



ESTES PARK
HEALTH
FOUNDATION

the
Foundation
NEWS

Estes Park Health Will Remain Strong, Independent and Community-Owned

“Estes Park Health” continues a tradition of excellent, compassionate care from local professionals in an era of impersonal managed care.

Estes Park Health (*formerly Estes Park Medical Center*) declared its commitment to remain strong, independent and community-owned. “Providing excellent, compassionate care to the Estes Park Valley is our privilege,” states Larry Leaming, Chief Executive Officer of Estes Park Health. “Our mission remains the same. Since 1975, when we began to serve this vibrant community, we’ve evolved and so has the health care landscape. That’s why our name and identity are evolving to communicate a cohesive healthcare organization with a united visual message.”

The new name reinforces the medical center’s commitment to the foundation of their existence—health. “The re-branding isn’t just change for the sake of change, but to better reflect who we are, our services, and our pride in our independence and high-quality care. It conveys the full depth and breadth of our services – from the start of life to the end of life – under a single brand. We’re more than a hospital now,” continues Leaming. “The name ‘Estes Park Health’ better defines who we are. *It reflects our mission to help our patients heal and achieve total well-being.* It sets us up for the future and helps us compete and maintain our independence.”

Since its creation by the city of Estes Park in 1975, Estes Park Health has grown to encompass comprehensive services from pediatrics to geriatrics. In 43 years of committed care, Estes Park Health’s patient satisfaction scores have come to reflect a high level of competency and patient satisfaction. The re-branding coincides with a strategic path to sustainable growth, advanced excellence and competitive competencies while reinforcing a forward-thinking vision that will act as a campaign banner for years to come.

“Serving this community’s diverse population of residents and visitors while demonstrating an unwavering work ethic that meets every standard of excellence will continue to be Estes Park Health’s central goal,” states Leaming. “We recognize a critical value in our local medical center, a need for quality care close to home, and a convenient, one-stop facility that provides integrated healthcare.”

“It reflects our mission to help our patients heal and achieve total well-being.”



LARRY LEAMING

OUR NEW CORPORATE BRAND



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Different Name. Same Personalized Care. Same Mission.

As you have heard, Estes Park Medical Center recently changed its name to Estes Park Health. Although the name has changed, the commitment to local, patient-centered care remains the same.

Estes Park is a community that values its history. From the contributions of FO Stanley to the Rooftop Rodeo, Estes Park embraces its past as we move into the future. Change sometimes can be met with trepidation. However, change can sometimes be a harbinger of good fortune and progress.

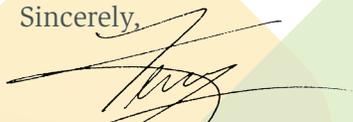
Estes Park Medical Center, formerly known as the Elizabeth Knutsson Memorial Hospital, has been around since 1975 to provide care to the citizens and visitors of Estes Park. As a small, rural hospital there have been good years and challenging years, but the organization has grown and developed. The new name, Estes Park Health, is emblematic of this history. As the healthcare landscape continues to change and evolve, it is critical that Estes Park Health do the same. With the exception of a hospital in Boulder County, the rest of the front range has consolidated and merged with various different health systems. True to the spirit of Estes Park, the community has said that it values having a local healthcare organization that is strong, independent, and community-owned.

In order to remain a successful, high-performing organization with local governance and management there are some changes that need to be made. The new name is, in part, a component of a new marketing strategy that focuses on communicating the full scope of services offered, as well as developing new lines of service to fill gaps that are in demand. For example, Estes Park Health is in the process of developing a stand-alone Urgent Care Clinic that will serve people who don't have time to wait a few weeks to see their Primary Care Provider, but who are not sick enough to visit the Emergency Department. Additional new services will be announced in the coming days.

Change can be hard. But oftentimes that difficulty can bring forth benefits in the long run. It took me a while to get used to my iPhone in 2012, but now I have come to expect the ability to have an HD video camera in my pocket! Please know that the Estes Park Health Foundation will continue to work alongside Estes Park Health to promote philanthropy and engage the community in support of local healthcare.

Thank you for your support of Estes Park Health.

Sincerely,



Kevin L. Mullin, MNM, CFRE
EXECUTIVE DIRECTOR



CALENDAR OF EVENTS

SEPTEMBER 18

EPH Basic Life Support/CPR Class

SEPTEMBER 20

EPH Advanced Cardiac Life Support Class

SEPTEMBER 22-23

Estes Park Autumn Gold Festival

SEPTEMBER 29

Estes Park Elk Fest

OCTOBER 4

EPH Basic Life Support/CPR Class

OCTOBER 13

Estes Park Pumpkins & Pilsners Festival

OCTOBER 16

EPH Basic Life Support/CPR Class

OCTOBER 18

EPH Pediatric Advanced Life Support Class

OCTOBER 25

EPH Pediatric Advanced Life Support Class

OCTOBER 26

EPH Pediatric Advanced Life Support Class

NOVEMBER 8

EPH Basic Life Support/CPR Class

NOVEMBER 17

Estes Park Annual Tree Lighting Ceremony

NOVEMBER 20

EPH Basic Life Support/CPR Class

NOVEMBER 23

Estes Park Catch the Glow Christmas Parade

NOVEMBER 29

EPH Advanced Life Support Class

NOVEMBER 30

EPH Advanced Life Support Class

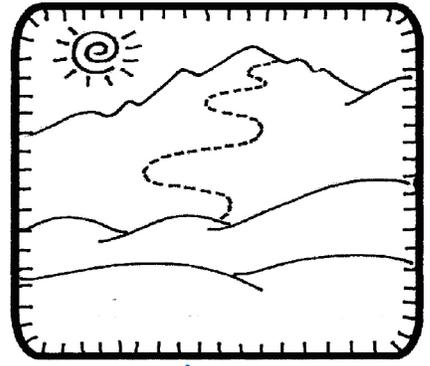
DONOR SPOTLIGHT – Jeanne Allen, Quilter

Eight years ago when we realized our dream of moving to the mountains and Estes Park after visiting regularly for 30 years, I was particularly excited to have more time to pursue my passion of quilting. This interest was developed after owning a quilt shop in Iowa for nearly 12 years where there was never enough time to be creative after all the jobs of being a small business owner were complete.

I researched the various quilting groups in town and knew there was a quilt guild, Estes Valley Quilt Guild, and another group called Trail Ridge Quilters, affiliated with and supported by Estes Park Newcomers Club.

We eagerly attended a Newcomers Club Meeting a few days after we moved in and I inquired about the quilting group. I learned that they were a Special Interest Group of the Newcomers Club, meeting weekly at Estes Park Health in the Longs Peak room and making quilted items that are sold to the public. All proceeds go to Estes Park Health Foundation to buy items that directly benefit patient care. These items, requested through grant requests from the departments, are needed to enhance daily patient care. The group's monies have purchased a variety of items from temporal thermometers to digital scales to colonoscopy equipment and so much more.

Why do I make items and then donate them rather than keeping them for myself or family? It's a great way to use my quilting skills to benefit myself and other patients who use our local medical facility. By making items as small as a pot-holder or as large as a king-sized quilt, I get the satisfaction of creating an item and helping my local community as well. And then there is the added benefit of getting together with the other quilters and chatting as we work on our projects. For me, it's a win-win situation. 🌈



Trail Ridge Quilters

**EPH EMPLOYEE
TEA & SALE**

Longs Peak Room
Estes Park Health

**TUESDAY
November 13, 2018**

11AM–2PM

Public is welcome, too!



ABOVE, FROM LEFT TO RIGHT: ANN STEWART,
NANCY TAYLOR, SUSAN ANTEL, JEANNE ALLEN



FROM LEFT TO RIGH: ANN STEWART,
NANCY TAYLOR, JEANNE ALLEN,
SUSAN ANTEL



P.O. Box 3650
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ESTES PARK HEALTH FOUNDATION

Paint Estes Pink Report

This year's Paint Estes Pink Campaign raised \$42,273.63 for the new Outpatient Wound Clinic under construction at Estes Park Health. Seven women competed for the coveted Mrs. Rooftop Rodeo 2018 Crown, and two women tied. Sherry Unruh and Marsha Hobert both raised over \$10k, smashing last year's total numbers of \$15k across all contestants. Local businesses got into the act as well. Bank of Estes Park won the Best Decorated Competition. Their employees, exterior, and interior were all dolled up, and Mountain Home Café won the Business Fundraising Competition by gathering \$292.94 in their donation jars.

The updates to the Outpatient Wound Clinic include surgical-grade lighting and replacing the hospital bed currently used during treatment with a specially-designed exam chair. According to Erin Wooley, Director of Med/Surg Outpatient Infusion, Outpatient Wound Care & Respiratory Therapy, Crowns for the Care raised enough money to purchase a cautery device as well. Shout out to the Rooftop Rodeo for their partnership and all of the individuals and businesses who made this year's record-breaking fundraiser possible. We'll have an information session in the Spring of 2019 for all potential Crowns for the Care candidates. If you're interested in participating in Crowns for the Care 2019 or learning more about other foundation programs, please contact us at giving@eph.org. 



SHERRY UNRUH



MARSHA HOBERT