

# CEO NEWS & VIEWS



Dear Colleagues:

On Valentine's Day, I had the absolute pleasure of being with more than 1,000 friends of UCH as we celebrated our 4<sup>th</sup> annual Hearts of All Ages fundraiser. This is our clever, fun, never-stuffy, don't-even-think-about-wearing-black tie answer to a gala that not only raises a few dollars, but also raises our profile in the community.

This year our beneficiary was the Transplant Center. I don't have to tell you that this is a great program that has had some challenges this past year. The success of the evening—a record number of attendees and dollars raised (exact figures aren't available yet, but it's well into the 6-figures)—was due in large part to Dr. Igal Kam's leadership, the entire Transplant Center team and their very grateful patients. They came out in droves, some even flying in from Arizona and California, just to show their support. One of our committee members, who is also a grateful patient, underwrote the costs for 30 other transplant patients and family members who would not otherwise have been able to attend. Another committee member was joined at her table by her organ donor, who flew in from San Francisco just for the night. Their support for this event was nothing short of spectacular and it felt good to stop and celebrate one of UCH's most renowned programs.

**We'll leave the lights on for you...**As many of you know, this event was the brainchild of our UCH Foundation Chair, Pete Coors, who sent me the following note after the event: "This was an event that captured community...of hospital staff, patients and the community at large. Multiple generations enjoyed being together and participating to do good work on behalf of University of Colorado Hospital and the Transplant Center. What's better than that?"

What's better indeed? But wait...there *is* more and it *does* get better! For Pete, this truly is a family affair and they support him in fine fashion.—from his 8-month-old granddaughter making TV appearances with him to promote the event to his beloved aunt buying a table, even though she was unable to attend. Pete thought that perhaps we could invite some of the kids at the Park Lane Elementary to join us at that table.

They jumped at the chance, and the morning after the event, we received a thank-you email from Jenny Passchier, the indefatigable principal at Park Lane Elementary. It was so great; I just have to share it with you: "Thank you for inviting us to participate in the Hearts of All Ages event," she wrote. "The kids absolutely loved it. On the way home, they told me that it was the best night they ever had! They were slightly confused though when we drove by the hospital and they saw the lights on. They thought that the hospital was closed because of the event."

Park Lane is near and dear to many of us and we have been enthusiastic supporters of the kids, the families, the teachers, the volunteers and the mission at Park Lane for a long time (they've been the target of our holiday meals and Adopt a Family programs, among other things).

I could not think of a more perfect ending to the event! If you were one of the 1,100 people to join us, let me extend my thanks to you; if you missed it you missed a really good time! But mark your calendars for February 14, 2012 and join us!

**Measure our health...**It's almost time again to take the annual "health risk assessment."

As something of a nut about keeping fit myself, I've long been interested in finding ways to improve our general health. The benefits are obvious; we feel better, we live longer, and we are more creative and productive.

And as the hospital's president and CEO, it's hard not to notice the \$25 million the hospital spends each year as its share of its employees' health insurance premiums. That amount also annually increases, typically by double-digit percentage points. Like the country at large, none of us can sustain those kinds of premium hits for very long. One way to try to control them is by getting healthier, and therefore needing to visit providers for acute, more expensive health care less often.

So, in one of those happy circumstances where you can do good by doing the right financial thing, a few years ago we began an aggressive effort to help us get healthier as individuals and as a group.

To do that, of course, we need a baseline understanding of how healthy (or unhealthy) we are as a group. Our health risk assessments in the past have given us a peek into the issue, but this year we are trying to gather data about the whole population covered by us, the university and UPI in the University of Colorado Health and Welfare Trust, which we formed when we jointly became self-insured last July.

The survey, which will be available on Hub on March 7, will take you approximately 20 minutes. If you also agree to take a free biometric assessment (which includes taking your vitals, measuring body composition, a basic blood test and a review of the results) at Employee Health, you will get a \$120 break on your share of the health insurance premium, \$60 each in May and in June.

The results will be anonymous, although you'll be able to use them to work with Employee Health to make the improvements the assessment indicates you may need. Everyone will benefit. Let me repeat this because we always get questions and concerns: the results will be anonymous; only employee health will receive them and let me remind you that they are under the same HIPAA regulations as any of our other clinical areas.

Bottom line: your health matters to us!

**Rising not quite out of ashes (thank goodness!)**... During the next few weeks, you'll see even more visible signs of the expansion and remodeling of the Anschutz Cancer Pavilion, the rise of a new outpatient parking structure at the corner of Aurora Court and 16<sup>th</sup> Avenue, the groundbreaking for the new inpatient tower and, soon thereafter, the new staff garage.

With all that growth and all those state-of-the-art new facilities also come some temporary irritations for all of us. This week, the covered walkway leading to the north entrance to the AOP lobby will close for about 10 months. During that time, we'll be getting into and out of the cancer pavilion and the AOP through a different door (at the northwest corner of the Rocky Mountain Lions Eye Institute), and taking a little different detour to get to the Epic training trailers. (Maps, should you need them, are available on Hub).

Work on the new outpatient parking structure will begin sometime after the middle of March, and during construction, as you know, we'll have to make more room for patients to park and for construction

equipment there and by the AIP. That's when staff members who currently park on the surface lot west of the AIP will need to move to a new temporary lot on Colfax, directly across from the hospital. While parking there, they will pay no parking fees.

We expect that most of the people who move will stay in the temporary lot until November 1, when we will have space to accommodate most (although probably not all) of them again in various lots on campus.

A year later, everyone affected will move permanently into covered parking in the new staff garage, which we expect to be finished in November, 2012.

And, I would be remiss if I did not remind you to please join me for one of my State of the Hospital addresses next week. Check the Hub or see the posters around the house for specific dates and times.

Thanks for reading and have a great week!

Bruce

Your feedback is important, so if there's something on your mind, write to me at [talktome@uch.edu](mailto:talktome@uch.edu)