

10 Year Anniversary EVENT PLAN

November 17, 2014



THEME: “Celebrating 10 Years of Service to Our Patients and the Community”

December 1, 2014 marks the 10-year anniversary of the opening of Good Samaritan Medical Center in Lafayette, CO. This plan outlines events designed to celebrate the medical center’s achievements, thank associates and community for their support and dedication to our patients.

INTERNAL COMMUNICATION & EVENTS

- **In The Know newsletter** – a special edition will be released to coincide with the anniversary date. The newsletter will feature quotes, opening day facts and photos. (release date: end of November)
- **Associate Portal** – information will appear on the main page of the *The Landing* for all associates across the SCL Health system to view. (release date: December 1)
- **Email blasts** – associates will receive an email asking to share their memorable moments. These will be included in emails on Dec. 1. (release date: end of November 18 – December 1)
- **Physicians** – physicians will be invited to attend all events through an article in *Physician eNews* (release date: December)

EXTERNAL COMMUNICATION

- **Media Relations** – local media will be notified via press release. (release date: Nov. 21)
- **Social Media** – external messaging and congrats will be posted on all social media platforms, including Facebook, Twitter, Pinterest, etc.
- **Exterior Signage** – celebratory banners will be hung over hospital entrances.
- **Anniversary Publication** – a special magazine insert will appear in the December 12 edition of *BizWest*¹ featuring a historical journey of the medical center in Lafayette, CO. (see vendor letter below)

EVENT CREATIVE



CELEBRATING
10 Years of Service
to OUR PATIENTS & THE COMMUNITY

¹ BizWest is the business journal for Boulder Valley and Northern Colorado

Evaluation

We will evaluate the success of our plan by (1) attendance at events, (2) anecdotal stories and feedback from associates and community, and (3) associate engagement survey in 2014.

10 Year Celebration Budget Estimates

The Communications Department has budgeted \$30,000 for this event. This amount includes catering, graphic design and production of collateral materials and the mural.

EVENTS

The following is a list of events scheduled to celebrate the 10-year anniversary:

MONDAY, DECEMBER 1

Cupcakes in the Main Lobby

11:30 a.m. – 1:00 p.m. & 10:00 – 11:30 p.m.

Associates and visitors who are on-site will be invited to have a cupcake to celebrate! There will also be entertainment in the main lobby. Site leaders will be asked to attend the event as their schedule permits to meet/greet associates and visitors.

Anniversary Photo & Gift

11:30 a.m. – 1:00 p.m. & 6:00 – 7:30 p.m. | Conference Rooms E - G

Associates will be invited to take a portrait or group photo to place in their photo frame!

A link to photos will be sent to associates after the event, where they can download and print their photo at their own expense and insert it into the frame.

10-Year Associate & Volunteer Reception

3:30 – 5:00 p.m. & 8:30 – 10:00 p.m. | Conference Rooms A – D

Associates and volunteers who have been on staff since December 1, 2004 will be invited to a reception in their honor. Attendees will receive a commemorative junior portfolio as their gift.

Menu

Ice Carving with Shrimp Cocktail

Carving Station with Beef Tenderloin Sandwiches

Mini Crab Cakes with Mango Confit

Charred Jamaican Chicken Satay

Mini Beef Wellington

Dessert:

Fresh Vanilla Bean Crème Brule with Sliced Berries

Beverages

Suggested Remarks by Dave Hamm

“Thank you for coming to a reception in your honor. When we opened Good Samaritan Medical Center 10 years ago today we knew there was a need for a medical center to serve our patients who lived north of Denver. I can still remember the anticipation as we prepared for the first patient. He was a high school football player and he needed surgery on his shoulder. I was so proud to see how everyone sprung into action to give this patient the best care – and believe me – he did receive the best! Now 10 years later, that standard of care has not changed.

Although I may be a little grayer, I'm still proud to work with all of you who have made this dream come true by giving that same level of care to each and every patient who comes through our doors. You treat them as if they were the only patient here; and we know this from the many comments we receive.

There are so many people to thank who helped us on our journey but please know from the bottom of my heart that you all are very special and I wish many blessings to you as you continue your career here with Good Samaritan.

Events like this don't happen without a lot of hard work as well. I want to thank Mary Meeks and her committee for pulling all of this together – what a great effort. Mary was part of the original team here at Good Samaritan staff 10 years ago. Thank you so much Mary.

If you have to leave to take care of your patients, we understand but we would like to take this time to allow you to share a fond memory of working here 10 years ago. (allow some sharing)

Please make sure you get your gift before you leave and again, thank you so much for your time, talent and dedication to who we are as the hospital our patients choose for their care."

WEDNESDAY, DECEMBER 10

Gifts for Physicians

11:30 a.m. – 12:30 p.m. | Physicians Lounge

Physicians will be given the anniversary gift. There will be no remarks at this event. Senior Team will meet/greet physicians and give them the gift to say thank you.

TUESDAY, DECEMBER 16

Journey Wall Unveiling

11:30 a.m. – 12:30 p.m. | 2nd Floor (south of Surgery Waiting area)

Staff will be invited to attend the unveiling of a 70' long mural to commemorate the 10-year journey of the medical center in the Lafayette community.

Menu

Gourmet Meat and Cheese display

Vegetable Tray

Finger Sandwiches

Dessert:

Assorted Petit Fors

Beverages

Suggested Remarks by Dave Hamm

"Thank you for coming today. I'm really excited about what you're going to see – behind me is a representation of our top milestones as a medical center in the Lafayette community. Did you know when we opened (insert a factoid)? It's hard to believe that it has been 10 years since we opened our doors to this community. Our mission is to serve those who are poor and vulnerable, no matter who they are and I want to tell you since Day 1 our caregivers have been doing that - from the first person a patient meets at the front desk, to the last person they encounter leaving; all have given their time and talent to make this a great place to work and

care for our patients (applause). This was a major undertaking for Mary Meeks and her designer and photographer, so please let's give special thanks to them! (applause)

And now, without further delay, please enjoy our 10 Year Journey Wall."

Community Leaders' Reception & Journey Wall Viewing

6:00 – 8:00 p.m. | Conference Rooms A - D

Community leaders and key System Services staff are invited to a reception to thank them for their support for the medical center. Attendees will receive a commemorative chocolate bar! The event will include a buffet (see menu below). Attendees will be escorted to see the Journey Wall. List of invitees provided by Dave Hamm and Bob Roby.

Menu

Ice Carving with Shrimp Cocktail
Carving Station with Beef Tenderloin Sandwiches
Mini Crab Cakes with Mango Confit
Charred Jamaican Chicken Satay
Mini Beef Wellington

Dessert:

Fresh Vanilla Bean Crème Brûlée with Sliced Berries

Beverages

Community Leaders' Reception | PROGRAM

5:45 – 6:00 PM	Guests arrive
6:00 – 6:45	Guests arrive, mingle, eat
6:45	Remarks by Dave Hamm (see next page)
7:00	Sharing memories (call on some a few to share a memory or say thanks)
7:15	Dave Hamm introduces the Journey Wall and gives instructions.
7:30 – 8:00	Guests view the Journey Wall, mingle, leave

Suggested Remarks for Dave Hamm at Community Leaders' Reception

"Thank you for coming this evening to share in our 10 year celebration of service to our patients and the community. When we opened Good Samaritan Medical Center we knew there was a need for a medical center to serve our patients who lived north of Denver. I can still remember the anticipation we felt as we prepared for the first patient. He was a high school football player and he needed surgery on his shoulder. I was so proud to see how everyone sprung into action to give this patient the best care – and believe me – he did receive the best care! Now 10 years later, that standard of care has not changed. Although I may be a little grayer, I'm still proud to work with some of the best caregivers and administrators in my career. They have made this dream come true by giving that same level of care to each and every patient who comes through our doors.

Many of our patients say it feels like home here and we know this from the many comments we receive. There are so many people to thank who helped us on our journey (feel free to name those community leaders if you'd like) but please know that you all are very special and I can't thank you enough for all of your support throughout the years.

Is there anyone here who would like to share a fond memory of working here 10 years ago?
(allow some sharing)

During the past 10 years we have achieved some major milestones in the history of our hospital system and in the history of our community. We are very proud to be a part of Lafayette history as well. Now we want to invite you to follow us upstairs where we will show you what we are calling a *Journey Wall* that captures the highlights of our 10-year journey as a medical center in this community.

This was a major project that required a lot of hard work as well. I want to thank Mary Meeks and her team for pulling all of this together – what a great effort. Mary was part of the original team here at Good Samaritan staff 10 years ago. Thank you so much Mary.

Once you have seen it you are welcome to leave or stay a moment to mingle. Thank you again for your support and for coming out tonight.”

(Take guests upstairs by stairway or small elevator to the south of Sky Coffee.)



10 Year Anniversary Mural: approximately 107 feet long with multiple images and copy boxes.