

CEO NEWS & VIEWS



Dear Colleagues:

As you know by now, *US News and World Report* last week ranked University of Colorado Hospital number one in the Denver metro area! It was part of a new ranking that looked at the hospitals in 52 metropolitan areas. This ranking is in addition to the magazine's annual ranking of America's Best Hospitals, which comes out each July. We've been on that list for more than 15 consecutive years.

As I said in my message last week, it's important that we keep honors like this in perspective, but it is still reason to celebrate. These types of accolades are a testament to our entire care team, and our great staff and faculty. It continues to be a great year of recognition for the many good things you all do here on a daily basis, from our third designation as a Magnet facility for nursing excellence to our top 10 quality award from the University HealthSystem Consortium. You continue to have my thanks and deep admiration for the skills and commitment you bring to this hospital, each other and, most importantly, our patients.

Going for the Gold...On the same day that we received word of our number-one ranking, I also received a letter from the American Cancer Society notifying us that our hospital has been designated a "Gold Standard" employer. This achievement actually made me just as happy as our ranking since this means we are doing some very good things for all of you!

The Cancer Gold Standard™ was developed by a group called CEOs Against Cancer (CAC for short – yes, I know we need a better name!) to assist organizations in reducing the burden of cancer on their employees. As we all know far too well, cancer can be devastating, not only to employees, but also to the morale, productivity, and financial health of their organizations.

This year I am pleased to be serving as the chair of the Denver Chapter of CEOs Against Cancer. As you know from my previous CEO News and Views, I put a premium on wellness – especially yours – so it was a natural fit for me to get involved with an organization whose mission is to "work toward the elimination of cancer as a personal disease and as a public health problem."

Live Well...As a leader of the CEOs Against Cancer, I felt a responsibility to pursue this designation but that was just one small reason for going for the gold. My goal is to help our employees get healthier. That includes assisting all of you in avoiding cancer and cancer-causing behaviors. This designation further demonstrates our commitment to your wellness.

We've made some terrific progress over the last several years – all of which helped us to meet the accreditation standards. From becoming a smoke-free workplace and providing smoking cessation assistance at no cost to employees to providing information on nutritional content to our health

education programs and much, much more, we are making real strides in the area of employee wellness.

The Gold Standard extends our commitment to wellness. It has three objectives that support the fight against cancer:

1. **Risk Reduction through Lifestyle Change:** focuses on eliminating tobacco use, improving diet and nutrition, and encouraging physical activity;
2. **Early Detection:** concentrates on screenings to detect cancer at the earliest possible stage, when treatment can improve outcomes; and
3. **Quality Care:** looks at access to high-quality treatment when a cancer diagnosis becomes a reality

We join an elite group of companies and academic medical centers across the country in achieving this Gold Standard ranking, among them Vanderbilt University Medical Center, Fox Chase Cancer Center, MD Anderson, Dana Farber Cancer Institute, Duke Medicine, Lance Armstrong Foundation, Johnson & Johnson, Dell, GlaxoSmithKline, and a number of other large and influential organizations.

And speaking of strides....Another “Step into Gear” starts April 27. This time our goal is to have 1,000 people participate. It’s easy to do – just get nine of your colleagues or friends (even your enemies – just get walking) together for a team! Info is on the Hub and in the *Insider* about how to sign up. My team, the Orange Crushers, is poised to take home the trophy this time (figuratively speaking – there really isn’t one so please don’t call my office asking). Want to challenge us?

With all this talk and emphasis on health, this is the perfect time also to remind you one last time that you have until April 15 to complete your Health Risk Assessment. To date, we have had 1,200 people complete the assessment, but our goal is to have 1,500 participants. I’ve done mine, and as I mentioned in my last CEO News and Views, the digital coaching program I used for my insomnia has been very helpful and easy to use.

Park this Way....Monday morning brought some significant change to our campus when more than 600 of our colleagues moved to the temporary Colfax parking lot. Overall the transition went well, although there are still a few glitches to work out.

We’ll be measuring the approximate number of steps from that lot to the AIP, so those of you who want to incorporate it into your walking program can do so. But I also implore you to be safe as you cross Colfax Avenue. Dodging traffic on Colfax is NOT a part of our wellness program so please be safe and careful.

I don’t have to tell you that every patient and care team member is beginning to feel the impact of our construction project. It is no doubt an aggravation for all concerned. We will be trying to make adjustments as we go so that receiving care and working here is as easy as possible under very complex circumstances. Please keep in mind we are doing a huge amount in a short time. To you, our employees, I ask that you bear with it! In a relatively short time, you will have a great facility with covered parking. But more importantly, I ask (and this won’t be the last time), that you be particularly

service-oriented to our patients. These are highly anxious and often very sick individuals, and all this construction is having an impact on them too. Please go the extra mile to support our patients and their families.

My continued thanks to all of you and have a great rest of your week,

Bruce

Your feedback is important, so if there's something on your mind, write to me at talktome@uch.edu