



**ESTES PARK**  
**HEALTH**  
FOUNDATION

Case for Support:

*Coronavirus & Subsequent Emergency  
Response Fund*

**You Can Save Lives.**

September 2020

## **Estes Park Health Foundation**

The Estes Park Health Foundation (EPHF) serves as the fundraising arm for Estes Park Health (EPH). The Foundation's mission is to increase community awareness of the Medical Center and to develop, manage and distribute funds to assist the Medical Center in fulfilling their Mission. The Foundation Board of Directors, volunteers and staff work to ensure that people in the Estes Valley have an opportunity to partner with the Medical Center to achieve their philanthropic goals while improving the health of people in our community and beyond.

## **Estes Park Health Services**

Estes Park Health offers compassionate, quality healthcare from start of life in the Birth Center to end-of-life Hospice care. Services include primary physician care, surgical services, orthopedic surgery, rehabilitation, wound care, infusion, imaging and more. Estes Park Health is a complete, one-stop healthcare resource, providing comprehensive care for the residents and visitors of the Estes Valley, a rugged mountain community of 14,385 fulltime residents and 4.2 million annual visitors located at the entrance of Rocky Mountain National Park. In 2019, Estes Park Health had 6,153 visits to the Emergency Department and 29,851 visits to the Physicians Clinic.

## **The Problem**

Responding to COVID-19 in the Estes Valley community creates unanticipated demands on every staff member at Estes Park Health from the medical staff, IT, HR, Dietary, environmental services, and so on. In mid-March, Estes Park Health canceled all elective surgeries and non-emergent medical appointments to protect staff and patients. While those appointments recently resumed, the effects to the already strained bottom line of this rural, tax-district Medical Center will last for years. In addition, appointments aren't being booked at the same rate/density as they were prior to the pandemic. Estes Park Health's CEO, Vern Carda, is committed to keeping Estes Park Health Employees at work and TeleHealth appointments have been put in place. That being said, lack of income and

new demands for supplies to battle the COVID-19 pandemic create needs that cannot be met with the Medical Center's current budget.

Due to guidance from the state and county, the Foundation has been forced to cancel donor events since March and for the foreseeable future. These events amount to a substantial portion of the Foundation's outreach and fundraising strategies in a typical year. Of course, new ways of engaging donors and foundations are being explored, and this exploration also consumes time and resources of staff. In addition, donors are experiencing economic instability, which affects the amount and frequency they are able to give.

Protecting the Estes Valley community from the spread of COVID-19 is a critical need without budgeted funding. Funding for COVID-19 Emergency Response at Estes Park Health will save lives.

### **Background Information**

EPHF is raising money to cover the cost of vaccinating and quick COVID-19 test results for the 738 uninsured residents of the Estes Valley. People see Estes Park as a town that is rich, but the reality is that it is a rural, mountain town where many live hand-to-mouth, struggling to find workforce housing and childcare. According to Visit Estes Park, about 45% of the workforce in the Estes Valley are in the hospitality sector, which often employs undocumented workers and does not offer health insurance or paid time off to employees. Second homes sit empty while only 55% of housing is owner-occupied. Thirty percent of school kids speak Spanish at home, and just over 40% are on free or reduced lunch. Census Data shows Estes Park is 87% white and 11.6% Hispanic or Latino. According to EPH's 2019 Risk Assessment, 10% of Estes Park residents live below the poverty line with 56% of those being single mothers. Forty-six percent of residents are male and 54% are female. Older populations have been shown to be more vulnerable to complications from COVID-19 than the general population, and the median age of Estes Park residents in 2019 was 56.6 years old, 20.1 years older than the average Larimer County Resident. Experts anticipate a vaccine being available in early 2021, and EPHF wants to make sure that everyone in the Estes Valley can get a vaccine. While the government might cover the cost of the drug itself, costs associated with administering the vaccine, supplies, etc. will exist. Vaccinated residents provide the best defense against community

spread. Out of approximately 14,325 residents, 738 are uninsured according to the Colorado Health Institute. EPHF estimates that the vaccine will cost \$25-100 per uninsured patient.

In addition, EPHF will cover the cost of COVID-19 direct RT-PCR assay testing at EPH for uninsured residents, which is an estimated \$90 per test.

Results are provided in 80 minutes and 8 samples can be run at once.

Larimer County Schools are closed to in-person, and Tom Gonzales, Larimer County Public Health Director, attributed the closure of schools to a result of delays in COVID-19 test results and subsequent contact tracing.

EPHF has already fully funded the cost of purchasing COVID-19 direct RT-PCR assay testing capabilities for EPH and anticipates the system to be up and running in Q4 of 2020. Right now, COVID-19 tests are sent to Children's Hospital and results take several days to come back. (Salud Family Health Center and Timberline Medical Center in Estes Park provide COVID-19 testing, but the results also take several days to come back.

EPHF has no knowledge of a vaccine program for the uninsured in development for either facility).

## The Budget

EPHF has already responded to the coronavirus pandemic by fully funding:

**Phase 1:** Retrofitting 7 rooms to negative pressure rooms (4 in Med/Surg and 3 in the ED) and purchasing additional PPE for staff. (\$85,768)

**Phase 2:** Paying for COVID-19 direct RT-PCR testing capabilities for Estes Park Health. (\$50,000)

EPHF needs \$150,000 for **Phase 3**, which is providing vaccinations and COVID-19 direct RT-PCR testing for 738 uninsured Estes Valley residents. The breakdown of cost is an estimated \$73,800 for vaccinations, \$66,420 for COVID-19 testing, and \$9,780 for administrative and fundraising expenses. These initiatives are imperative to getting Estes Valley children back in school, keeping our economy open, and protecting our residents.

## Community Navigation

EPH will design a culturally-appropriate community education campaign to ensure that the public understands the importance of reducing community spread and being vaccinated. The Foundation will bring together the appropriate personnel to design the campaign, including the EPH's Director of Infection Control (Kim Smith), EPHF's Development & Communications

Coordinator (Kaci Yoh), and EPHF Board Directors with strong ties to local news outlets, businesses, and service agencies. Marketing will include editorials from EPH physicians, videos, social media posts, print ads, direct mail appeals, email campaigns, and web pages both at EPH and EPHF. Additionally, Kevin Mullin, EPHF's Executive Director, has secured partnerships with the Town of Estes Park, the Estes Park Chamber of Commerce, Estes Park School District R-3, and Salud Family Health Centers-Estes Park to spread the word about vaccines and quick test results available at EPH.

## **The Strategy**

The Foundation will engage existing donors, community (prospective donors), and foundations to raise the funds to complete this project. The Foundation will follow social distancing guidance as needed to maintain the safety of staff and prospective donors.

The strategy will be:

- Build awareness and Invite the public to participate through earned media
- Build awareness and Invite the public to participate through newspaper ads
- Invite donors to participate through phone, and in-person\*
- Invite donors to participate through direct marketing
- Invite donors to participate through small gatherings\*
- Build awareness through local Speaking Engagements\*
- Invite foundations to participate through submission of proposals (as prudent)

*\*In-person contact will be made when and if available per national, state, and local social distancing guidelines. \**

## **The Impact**

From 1986 to today, Estes Park Health Foundation has a proven track record of working closely with the senior staff at Estes Park Health to distribute funds in an effective and timely manner to create immediate and lasting impacts on healthcare in the Estes Valley community. Longstanding funders and collaborators include The Elizabeth Guild, Estes Park Quota, The Stanley Hotel, Community Foundation of Northern Colorado, United Way of Larimer County, Estes Park Western Heritage, the Rooftop Rodeo, The Lienemann Family Foundation, First National Bank of Omaha, The Trail Ridge Quilters, Bohemian Foundation, and Rotary Club of Estes Park. Successful campaigns include:

### **Coronavirus & Subsequent Emergency Response Fund 2020**

So far in 2020, Estes Park Health Foundation has responded to the coronavirus pandemic by funding additional personal protective equipment (PPE) for staff, retrofitting 7 rooms to negative pressure rooms (4 in Med/Surg and 3 in the Emergency Dept), and underwriting the cost of a COVID-19 direct real-time RT-PCR assay testing system.

An immediate, pressing need in March of 2020 was to retrofit four rooms at Estes Park Health to negative pressure rooms for the inpatient ward. This system ensures that when a COVID-19 patient is admitted, the air in that patient's room will not travel to the rest of the building, infecting other patients or staff. Estes Park Health Foundation funded this campaign with a combination of individual donations and grant money. These four negative pressure rooms have been operable since April of 2020. As cases of COVID-19 rose in the Estes Valley community, senior staff identified a need to retrofit three additional rooms located in the Emergency Department to negative pressure rooms. This retrofit was completed in July of 2020. Negative pressure rooms give the staff at Estes Park Health the ability to treat COVID-19 patients here in Estes Park rather than sending them to facilities in the valley.

In July of 2020, Estes Park Health Foundation fully funded the purchase of a COVID-19 Direct real-time RT-PCR assay testing system, which is the recommended testing method to diagnose the viral infection. With the implementation of this system, Estes Park Health can run eight COVID-19 tests in-house simultaneously, providing EPH physicians results in 80 minutes. Current in-house test procedures allow in-house patient samples to run one at a time and are only offered as part of a full respiratory panel, leaving all outpatient and pre-op screening samples to be transported to

Children's Hospital. Samples sent out have a turnaround time of up to 48 hours. Having the new COVID-19 test analyzer available right here at Estes Park Health will give Estes Valley residents, visitors, and staff fast and efficient results.

### **3D Mammography Campaign 2019**

The 2D mammography machine in Estes Park Health's Diagnostic Imaging Department was at end of life in 2020. Estes Park Health Foundation fully funded the purchase of 3D mammography machinery and capabilities. 3D mammography has been shown to detect 20-65% more incidences of breast cancer than 2D, and, according to Susan G. Komen, 90% of women whose breast cancer is found in earlier stages will survive.

### **Three New Ambulances: Two in 2019 & One in 2017**

Ambulance service provides a vital service to the Estes Valley community, covering over 1,000 square miles. The Estes Park Health Emergency Medical Services crew travels to emergencies in the Estes Valley, Rocky Mountain National Park and surrounding communities. They also provide emergency transport for patients needing care beyond what Estes Park Health can provide. Through the combined efforts of the Quota Club of Estes Park, Estes Park Health Foundation, and other donors, Estes Park Health was able to add three new ambulances to its fleet to better serve the community and the visiting population.

### **Emergency Capacity Campaign 2018**

The Emergency Capacity Campaign was an initiative to purchase four new cardiac monitors for Estes Park Health's Ambulance Service and three trauma stretchers for the Emergency Department (ED). Cardiac monitors are the basis of how the EMS team can treat patients and communicate with the ED. The new trauma stretchers allow ED staff to safely transport patients and dose medications. This initiative was fully funded at the end of 2018 with enough funds to purchase three patient transporters in addition to the cardiac monitors and trauma stretchers.

### **Estes Park Health Living Center Common Area Remodel 2018**

Estes Park Health Foundation fully funded an upgrade to the Living Center dining room with new furniture to create a space for residents to comfortably dine and socialize. New dishes were purchased, as well as a buffet style service so residents can easily choose their food from a

selection of entrees prepared daily by our Dietary Services Team. To facilitate a setting that feels more like home, Estes Park Health designed a living room to serve as a sanctuary for residents to read, enjoy quiet time and visit with guests. In addition, a new coffee table and love seat were added to the Activities Room.

### **Wound Care Clinic Upgrade 2018**

The phenomenal efforts of Estes Park Health Foundation's 2018 Crowns for the Care campaign and Paint Estes Pink raised enough money to purchase surgical-grade lighting for the Wound Care Clinic, a specially designed exam chair for wound treatments and a cautery device. The Outpatient Wound Care Clinic is used to treat patients suffering from chronic wounds by using technologies such as water debridement, tissue grafting, compression wrapping, specialized dressing application and negative pressure therapy. Patients experiencing illness can develop wounds that are difficult to heal. The Wound Care Clinic treats patients in our community so they can stay close to home.

### **Estes Park Health Living Center Exam Room 2017**

As a result of contributions by major donors to Estes Park Health Foundation, Estes Park Health Living Center now has a fully equipped, elder-friendly exam room that allows Residents to receive medical care within the Living Center.

### **Estes Park Health Living Center Hospital Bed Campaign 2017**

Because of generous gifts from individuals and businesses, Estes Park Health Living Center was able to purchase 35 new beds needed for their Residents. The Foundation raised \$75,000 for this improvement. The longer, wider mattresses flip to allow Residents to choose a soft or firm side. In addition to providing comfort and support, with the modern technology of these new beds, staff can now better maneuver and assist those in their care. The Estes Park Health Living Center Residents now rest more comfortably, improving their overall quality of life.

### **Infant Security Campaign 2016**

Thanks to many generous individuals and businesses, the newest members of our community can experience a level of security that rivals the region's largest birthing centers. Funded by Estes Park Health Foundation, this system employs the latest technology to secure designated areas. Any



unauthorized attempt to leave a monitored area triggers an alarm and activates door locks. Parents and staff can focus worry-free on caring for newborns and the joys of family life. Donors to Estes Park Health Foundation provided more than 90% of the funds needed to upgrade the infant security system in Estes Park Health's Birth Center.

## **Conclusion**

Estes Park Health is a rural, tax-district hospital. It is important that Estes Park Health have the resources necessary to respond to emergencies such as the outbreak of COVID-19 in our community. With your help we can.

*For more information, please contact:*

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