



# COMMUNITY OUTREACH PLAN

*Opening of Good Samaritan Medical Center*

*Prepared by:*

Mary Jackson

Communications & Marketing Manager

Exempla Good Samaritan Medical Center

March 29, 2004

**Exempla**  
HEALTHCARE

**Good Samaritan Medical Center**

## **BACKGROUND**

Construction of a new Exempla Good Samaritan Medical Center, a \$200 million medical center in Lafayette, CO began in August of 2002. The 172-licensed bed, full-service urgent care hospital, located on 77 acres just north of Denver on Highway 287, offers surgical services, obstetrics, cardiovascular services, orthopedics, pediatrics and a 24-hour emergency department with urgent care. The hospital will have the ability to expand to up to 350 beds to respond to market demands. Two office buildings will be constructed on the medical campus: Kaiser Permanente Rock Creek Medical Office and a Community Physicians Pavilion (owned by Lillibridge). The philosophy of healing has been incorporated into the selection of the staff, campus architecture, layout and design, with patient and family amenities, easy access to physician's offices and park-like landscaping.

When completed in December of 2004, Exempla Good Samaritan Medical Center will employ approximately 1,000 staff at start-up, making it Lafayette's largest employer. Future plans for the medical campus include a medical office building.

## **SITUATION**

Prior to construction, several issues were raised by residents during Lafayette City Council Planning meetings. Also, many residents directly across the street from the medical campus vehemently voiced concerns about the Medical Center's presence, including:

Prior to construction, many issues were raised by concerned citizens during Lafayette City Council Planning meetings. Some of the issues raised were:

- Need for another hospital in the area
- Hospital size and height
- Trauma designation
- Noise and traffic
- Architecture
- Landscaping / Xeriscape

With the strategic planning leadership in place and a strong business plan, EGSMC's president and CEO, David Hamm, was able to accommodate these concerns through modifications in design concepts and future planning. In addition, a consultant was hired to begin identifying key stakeholders in the community and other community forums where we could gain more insight about their concerns regarding construction of the new medical center. Several meetings were held with elected officials, emergency medical personnel and physicians in the area.

In 2003, a community relations/media specialist was hired to further identify key stakeholders that would be important to the hospital's vision and mission, while educating them about hospital services. More than 60 meetings were held with various community leaders within a three-month period. Leaders were asked for basic questions:

1. What does a "good corporate neighbor" look like to you?
2. What do you see as the health care needs in this community?

3. What are you looking for in a hospital?
4. How can we partner with you or your organization?

Community leaders and stakeholders are now enthusiastic and supportive of the new hospital and its future contributions to the area. Many now see the need for a new hospital as paramount and that it will contribute to the economic vitality of the Lafayette community.

Since that initial concerns by citizens have been quelled and we are now moving toward finalizing construction, it is imperative that we formalize a plan to communicate our mission and vision to our Centers of Influence while garnering their support.

### **CENTERS OF INFLUENCE – *What is this?***

For the purpose of this plan, we will define CENTERS OF INFLUENCE as those key stakeholders in the community who represent organizations in EGSMC's service area that impact our business, vision or mission. These individuals may represent for-profit or not-for-profit entities.

### **OBJECTIVE**

The objective of the Medical Center's community outreach strategy was to engage local residents and key stakeholders in the construction process, establish positive community relationships, and educate potential patients about the Medical Center's services.

Our objective is to solidify the Exempla Good Samaritan Medical Center name in the market place and establish positive relationships with our constituents in the Lafayette community and in our service areas.

Further, we want to employ appropriate communication tactics that will create a base of positive support among our Centers of Influence to champion our vision and mission in the community and among their constituents.

### **COMMUNICATIONS STRATEGY**

Our primary strategies will focus on face-to-face and rich communication forums designed to inform, educate and influence our stakeholders. These strategies will:

- Establish the president & CEO and senior leadership as good corporate citizens.
- Allow for open, honest communication that will use the feedback from the Centers of Influence to further the hospital's mission *to provide healing and health to the communities it serves*.
- Keep a pulse on the health care needs of the community-at-large to provide feedback to the hospital's leadership.
- Position EGSMC as a new medical center leaning on the legacy of two of the oldest health care institutions in Colorado – Exempla Saint Joseph Hospital and Exempla Lutheran Medical Center.

# AUDIENCES

## *External*

Our primary audiences include stakeholders within a five to 10-mile radius of the hospital, city officials, senior citizens, other elected officials, business owners and service agencies in our primary service areas. Primary service area includes: Lafayette, Louisville and Broomfield.

Secondary audiences include stakeholders in Broomfield, Louisville, Longmont, Erie, Superior and Boulder.

*The following is not intended as an exhaustive list, but rather a list of recommended stakeholders we have identified as important to our plan.*

## *City Officials*

- Mayor
- City Manager
- City Council members
- City clerk, public information officer
- City planner
- Fire Chief

## *Etkin/Johnson Company*

- Jim VasBinder
- Bruce Etkin
- Don Johnson

## *Government-Funded Agencies*

- Health & Human Services agencies
- Emergency Medical Care providers
- Senior Centers
- Recreation Center
- Libraries

## *Community Leaders*

- Political and elected officials
- Clergy
- Presidents of Chamber of Commerce

## *Businesses / Business Owners*

- Heritage Bank
- Lionsgate Events Center
- Lafayette Florist
- Morrell Graphics
- Bank One
- Smaller business owners
- EGSMC vendors
- Large employers in Boulder & Broomfield Counties

## *Economic Development Agencies / Chambers of Commerce*

- Lafayette
- Louisville
- Broomfield
- Westminster
- Erie
- Boulder
- Longmont

#### *Community Groups / Service Organizations*

- Rotary
- Kiwanis
- Optimists
- Neighborhood associations
- LASSO Lafayette
- Project YES for Youth

#### *Media*

- Colorado Hometown Newspapers (Lafayette, Louisville, Erie, Superior)
- Boulder Daily Camera
- Broomfield Enterprise
- Reporters
- Radio & TV news outlets

#### *Schools*

- Primary, secondary educational school systems in Boulder Valley
- Universities, colleges and community colleges in Boulder County (especially with nursing programs)
- Private and parochial schools in primary service area

#### *Political Leaders*

- Sen. Tom Arnold
- Rep. Shawn Mitchell
- Democratic Party
- Republican Party

#### *Religious Leaders*

- Churches
- Pastoral organizations

#### *Healthcare Agencies*

- Tri-County Health Department
- La Clinica Campesina
- Health & Human Services agencies
- Sister Carmen Community Center

#### *Physicians*

A separate physician marketing communications plan has been approved by senior leadership [see attached]. A select group of physicians will be identified by EGSMC's president & CEO and senior leadership to include in our outreach strategies.

Credentialed physicians who will practice on our staff are also an excellent resource to help champion our vision and mission in the community and among their constituents. A plan will be developed with EGSMC's president & CEO and the Chief Medical as to how we can best capture this group.

Kaiser-Permanente physicians are also another vital resource to help us deepen our relationship with the Centers of Influence. EGSMC's president & CEO has established regular meetings with KP's medical director to continue to solidify our relationship with this group.

#### *Employees & Volunteers*

While this plan primarily focuses on external audiences, we realize employees are also a crucial part of our plan because they can become ambassadors to the community on our behalf to extend our mission, vision and values as well as drive our advertising and brand promise. Employees and volunteers are also our customers and therefore need to know what services we provide.

## **COMMUNICATIONS TOOLS & TACTICS**

Realizing that building relationships is the most crucial piece of our plan, we will employ tactics that will create meaningful, long-lasting relationships with our Centers of Influence. At the same time, we will focus our efforts on face-to-face communication forums designed to offer two-way communication in an open, honest environment. These tactics will build on the relationships we have already established, while creating the opportunity for flexibility in how we communicate to our Centers of Influence.

We will choose relevant, appropriate information to share with our stakeholders that may include items for their immediate attention or action. We believe that these action items will keep interested parties tethered to the hospital and create a sense of ownership among our Centers of Influence.

#### Tactic #1 – Community Meetings

Face to face communication is at the heart of our plan. We will identify opportunities to establish our own meetings in the community and/or to dovetail onto meeting agendas of community organizations that will offer support to the hospital, its mission and values.

- A. Neighborhood Association Meetings – we will identify neighborhood associations near the hospital whose residents will use the medical campus and its services. Our plan is to contact the presidents of these organizations to determine the best dates and times to make presentations. We will give a short presentation on the current status of the hospital and then ask for feedback.
- B. Chambers of Commerce Meetings – we have joined the chambers of commerce in our service areas and plan to host meetings and/or make presentations to the membership in the months of July, October and December.

- C. Speakers' Bureau – we will provide speakers to community organizations that request our presence during membership meetings. Topics can include: general updates about the hospital, business / health care trends or health care topics.

#### Tactic #2 – Community Outreach

Bringing stakeholders onto the campus for regular forums to share feedback from their constituency is important.

- A. Lunch with David Hamm – we will identify up to 50 key stakeholders from various industries to have lunch with Mr. Hamm at the hospital. A tour of the hospital will be incorporated if desired by the group.
- B. EGSMC Welcome Room – The Welcome Room will be open to health care-focused community groups that are in need of meeting space. In addition, the room will provide space needed for EGSMC Community Development staff to conduct health seminars and forums. As a multi-purpose room it will also provide necessary space for media interview and press conferences.
- C. EGSMC Foundation – The Foundation has been established to accept donations to the hospital from the public. We will work with John Glassman, Executive Director of the EGSMC Foundation, to solicit feedback from donors that will be helpful to augmenting the efforts of our plan.
- D. Community Festivals & Events – we will identify key community festivals and events that will provide a forum for increased exposure and opportunities to showcase the services the hospital will provide once it is completed. Some of these events include: Oatmeal Festival, Peach Festival, Broomfield Days, Lafayette Days, Erie Town Fair & Balloon Festival, etc. A general awareness of the hospital and its service lines will be the highlight with specific service line exposure in the future.

#### Tactic #3 – Special VIP Events

Centers of Influence will be invited to special VIP events for the purpose of showing community support and creating a sense of ownership in the hospital.

Grand Opening & Dedication. This will be the largest event we will host in our first year and will set the tone for future relationships with our community. Centers of Influence will have a private tour prior to grand opening. Stakeholders will also be invited to the grand opening and dedication ceremonies.

#### Tactic #4 – Media Relations

- A. Proactive Media Relations – we will continue our relationship with local reports and editorial staff to educate them on issues, trends and hot topics affecting our hospital. The goal will be to establish our president & CEO as a subject matter expert. Ongoing media relations will be implemented with reporters to establish op-ed pieces for the progress of the hospital.
- B. Press Conference – a press conference will be held to announce the opening of the medical center.

#### Tactic #5 – Advertising

An advertising agency will be identified to create marketing messages that appeal to the general audience. An advertising agency has been hired to work with the Marketing & Communications Department. After consultation and research of the community, it has been determined that the "Close to Home" advertising slogan be implemented prior to opening. A separate marketing plan has been created by the advertising agency for implementation before and after opening.


Advertising plan will include ad placements of (1) coming soon, (2) grand opening and (3) thank you:

- Direct mail
- Door hangers
- Movie screen advertising
- Print advertising (local newspapers, newsletters)
- Chambers of Commerce (newsletter advertising)
- Yellow Pages

*future success quality legacy*

# Health Care Close to Home

EXEMPLA GOOD SAMARITAN MEDICAL CENTER



*Our Promise*  
*To be a good neighbor.*  
*To employ a caring, qualified medical staff.*  
*To provide the best equipment and medical technology.*  
*To exceed our patients' expectations of quality health care.*

*Opening Fall 2004*


- Labor & Delivery
- Cardiovascular Care
- Adult Intensive Care
- Orthopedics
- Pediatrics
- Comprehensive Radiology Services
- Emergency Department with Urgent Care
- Level II Neonatal Care

**Exempla**  
HEALTHCARE  
Good Samaritan Medical Center

200 Exempla Circle  
Lafayette, CO 80026  
(Highway 287 near Dillon Road)  
303-689-4000

Medical Office Building – Now Leasing  
303-249-6225

Employment Information  
303-467-4525  
[www.exempla.org](http://www.exempla.org)






Additional advertising (post-opening) message is: "Your Hospital. Your Neighbor" to reinforce community commitment and supplement the close to home messaging.

# Your hospital. Your neighbor.

- Cardiovascular Care
- Labor & Delivery
- Level II Neonatal Care
- Adult Intensive Care
- Orthopedics
- Pediatrics
- Comprehensive Radiology Services
- Emergency Department



**Exempla Good Samaritan Medical Center**  
*Opening December, 2004*

There's a full range of medical services for you and your family coming soon to your neighborhood. Delivered with personal care at your new hospital.



**Exempla**  
HEALTHCARE  
**Good Samaritan Medical Center**

200 Exempla Circle  
(Hwy. 287 near Dillon Road)  
Lafayette, CO 80026  
303-689-6000

Medical Office Building  
*Now leasing*  
303-249-6225

[www.exemplagoodsamaritan.org](http://www.exemplagoodsamaritan.org)

[www.exemplagoodsamaritan.org](http://www.exemplagoodsamaritan.org)

## Tactic #6 – Community Newsletter

The “Good New” newsletter will be mailed to approximately 108,000 residents in the primary service each month. Content will highlight construction updates, events, hospital opening, its services and other health news.

# Good News

from Exempla Good Samaritan Medical Center • 200 Exempla Circle, Lafayette, Colorado 80026 • 303-689-4000

**Opening Fall 2004**

January 2004



### Message from David Hamm, President & CEO

**Why should I join the medical staff at Exempla Good Samaritan Medical Center?**

This is an excellent question that I get almost daily when I'm in meetings or on the construction site.

To answer this question would certainly be like having the space devoted here. So simply my answer to this question is because it will be the last place for patients to receive care.

Why? Because we are taking painstaking efforts to recruit, attract and retain the best of the best medical staff, hospitalists, practitioners and staff persons who will support a true healing presence that will give our patients confidence in their medical care.

Having state-of-the-art equipment and technology will also create a supportive environment for our medical staff and employees. Creating a culture that will make just the patient feel in all that we do is what will make us different than any other medical facility in this area.

It takes the expertise of a committed medical executive committee that is setting the framework in which our physicians will practice. It takes the expertise of a committed medical staff to design and build an infrastructure that will support exemplary medical results. It takes the expertise of a committed clinical staff to effectively deliver patient care using the latest medical equipment that will make the patient's experience in our hospital one that is above their expectations – whether it be for a routine medical visit or an unexpected emergency.

Joining our medical staff is not another decision that physicians have to make as they consider where they want to practice, but we believe it will be well worth it to bring their expertise to our patients.

If you want to speak with me about joining our staff, I welcome your call. We have only one standard – excellence. This is not a claim – it's a promise.

*David Hamm*  
David Hamm  
President and CEO

## Exempla

Good Samaritan Medical Center

### For your good health!

**How can I lower my cholesterol level?**

February is American Heart Month. Did you know that cardiovascular disease is the nation's #1 killer? Dr. G. Paul Svec, who practices at the Exempla Lafayette Internal Medicine Clinic, talks about the importance of protecting your heart.

**What are the risk factors for heart disease?**

- Family history in mom, dad, brother, sister
- Smoking
- Hypertension
- Diabetes
- Obesity
- Known high cholesterol

**What is the most important thing I can do to lower my risk for heart disease?**

- Stop smoking right now!
- Eat what other things I should do!
- Exercise
- Lose weight – commit to a low-fat diet and exercise lifestyle
- Control your blood pressure
- Control and lower your cholesterol level

**What should my cholesterol level be?**

Your LDL should ideally be 100 or less. (esp. if you've had heart disease or have diabetes)

*I am normal and don't smoke, but my cholesterol level is still high. What should I do?*

Cholesterol is certainly better for you than a cholesterol, but changing your diet will only affect your cholesterol level about 10%. If you're obese or have diabetes, you must lose weight. Diet and exercise go hand in hand. These all require lifelong lifestyle changes.

If you are doing all the right things and your cholesterol level is still high, see your doctor.

You can contact Dr. Svec at the Exempla Family Practice of Lafayette  
2000 Campus Drive, Suite A  
Lafayette, CO 80026  
(303) 665-1900

### Construction update – Opening Fall 2004

If you're driven by the construction site on Highway 287 between Tilton Road and Hwy 42, you will see that Lafayette's new hospital is moving on schedule.

The big news is that after one million hours of construction, there has been no lost time due to worker injury. "This is a phenomenal achievement," said David Hamm, president & CEO of Exempla Good Samaritan Medical Center. "The general contractors, subcontractors and all of the workers on the site deserve the highest recognition."

Nearly 1,000,000 square feet of space is under construction. It takes

about 100,000 construction workers to keep this project moving forward and on schedule.

About 65% of the structure is complete and when the hospital opens in the fall of 2004 it will be a state-of-the-art medical facility for physicians to practice medicine in

this area. The campus also houses two medical office buildings: The Kaiser Permanente Rock Creek Medical Office Building and the Exempla Community Physicians Pavilion for new physicians.

### Community events

Come meet the Exempla Good Samaritan Medical Center staff and Lafayette Clinic doctors at these upcoming events:

January 18 – Lafayette Outdoors Festival  
May – Erie Town Fair

#### EGSMC speaks to the community

Topic	Time	Where
<b>Eating for Optimum Health</b>	7:00 a.m., Monday, January 26, 2004	Kiwanis Club of Lafayette – Members only
<b>The Cost of Health Care</b>	7:00 a.m., Monday, January 26, 2004	Kiwanis Club of Lafayette – Members only
<b>Vascular Health &amp; Wellness Visit</b>	11:00 a.m., Wednesday, January 28, 2004	Y.M.C.A. – 17th St. Annapolis (Lafayette)
<b>Dr. Dennis Olson – General / Vascular Surgeon (from Exempla Lutheran Medical Center)</b>		

## Tactic #7 – Internal Communications

Information will be disseminated for employees to understand what services the hospital offers so that they can be ambassadors for the hospital in their communities and with visitors, patients and their families.

### Other Communications Tools

- Patient interaction with medical staff
- Patient participation groups
- Electronic and written communication (i.e., web site and newsletters)
- Community events
- Hospital tours
- Links via any established public involvement groups

## TIMING

The Centers of Influence Plan will be implemented in second quarter 2004 and will continue as site leadership deems the need and as events dictate continuance.

- A. Neighborhood Association Meetings  
Three times in 2004 (May, July, October)
- B. Chambers of Commerce Meetings  
Three times in 2004 (July, October and December)
- C. Community Outreach  
To be determined in conjunction with Mr. Hamm's calendar.  
We recommend twice before the grand opening.
- D. Special Events  
Special events will be ongoing and determined by site leadership.  
Grand Opening & Dedication events will take place in November 2004.

## BUDGET

We believe costs for these activities will be charged to the site's Administrative cost center with help from the Communications & Marketing budget. Grand Opening events and advertising are not included in this budget.

A large portion of expenses will be devoted to catering these events. We may need to produce collateral materials to augment our message at these events.

### CENTERS OF INFLUENCE PLAN BUDGET

We estimate the following budget request to implement this plan:

Neighborhood Association Meetings (3 @ \$500 each)	\$ 1,500.00
Chambers of Commerce memberships (estimate)	6,000.00
Community Lunch with CEO (2 @ \$1,000 each)	2,000.00
Grand Opening Events (separate budget)	
Advertising (separate budget)	
Collateral Materials & Promotional Items	<u>1,000.00</u>
<b>TOTAL ESTIMATED BUDGET</b>	<b>\$10,500.00</b>

## EVALUATION

We will know this plan worked when we garner the full support of the key stakeholders outlined in this plan. We anticipate that *this will take time* and realize that our plan can and must be flexible enough to accommodate changes in the political climate in the community as well as outside factors that may affect our ability to make decisions.

In addition, we believe the following successes/outcomes will be achieved:

1. Hospital leadership accommodated community concerns through modifications in design concepts and future planning.

A few of these included:

- Building height was lowered from seven stories to five.
- EMS professionals silence sirens upon entering the campus.
- Energy efficient building and campus.

2. The Medical Center will be viewed as a good corporate citizen.
3. Increased positive relations with community and business leaders.
4. Anecdotal stories (patient feedback, letters, etc.) attesting to high engagement by residents with the Medical Center staff and physicians.
5. The Medical Center will receives numerous awards for quality care, corporate citizenship, environmental consciousness, etc.
6. Increased economic development in the area around the Medical Center.
7. Market research indicating the Medical Center is viewed as the hospital “of choice” for those seeking healthcare close to home.

In addition, we believe community leaders and stakeholders will be enthusiastic and supportive of the new Medical Center and its future contributions to the area. We also believe they will see the need for a new hospital/ medical center as paramount and how it has contributed to the economic vitality of the Lafayette community.

### *SWOT Analysis*

We will conduct a *SWOT analysis* 12 months after our plan has been implemented to determine which tactics from this plan are effective and if there are any new ones we will need to employ in the future.

## **FACT SHEET**

### **Medical Services**

#### **Adult Critical Care Services**

Combined unit for all critical care, including medical and surgical patients.

#### **Adult Intensive Care Unit (ICU)**

ICU treats patients recovering from cardiovascular issues, strokes, acute respiratory failure, multiple traumas, acute sepsis, acute liver and renal failure, and any other medical or surgical diagnosis with complications. The 24-bed ICU is strategically located for easy access to key departments: Surgery (located on the same floor); Emergency Department, Picture Archive Communication System (PACS) for medical imaging; as well as Cardiovascular, Pulmonology and Endoscopy. The facility houses three infection-containing isolation rooms.

#### ***Adult Medical/Surgical Inpatient Services***

Includes inpatient hemodialysis, gynecologic and general surgery, medical oncology/hematology, inpatient chemotherapy and general medical patients (i.e., cardiology, neurology, palliative care).

#### ***Blood Donor Center***

Allows patients, hospital staff and community members the opportunity to give back to the community through blood donations and replenish the hospital's fresh-frozen plasma needs. Patients can donate blood to be used in their own transfusions and surgeries.

#### ***Cardiovascular Services***

Offers a full range of cardiovascular care, including a dedicated heart room in the operating room and two catheterization labs. Cardiac surgery is slated to open in 2005. Features include:

- Non-Invasive Cardiology: EKG/Holter monitoring, cardiac stress testing and cardiac ultrasound.
- Cardiothoracic and Vascular Inpatient Surgery: valve replacement, aneurysm repair, abdominal aortic aneurysm stenting and cardiac artery bypass.
- Cardiac Rehabilitation.

#### ***Medical Imaging***

Provides full diagnostic and imaging services related to cardiovascular, interventional radiology, gastroenterology, respiratory/pulmonary and neurology, including magnetic resonance imaging (MRI) and cat scans (CT). Exempla Good Samaritan will be a "filmless" hospital, as all medical imaging will be recorded electronically. Features include:

- Picture Archive Communication System (PACS): Provides medical imaging such as CT, MRI and X-rays on flat-panel screens throughout the entire Exempla Good Samaritan system,

- including external physician offices. This enables expedited radiology results and improved image access for referring physicians.
- Flatirons Radiology, LLC: Comprised of two, well-respected radiology groups in Colorado (Diversified Radiology and the Colorado Permanente Medical Group) that provide radiologist services.
- Women's Imaging: Includes mammography, ultrasound, stereotactic biopsy and bone-density studies.
- Close proximity to diagnostic radiology and Computed Tomography from the Emergency Department reduces excessive patient transport and holding challenges.

### **Emergency Department (ED)**

The ED ambulatory entrance faces state Highway 287 for best accessibility and visibility. Ambulances have a different entrance than the public to ensure that emergent traffic remains separate and has the first priority.

- 21-bed acute care offering 24-hour care for critically ill or injured
- Nine-bed Fast Track care offering treatment to patients with less severe illnesses or injured between 11 a.m. and 11 p.m.
- 12-bed clinical decision unit.
- Traffic Estimates: About 50 patients per day after opening.

### **Laboratory**

Rapid-response and on-site laboratory provides a full range of services, including blood bank and microbiology. The laboratory will be certified by CLIA and CAP. Features include:

- Lab Results: Sent electronically to all units and available real-time.
- Pathology: On-site pathologist can transmit images to pathologists at EGSMC's sister hospitals for joint consultation.
- Services: Colorado Pathology Consultants provides pathology services.
- Design: Has natural lighting and is located centrally to increase communications efficiency from all departments.

### **Orthopedic and Medical/Surgical Unit**

Orthopedic includes total-hip replacement, knees, spines, reductions and internal fixators.

### **Neurosurgical Inpatient Services**

Includes spine and brain surgeries, trauma head injuries and hemorrhagic bleeds.

### **Pharmacy**

Provides service to all patients who receive treatment at Exempla Good Samaritan. Outpatient pharmacy services are available for patients 24 hours a day, 7 days a week in the emergency room satellite. The pharmacy will use e-MAR, or the Electronic Medication Administration Record, which helps prevent dosing errors and drug interactions.

### **Physical Therapy/Occupational Therapy/Speech Therapy**

Includes inpatient and outpatient services, including audiology.

### **Surgical Services/Operating Rooms (OR)**

Features:

- Rooms:
  - 12 interactive operating-room suites are equipped with flat-panel screens to improve a clinician's ability to review patient X-rays and other medical information.
  - Equipment and surgical tools are set on ceiling booms to enhance clinical and patient safety.

- 2 rooms are designated for open-heart surgery.
- Can accommodate any surgical procedure, except pediatric trauma and organ transplants.
- Surgery suites face west and have an open view of the Rocky Mountains.
- Picture Archive Communication Systems (PACS): Allows for all medical images, such as CT, MRI and X-rays, to be viewed immediately on flat-panel screens.
- Computerized System: Provides up-to-the-minute charting and patient tracking.
- Electronic Grease Boards: Track patient's status and progress for family and friends in the surgical waiting room, while maintaining patient confidentiality (similar to screen in airports).
- Surgery Liaisons: Keeps families and friends informed about patient status and answers questions; can be paged at any time.
- Private Consultation: Two private rooms are available outside of main waiting room to consult patient families in private.

## Women's and Children's Services

- Baby Delivery Estimates: 130 to 150 per month.
- **Includes Labor and Delivery, a Level II Neonatal Care Unit and Pediatrics.**
- **Features include:**
  - Rooms:
    - 9 labor and delivery rooms, 24 post-partum beds following delivery, and 4 screening beds for bed rest/monitoring prior to delivery.
    - Baby warmers, birthing ball and squatting bar.
  - Secure Unit: Access locked and babies remain with mothers at all times – even for first exam and first baths.
  - Family-Friendly Environment: Dads can stay overnight in comfort; large rooms allow family and friends to be in rooms when desired; all rooms feature mountain views.
  - Comprehensive Classes: Prenatal education, parenting, lactation support, parenting and sibling support, infant CPR courses and car-seat checks.
  - On-Site Physicians: Two, in-house OB/GYN physicians are available 24 hours a day.
  - Retail Store: *The Nursing Nook* offers a variety of products for mother and baby.
  - *On Your Way* Resource Center: Offers parenting educational books, videos and DVDs for in-house viewing or check-out; lactation consults; new baby checks and immunizations.
  - Photo All Babies Services: Ear lobes and hands will be photographed to assist with Amber Alert identification.

## Medical Center Technology Features

EGSMC is one of the most state-of-the-art, technologically advanced hospitals in Colorado, seeking to become the state's first paperless hospital in 2005. Exemplar Good Samaritan is the second system in the country to implement Epic, an electronic patient record system that automates the clinical team and serves as the foundation to be Colorado's first "paperless" hospital. The electronic patient record system provides the care team electronic access to a patient's record—daily medications, lab results, alerts to drug interactions and/or allergic reactions and best-practice methods. The ultimate goal is to enhance patient care and safety. The Institute of Medicine's *To Error is Human* report indicates 98,000 deaths occur nationally due to medical errors in hospitals each year.

### *Components of Epic:*

- Enables tracking of a patient's daily medication and provides instant access to the latest lab results to alert physicians to drug interactions or a potentially serious allergic reaction. It can



even advise physicians on how to best treat specific conditions – making “best practice” patient care a built-in feature.

- The electronic database gives doctors access to established guidelines for treating diseases and injuries to produce successful outcomes. It will maximize patient safety and minimize inherent dangers by reducing the variation in which physicians practice.

**As of December 2004, the system will:**

- Allow for electronic physician order entry.
- Alert clinicians to potential adverse drug interactions, allergies and best-practice methods.
- Allow for electronic patient registration, scheduling and billing.
- Access the pharmacy electronically.
- Allow for all medical images, such as CT, MRI and X-rays, to be viewed immediately on flat-panel screens, even from off-site locations through Picture Archive Communication Systems (PACS).
- Track a patient’s status and progress for family and friends in the surgical waiting room, while maintaining patient confidentiality (similar to screens in airports) using Electronic Grease Boards.

In 2005, Exempla Good Samaritan will:

- Become a “paperless hospital” through physician order entry (orders are verified and accessible by clinician team). JCAHO indicated that nationally, physician order entry had reduced medical errors by 80 percent.
- Provide the ability to scan a patient’s bar-coded bracelet that corresponds with bar-coded medications to ensure the right medicine is given at the right dosage at the right time.
- Include the EGSMC campus that is spread with more than 1.5 million feet of CAT 6 cables, making up its computer network. This is the equivalent to 5,000 football fields, end-to-end. More than 5,700 data/voice connections are available in the hospital. Every phone is a Voice Over IP (VoIP) phone, which rides on top of the data network.

## **Patient and Family Amenities**

### ***Art for Healing***

When Exempla Good Samaritan Medical Center opens its doors in Lafayette on December 1, all artwork in the hospital will be original works created exclusively by Colorado Artists. Thirty-six regional artists were selected to create original works of art in a variety of mediums for the hospital. A total of 415 pieces are being created for display in lobbies, patient rooms, waiting rooms, corridors and ceilings. Art mediums range from ceramic tile blocks, metal sculptures, blown glass, pottery, photography, quilts, three-dimensional objects, water colors, multi-media assemblage and giclee prints. The goals of Exempla Good Samaritan's art program are to:

- Enhance the hospital's healing environment.
- Embrace all senses.
- Create an environment that supports staff, patients and visitors.
- Use evidence-based methodologies to select artwork that facilitates the healing process.
- Provide a welcoming spirit to the diverse communities the hospital serves.
- Promote and sustain wellness.

According to a recent survey by the *Society for the Arts and Healthcare* and JCAHO, the benefits of art in hospitals show that aesthetic environments shorten post-operative recovery and hospital stays, as well as reduces anxiety in patients.



## ***Prescriptive Music***

Exempla Good Samaritan's healing presence will carry over to its employees and visitors. Exempla Good Samaritan (to our knowledge) is the first hospital in Colorado and one of the first in the country to commission specially designed music to provide an atmosphere of relaxation and soothing.

The program incorporates a special repertoire for outside spaces, the chapel and work areas to provide a variety of harmonic atmospheres. The hospital has hired Boulder-based composer, Don Campbell, to develop custom music that will be played in work areas and common areas. The hospital will serve as one of the first national research sites to examine how sound and music affects the work environment in productivity and stress reduction.

## ***Building Location, Design/Architecture***

The philosophy of healing has been incorporated into the campus architecture, layout and design, with patient and family amenities, easy access to physician's offices and park-like landscaping. Features include:

- Design that facilitates easy traffic flow near the outpatient facility. Diagnostic and treatment functions are located at the hospital core. Health and healing are incorporated into every aspect of building design.
- Convenient access to the Northwest Parkway and Highway 287.
- Natural building materials dovetail with surrounding mountains and landscaping. Large windows allow for ample natural light to reduce an 'institutional' environment, and assist visitors with directional orientation.
- The main entrance faces east to conserve energy and abuts eastern gardens and Boulder County open space. Ambulances and delivery trucks have a separate entrance to minimize disruption.
- Private patient rooms have views of open space, healing gardens, water feature and the mountains.

## ***Landscaping***

The medical center's property abuts Boulder County open space and provides a park-like feel. It features a healing garden, water features and plants that reflect the agricultural heritage of the area. Features include:

- Design based on a 20<sup>th</sup> Century rural concept, like the landforms found in the Boulder corridor a century ago.
- Water features that resemble irrigation ditches to tie into the agricultural past.
- More than 900 trees planted to increase campus aesthetics for guests and neighboring communities.
- Xeriscaping, which is used to conserve water.
- Amenities such as walking paths, seating areas and outdoor areas for eating are available for staff, patients and families.

## ***Patient Comfort/Healing***

- Unlimited Visiting Hours: Families are allowed at the bedside 24 hours a day (except in some ICU cases).
- Communications: All hospital communications will be via cell or landline phones to eliminate overhead paging and disturbing patients.
- Televisions: TVs in public areas will be closed-circuit to minimize background noise.
- Parking: Complimentary valet parking at the main entrance.
- Rooms: Patient rooms feature mountain and garden views.

- Music: Prescriptive music was created especially for each unit and designed to support staff.
- Therapy: Services include massage therapy, reflexology, therapeutic touch, acupuncture, animal-assisted therapy, chiropractic, naturopathic medicine, diet and nutrition counseling, lifestyle therapies, yoga, tai chi and qi gong.
- Greeters: Located at the main entrance.

### ***Smoke-Free Campus***

Smoking is not allowed anywhere inside or outside of the hospital. The smoke-free campus encourages a healthy lifestyle for employees, patients and the community.

### ***Ecumenical Chapel***

Located on the first floor near the main entrance, the Chapel is open to all denominations and faiths for prayer, meditation and reflection.

### ***Food Services***

Chef and culinary staff provide 24-hour-a-day room service. Food selection is chosen on-demand, electronically. An on-site sandwich shop and Java Bean coffee shop are provided through local contractors.

### ***Gift Shop and Florist Shops***

The Prairie Winds Gift Shop is located in the Sky Pavilion of the hospital. Lafayette Florist will provide a full-service florist shop in the Sky Pavilion of the hospital.

### ***Volunteer Services***

More than 100 volunteers ranging in age from 14 to 81 exemplify the “Good Samaritan.”

### ***Exempla Good Samaritan Medical Center Foundation***

The newly formed Foundation’s primary focus is to provide the resources needed to support the hospital, build new services and expand existing services. The foundation also will work with the community to determine community health needs.

**NEWS RELEASE**

June 15, 2015

Contact: Mary Jackson, 303-689-5235  
or pager, 303-897-3839, [jacksonm@exempla.org](mailto:jacksonm@exempla.org)  
Lisa Sigler/Chuck Montera, 303-778-8355,  
[lisa@siglerinc.com](mailto:lisa@siglerinc.com) or [chuck@siglerinc.com](mailto:chuck@siglerinc.com)

***EXEMPLA HEALTHCARE UNVEILS  
EXEMPLA GOOD SAMARITAN MEDICAL CENTER  
Open House Celebration Planned for Community***

LAFAYETTE – Exempla Healthcare will unveil its newest hospital, Exempla Good Samaritan Medical Center in Lafayette, during a public open house from 11 a.m. to 4 p.m. on Sunday, November 21. Public tours, food, exhibits and entertainment will greet visitors of Lafayette’s first and eagerly awaited full-service hospital, located at 200 Exempla Circle. “We have received an outpouring of community support and excitement for the new hospital,” said Exempla Good Samaritan Medical Center’s President and Chief Executive Officer, David Hamm. “The campus -- including the new hospital and two medical office buildings -- was designed specifically for, and with the input from, patients and their families to foster healing and health of this community.”

The 172-licensed bed, full-service hospital, located on 77 acres just north of Denver on Highway 287, offers surgical services, obstetrics, cardiovascular services, orthopedics, pediatrics and a 24-hour emergency department with urgent care. The philosophy of healing has been incorporated into the selection of the staff, campus architecture, layout and design, with patient and family amenities, easy access to physician’s offices and park-like landscaping.

“Exempla Good Samaritan Medical Center will continue the legacy of healing established by its sister hospitals, Exempla Saint Joseph Hospital and Exempla Lutheran Medical Center, two of the oldest and most respected hospitals in Colorado,” said Jeffrey D.

Selberg, president and chief executive officer of Exempla Healthcare. “Our newest hospital combines the best of both of these hospitals and continues Exempla Healthcare’s tradition of care, quality and concern for the communities we serve.”

### **Meeting Northwest Metro Healthcare Demands**

Exempla Healthcare selected the location northwest of Denver to meet the healthcare needs of the fast-growing population in Boulder County and the northwest corridor. The Northwest Parkway Public Highway Authority predicts 177,000 new jobs will be created in the corridor between I-25 and US Highway 36, generating 110,000 new households by the year 2020. The hospital expects to draw patients from Lafayette, Louisville, Broomfield, Erie, Westminster and east Boulder County.

“More than half of these residents currently have to drive south of Interstate 70 for inpatient services,” said Hamm. “Our location will enable our neighbors to receive all their medical care at a regional hospital located closer to home.” Local municipal officials believe Exempla Good Samaritan’s presence in the northern community will serve area residents well.

"The opening of Exempla Good Samaritan is a unique and exciting event in Lafayette, and one that is going to make a huge difference in our town," said Chris Berry, mayor of Lafayette. "From the beautiful, state-of-the-art facilities, to the positive impact this will have on our economy, Exempla Good Samaritan’s opening is a great benefit for the entire Lafayette community."

Gary Klaphake, Lafayette city administrator, concurs. “The opening of Exempla Good Samaritan will provide the most outstanding, top-of-the-line medical services to our community. It also will provide jobs, payroll and a huge economic stimulus to the area."

## **Revolutionary Technology**

The facility will offer some of the most technologically advanced features being used in medicine today to support its goals of being one of the safest hospitals in the country. Exempla Good Samaritan is the second hospital in the country to implement Epic, an electronic patient record system that automates the clinical team and serves as the foundation to be Colorado's first "paperless" hospital. The electronic support system will allow physician order entry, bar-coded bracelets that indicate a patient's medicine regiment and a computerized warning system that cautions staff about adverse medical interactions.

"Our use of 'evidence-based medicine' will provide our clinicians with established guidelines for treating diseases and injuries using 'best practices' to reduce human error," said Dr. Steve Lowenthal, vice president and chief medical officer. "Our ultimate commitment is to provide the best care possible and improve patient outcomes."

## **Healing Environment**

Two medical office buildings are attached to the hospital. The Exempla Good Samaritan Medical Center Community Physicians Pavilion for community physicians and the Kaiser Permanente Rock Creek Medical Offices provide convenient access to the patient for outpatient and inpatient visits, and for the physicians and their staffs.

The hospital is supported by an environment designed to facilitate a healing sanctuary for patients, featuring all-private patient rooms, most with mountain views, landscaping that includes a healing garden reflecting the agricultural heritage of the area, water features and 900 new trees. An ecumenical chapel will provide an environment for prayer and meditation. Colorado artists created all of the original art in the hospital.

Exempla Good Samaritan will offer patients the choice of "integrated care" to augment traditional medical care. Integrated care combines traditional Western medicine with other "holistic" forms of therapy to promote health and healing. Patients will be

provided a list of services including massage therapy, acupuncture and pet therapy, to name a few. Physicians will order the therapies that they and their patients feel will enhance healing and make the patients' stay more comfortable. Additionally, Exempla Good Samaritan hired a nationally recognized, Boulder-based composer to create original music that will be played in waiting areas and staff areas. The hospital will serve as a national research site to look at how sound and music affects the work environment.

### **Staffing**

Scheduled to begin caring for patients on December 1, 2004, Exempla Good Samaritan will become Lafayette's largest employer.

"Exempla Good Samaritan Medical Center will positively impact the economic vitality of Lafayette because the employees there will support our businesses, thus increasing our sales tax base and allowing us to provide more services to our residents," said Vicki Trumbo, executive director of the Lafayette Chamber of Commerce. "This facility helps Lafayette become a full-service community."

The hospital has generated significant interest from prospective employees, receiving more than 20,000 job applications for its staff of 800. The medical staff is comprised of 900 private-practice physicians from six counties in the north-metro area and Kaiser Permanente physicians. "We recruited an amazingly talented staff," Dr. Lowenthal said. "Our recruitment has not been effected by the worker shortages in the healthcare industry, the hospital is fully staffed."

### **Volunteers**

The hospital also will open with a team of 100 volunteers ranging in age from 14 to 81 who proactively contacted the hospital to offer their services.

"There has been a tremendous amount of support from this community for this hospital," said Lori Geres, director of Volunteer Services. "Our committed staff and volunteers will help us fulfill our commitment to truly being Good Samaritans. They will

do everything possible to make patients and families comfortable and cared for, with the ultimate goal of fostering health and healing.”

*Exempla Good Samaritan Medical Center is owned and managed by Exempla Healthcare, a not-for-profit, community-based health care system that manages two of Denver, Colorado’s most respected hospitals, Exempla Lutheran Medical Center and Exempla Saint Joseph Hospital. Exempla is sponsored by the LMC Community Foundation and the Sisters of Charity of Leavenworth Health System, and is dedicated to fostering healing and health to the people and communities it serves.*

# # #

#### **PUBLIC GRAND OPENING EVENT INFORMATION**

The community is invited to meet the staff and tour the new hospital at a grand-opening celebration from 11 a.m. to 4 p.m. on Sunday, November 21 at 200 Exempla Circle. Free parking is provided near the main entrance on the east side of the campus and in the south parking lot. For more information, call 303-689-4000.

## COMMUNITY DEVELOPMENT | Relationship Development

October 2004

Organization/Individual	Purpose	Outcome	Issues/Requests
Broomfield Econ. Dev. Corp	EGSMC has joined.	They had a bus tour early October to our site.	Continue ongoing discussions and involvement.
Lafayette Library	Made contact early last year.	They had our EGSMC exhibit in the lobby last year.	Need to contact them with a flyer about the open house. Need more community outreach with them.
Broomfield Chamber of Commerce	EGSMC has joined. Broomfield is an important market segment.	John Glassman has just been named to Board of Directors	Need on-going involvement in Chamber activities from EGSMC leadership.
Clinicia Campensia	EGSMC has a great relationship with this clinic.	Employees made donations in 2003. Donated \$5,000 to the donor wall.	We will need to coordinate holiday donations for 2004. Consider physicians on rotation for their medical staff.
R T D			
Storage Tek	Positive contact from Debbie Welle-Powell's office.	We will have a booth @ the Wellness Fair on 10/26.	
Special Transit			
CDOT			
City of Lafayette	Extremely positive relationship with all levels of the City.	Positive PR & engagement. We are working with Alexandra Lynch on communications to employees about the hospital and events.	Need continued relationship building and follow-up meetings.
Local artists			
Louisville Library			
Broomfield Days	EGSMC has had a booth at this event in 2003 & 2004.	Good visibility and outreach to the community.	
Boulder Chamber of Commerce	EGSMC has been a member for 1 year.	Mary Jackson completed Leadership Boulder 2004.	They will be invited to our ribbon cutting ceremony. Need to get others involved in Leadership Boulder County.
Erie Chamber of Commerce	EGSMC has been a member for 1 year. We are a sponsor of the Erie Towne Fair in May.	Positive PR & engagement.	



Sister Carmen Center	EGSMC has a good relationship with this organization.	Employees donated holiday items in 2003.	Need to coordinate donations for 2004.
Louisville Senior Center	EGSMC has a good relationship with this organization. They have met Lori Geres to discuss volunteer program.	Helen Stover & one of our pharmacists will speak in November about diabetes and drug interactions.	Follow-up with them re: blankets that the seniors group is donating.
YMCA – Lafayette	Positive relationship; we sent a doctor in 2003 to talk about women's issues.		Need follow-up meetings.
Various clergy in the community	Mary Jackson met with most of these in Lafayette community in 2003.		Need follow-up meetings.
Lafayette Senior Center	Mary Jackson met with director in 2003-2004.	Director has since left; called on 10/7 to determine if they wanted a speaker for Diabetes Month but no response.	Need follow-up meetings.
City of Broomfield	Mary Jackson met with Karen Stuart in 2003-2004. She has also met with several persons from Health & Human Services. Mary has met the PIO and has a relationship re: disaster planning.	We continue to call on them as a resource.	Need follow-up meetings.
City & County of Broomfield – Rec Center	Mary Jackson met with staff in 2003-2004.		Need follow-up meetings.
City of Lafayette Rec Center	Mary Jackson met with persons in 2004.		Need follow-up meetings.
City of Broomfield Senior Center	Mary Jackson met with manager in 2003-2004.		Need follow-up meetings.
Louisville Chamber	EGSMC has been a member for 1 year.	We participated in Louisville events the summer of 2004.	Needs membership renewal.
Community Services of Broomfield	Mary Jackson met with the President in 2003-2004.		Need follow-up meetings.
Front Range Community College	Mary Jackson met the Director of the Foundation @ a conference in 2004.		Need follow-up if desired.
Hospice Care of Boulder County	Mary Jackson has met with the Director & Director of Business Development on several occasions. She has introduced them to PJ Jones @ Exemplar's Hospice.		

Louisville Fire Protection District	Mary Jackson met with Fire Chief in 2003-2004.		Need follow-up meeting.
Metro North Fire & Rescue	Mary Jackson and Dave Hamm have met with Division & Fire Chiefs on several occasions.	We were one of the sponsors of the Healing Fields on September 11, 2004.	
Peak to Peak School	Mary Jackson & Sandy Cavanaugh has met with them re: sponsorships.		Consider follow-up meeting and Service Learning sponsorship.