



CEO News & Views

Bruce Schroffel

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Being Good Neighbors, 80045

We had an awfully nice ice cream social in General's Park August 10th. The official reason was to turn over all the school supplies you – along with our colleagues at Children's, the University and the Fitzsimons Redevelopment Authority – donated to the students, parents, principals and teachers of Montview and Paris elementary schools right here in our neighborhood.

But it was also another of our efforts to become a strong part of the Aurora community.

The Anschutz Medical Campus is already a very potent part of Aurora. It cumulatively generates huge health care

revenues (our hospital alone is responsible for more than a half-a-billion dollars a year). Thousands of employees, patients, visitors, students, vendors, researchers, and physicians stream into and around this vibrant, humming health care city every day, creating wealth – and health! – well

beyond the campus's confines. Many of our colleagues who are not yet Aurora residents are moving closer to us. Beautiful housing, as well as commercial and retail developments, are going up to our north and, soon, to our south. We expect more will come; much more.

On the other hand, creating this kind of hum in what has been a less-wealthy part of town could have some downsides. At worst, it threatens to displace people. Even at best, it can create stark and painful tensions in our community. Our neighbors may feel we have built a wall, real or imagined, that separates us from them. However, as I already noted, we are working toward being integrated in our new community.

That, of course, is our goal. In the Employee Opinion Survey, we found that internal silos are the enemy of empowerment. Aside from genuinely wanting to be good neighbors, we are an organization dedicated in one way or another to lifting people.

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else, but those are the reasons UCH, the University, TCH and the FRA have chosen to get involved specifically in education, the very engine of prosperity. You'll be hearing about more ways we'll be seeking to help our neighbors in the very near future.

Putting the Future On The Tips Of Our Tongues

We had all sorts of ideas, energy and passion in the discussion of mission and vision statements for the hospital at a Leadership Forum meeting two weeks ago. Now, our challenge is to synthesize all of these ideas into clear, concise, meaningful messages.

The goal, as you know, is to reduce our fundamental purpose to a single mission statement, and a vision that defines our future to a single aspirational phrase or sentence. I am convinced we need them if we are to jump boldly into the next phase of our growth and development. Everyone here needs to know exactly what differentiates us from other hospitals, and what our not-so-humble ambitions for the future are. If we truly are different and we truly are going to be the best, everyone here, after all, needs to be working at it.

Almost immediately after we transcribed notes from the session, it became evident that certain themes, phrases and ideas were used repeatedly. We plan to have a second draft done by the middle of September. It will go first to VPs, directors and managers, who will then throw it open to discussion by their teams. Shortly thereafter, we will compile another version to share with the entire organization before finalizing it.

Our Own Health

In the most recent *Insider* was a story about the marvelous Michaelene Wolff, RN, who is not only taking advantage of UCH's Colorado Weigh program but is going to be writing about her journey for all of us.

Next month, too, we'll be kicking off another round of America on the Move. And soon we'll all be jockeying to compete in a blood donor drive designed to help our patients directly.

By now you have received a note from me about taking

a "Health Risk Evaluation" survey offered by a company called HyHealth, which will also be sending you information. This is a free service to you, available for a week in early September, and is meant to help you assess your own health and health risks.

We will be collecting personal health information, but for a very limited purpose: to identify a few hundred of you we'll invite to participate in a "Lifestyle Management Program" to help you meet health improvement goals. The personal data will be used *only* by Employee Health and Wellness and *only* for that purpose.

I urge you to take the survey. You'll get the results almost immediately, and I hope, too, you will do something with them. Your health is as important a part of UCH as helping our patients recapture or preserve *their* health. We could all profit by being as committed and ambitious as Michaelene.



UCH's Electronic Physician Of The Year

One of the country's most important providers of electronic health records – Touchworks /Allscripts – has named CT Lin, MD, the nation's "electronic physician of the year." We happen to think CT is one of the best protoplasmic physicians of the year, too, but it is true CT (and his pal Steve Ross, MD) have led UCH and its caregivers into a higher electronic environment for patient safety, efficiency and quality. Many of our advances, from My Doctor's Office to admissions kiosks to the leading of hundreds of physicians into the once-forbidding world of electronic health records, are the result of CT's foresight and hard work. Most recently, he's been rolling out the capability for patients to get many of their own test results online. We are very lucky to have him. Happily, now the rest of the nation knows about him, too.

Sincerely,

Bruce Schroffel
President and CEO