

CEO NEWS & VIEWS



Dear Colleagues:

After I sent CEO News and Views last time, I realized I had forgotten to mention two “VIDs” – very important dates! In fact, a couple of you noticed and took the time to write to tell me! I neglected to mention the 4th anniversary of our move to the Anschutz Medical Campus, which occurred Father’s Day, the weekend of 2007. The second thing I forgot to mention was Father’s Day itself. Since you would be hard pressed to find a father who adores his boys more than I do, that was really a shocker for me! So belatedly, but with a whole lot of feeling, happy Father’s Day *and* happy 4th anniversary to all of us fathers and the entire UCH family. I can hardly believe it has been four years since our move; look where we are today.

I am not one big on excuses; when I make a mistake, I usually own up to it and chalk it up to just not thinking things through. But this time, I really DO have an excuse. Read on...

The start of a new era in health care...By now, you all know that last week we announced the signing of a letter of intent with Poudre Valley Health System to form Colorado’s 4th health care system (and the only in the state that is locally owned and operated). This is something that I have been working on day and night (literally – as most of you know, I am not big on sleep), weekends and even on vacation for the past seven months.

What happened when I failed to mention Father’s Day and the anniversary of our move is really a lesson learned for all of us. As inconsequential as it may seem to you, this is a perfect example of what I see as one of our great risks with something as big and important as our new partnership: it’s easy in that “getting to know you phase” to lose your focus and become distracted.

As I talked with people about our new partnership last week, I cautioned them all to keep doing what they’ve been doing. As you all know, we already have a lot of things on our plate – like Epic, a Cancer Center expansion, throughput challenges and the new tower. Now is not the time for all of you to take your eyes off any of those balls.

We still have a lot of work to do to make our partnership a reality, and until we do, I really want all of you to continue on with business as usual. The substantive work on the agreement started this week and for the coming months, this will be a project that senior management and I will work on daily, with a little help from our friends! But I need each and every one of you to stay focused on your work at hand – and not forget things like Father’s Day!

And speaking of the partnership...Now full disclosure: I haven’t had a “new” relationship in more than 30 years – other than Poudre Valley! ! I don’t have to sell any of you on the quality of Poudre Valley. The Malcolm Baldrige award for performance excellence and its three-time Magnet designation are proof of that. But what I want all of you to know is that behind the awards stands a

staff, lead by my counterpart, Poudre Valley CEO Rulon Stacey, that is every bit as compassionate about care; committed to quality; dedicated to taking risks, and just as great an all-around group as all of you are! That's what makes this feel so right to me.

In my opinion, chemistry and passion are absolute musts if these types of relationships are going to work. The minute I met Rulon, I felt both. There are a lot of tough days and discussions ahead in order to make this all work, but getting out of the gates like we did makes me very optimistic that we will succeed.

The right thing to do at the right time....One of the many things that makes me feel good about this partnership is that when it is finalized, we will have created the only born and bred, owned and operated Colorado health system. We will be the 4th health system, but the 3rd largest.

Together, Poudre Valley and UCH have created more than 900 jobs in the last twelve months – a trend we think we can not only sustain, but grow. Our combined workforces will total nearly 10,000, with an additional 1,600 physicians. That's not to mention the construction jobs created on this campus and the city and state tax revenue generated by our employees. Now that is doing something right for Colorado, the region, our patients and the economy.

I remain very proud of all that we are doing for our state, and especially for our patients and their families.

Expansion Central...As you can all see, progress is being made on the tower. A lot is happening and changes are occurring every day that can affect you, your colleagues and our patients. To better communicate these changes, a new section on the Hub made its debut last week, and I hope you take a minute to check it out. "Construction Central" is your one-stop resource for timely, updated information about all the expansion and renovation activities underway here at UCH. The pages are organized so you can select the project (e.g., the new inpatient tower, the patient parking garage, or ACP expansion), and then open that page for more details (for example, what the project will look like when finished, or the planned date of completion). If you don't find the answer you are looking for, we also have a special email box for your construction questions: uch-constructioncentral@uch.edu

Summer is finally here and with its arrival, I'll be taking a few weeks off from CEO News and Views – all part of my plan to leave you wanting more! My mailbox at talktome@uch.edu will remain open for business so I hope you keep those emails coming!

Happy summer and have a good week. And Happy 4th of July – be safe!

Bruce

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