the creation of Aspen Valley Hospital Foundation (AVHF), momentum has been significant and sights are set on raising the final \$17 million to complete the unprecedented \$60 million capital campaign. The campaign, launched in support of the hospital's extraordinary building and modernization project, is a pivotal component of the project's overall financing strategy. What is truly remarkable is that while 900 donors have contributed towards the \$43 million raised, just 14 donors comprise \$36 million of that total. With gifts ranging from \$1 to \$10 million, this campaign is attracting donors from all walks of life.

With three of the four phases of construction now complete, the final and fourth phase rests solely in the hands of the philanthropic community. This final phase is essential to improve the overall access for patients and visitors to all clinical and nonclinical areas. In essence, it ties together the newly constructed east and west wings, and provides for a complete front façade, a comfortable central lobby, a private patient registration area and the highly anticipated completion of The Renée and Lester Crown Center for Specialty Care.

Events ranged from casual gatherings hosted in private homes, to on-campus dedications, to physician-led talks, to the glitzy and glamorous polo tournament in partnership with Aspen Valley Polo Club, *Chukkers, Champagne and Caviar*, which raised over \$300,000.

"Three of the four phases of the construction project are complete thanks to so many generous and enthusiastic supporters," noted Deborah Breen, AVHF President & CEO. "Even though we still need to raise the remaining \$17 million to reach our \$60 million goal, it's important that we take time to celebrate our significant milestones along the way. Many people have been part of this extraordinary forward momentum, and we simply can't say thank you enough."

AVHF is a 501(c)3 organization dedicated to raising funds for Aspen Valley Hospital. To be added to invitation lists or to make a gift, please call **970.544.1302** or email the Foundation at avhf@aspenhospital.org. Gifts online are also welcome and can be made at supportaspenhospital.org. Or, use the remittance envelope enclosed.



Members of the Gurrentz family gathered with friends at the dedication of the Susan and Morton Gurrentz Memorial Family Waiting Area within the Cardio/Pulmonary/Oncology Rehabilitation Department. The special gift from the family not only allowed for the area to be dedicated in their parents' honor, but also, the family presented several paintings from Susan's private collection to be displayed in the waiting area for the enjoyment of all patients and visitors.

In 2017, AVHF hosted 15 special events to honor supporters, celebrate progress and highlight hospital services, physicians and facilities.



Nearly 75 friends skied for Beer, Brats & Bubbly with AVHF staff, board members and other donors to celebrate the season! Catered by AVH's Kristy Bates, Director of Nutritional Services, and the award-winning Castle Creek Café, with much help from guest griller Amy Behrhorst, PA-C, friends enjoyed great food and festivities! Pictured left to right: Kristy Bates; Amy Behrhorst; Chuck Frias, AVHF Board Member; Emily Kay, AVHF Development Associate; John Sarpa, AVHF Chairman-Elect; Deborah Breen, AVHF President & CEO; Jess Gurrentz, AVH Marketing Coordinator; and Joan Gurrentz, AVHF Board Member.



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This publication in no way seeks to diagnose or treat illness or serve as a substitute for professional medical advice. Please see your physician if you have a health problem. Aspen Valley Hospital respects your privacy. If you prefer not to receive communications from us, please email AVHF@aspenhospital.org or call **970.544.1302**.

'The answer to my prayers'

Impressed with AVH experiences, Aspen couple pledges support

Karen Andrews' life took an unexpectedly happy turn one day last year on an Aspen ski slope. While watching a cross-country ski race, she overheard a conversation among some spectators nearby. When one couple in the group mentioned they were physicians, Karen turned and introduced herself.

The couple, as it turned out, was Otolaryngologist Heather Murphy, MD, and Ophthalmologist Michael Murphy, MD, FACS, who said they were opening a clinic at Aspen Valley Hospital (AVH). This was extremely welcome news for Karen, who for years had been driving from Aspen to Phoenix five times annually for glaucoma treatments at the Mayo Clinic.

initially wanted to have the procedure at a large medical center, Harry realized that could mean a lengthy scheduling delay. On the other hand, AVH General Surgeon Les Fraser, MD, was able to perform the surgery within a week of Harry's deciding to stay close to home.

"The surgery was a complete success," Karen said. "Harry was back and doing everything he wanted in two to three weeks, and he had no post-surgical pain at all."

'We want to help'

After their experiences, Karen and Harry talked about fulfilling the vision set forth in their favorite line from the Broadway musical "Hello, Dolly!" — "Money is like manure. It's not worth a thing unless it's spread around." And as a result, they pledged \$100,000 to the AVH Foundation over five years.

"We have been incredibly impressed with Dr. Murphy and Dr. Fraser, as well as with the leadership at Aspen Valley Hospital," Karen said. "The hospital is really going in the right direction, and we want to encourage it to continue."

Now, with ophthalmology care available at AVH, Karen visits Phoenix only twice a year. Her other checkups are with Dr. Michael Murphy, who consults regularly with Karen's glaucoma specialist at Mayo.

"Driving eight miles to Aspen is a lot better than driving 12 hours to Phoenix," Karen said. "Dr. Murphy has been the answer to my prayers."

A second success story

Karen's husband, Harry, had his own positive experience at AVH recently when he underwent hernia surgery. Although he



Karen and Harry Andrews were so pleased with their experience at AVH they have pledged \$100,000 to the AVH Foundation.