

FOCUS

FALL : 2019



Rally the Valley – Float for Hope

Over \$150,000 raised to support cancer patients

There were big changes for the 8th annual Rally the Valley. This year's celebration moved to Two Rivers Park and added an option to raft the Colorado in addition to the traditional community walk. Over 630 walkers and rafters came together to celebrate survivorship and raise funds to provide important resources and services to patients of the Calaway•Young Cancer Center.

For the first time, thanks to a generous sponsorship from Larry and Susan Marx, all cancer survivors were able to attend this year's event at no cost.

A special thanks to all involved in the 2019 Rally the Valley whose enthusiasm and dedication to the cause helped revitalize this event and ultimately raise over \$150,000 to support our cancer patients.

100% of all donations, registration fees and sponsorships go directly to provide resources and services at no cost to our cancer patients. These resources and services include integrated therapies, such as acupuncture and massage that help mitigate the side effects of treatment, support and survivorship groups, overnight stays and emergency assistance in the form of gas and grocery cards for families in need.

After the incredible success of Rally and generous donations throughout the year – we are only \$50,000 away from our goal of \$300,000! Help us reach this goal by the end of the year to ensure all our cancer patients have access to complementary services and resources.

To make a gift to support our cancer patients, please visit Vvh.org/foundation or contact or Bridgid.Dunlap@vvh.org or 970.684.6624.



A special thank you to all the Rally the Valley sponsors and rafting partners, especially Larry and Susan Marx, the Richard and Marianne Reinisch Foundation, Alpine Bank, Encore Electric, the Post Independent, Glenwood Adventure, Defiance Rafting Company, Blue Sky Adventures and Blazing Adventures. Please visit RallyTheValley.org to see all the 2019 sponsors.

We would also like to thank all the volunteers who made this event possible, especially our Rally the Valley committee, Bruce Anderson, Jo Bershenyi, Mo Hanson, Konnie Krahn-Prosenice, Jack McKay, Marianne O'Carroll, Wendi Olson and Ann Wilcox.



Letter from Patti Miely

Valley View Foundation President



Fall is in the air with the days becoming shorter and the cool, crisp evenings enveloping our spirit.

It is truly my favorite time of year as we watch the changing colors become more vibrant before they fall to the ground. The smell of soups and baked apple treats permeate our homes as we get ready for winter.

We find ourselves reflecting on 2019 as we get ready to embrace 2020! This is a time to consider our philanthropic support of the Valley View family of services. What area of Valley View service are you passionate about? Yes, it is hard to just pick one area. Unrestricted support is always welcome as it can be used where it is most needed. With our dedicated staff, outstanding hospital services and satellite services there is always a need.

In this issue, we are proud to share with you the impact of your generous support of Valley View. As you read the various articles in the newsletter, please be aware of what your generosity has accomplished during 2019. We celebrate the Capital Campaign in the Heart and Vascular Center, we celebrate Rally the Valley and so much more. Our wonderful community is supported through the generosity of YOU! THANK YOU THANK YOU THANK YOU!

Our Valley View Foundation team remains strong with Stacey Gavrell, John Quinn, Bridgid Dunlap and Leslie Strawbridge. We have an outstanding Foundation Board whose members go above and beyond with amazing volunteer and philanthropic support. If you ever have any concerns or questions, please feel free to contact me or anyone of the Foundation team as we are always open to listen.

With warm wishes for the season,
Patricia Miely, President

You did it!

On July 1, 2019, the Foundation successfully concluded a \$2.5 million capital campaign to help Dr. Frank Laws and his team create the most sophisticated Heart & Vascular Center on the Western Slope!

“With minimally invasive and bloodless procedures now becoming the standard of care, we have the tools and staff necessary to treat all but the most complex of heart cases.”
-Dr. Frank Laws



Local philanthropists partnered with benefactors from as far away as Los Angeles, New York and Washington, D.C., to create something extraordinary at Valley View.

A program that began as a single cardiologist in the region’s first cath lab in 2007 now boasts four cardiologists, a cardiothoracic surgeon and technology so advanced its manufacturer, Siemens HealthCare, chose Valley View to be its North American demonstration site. Moving forward, Dr. Laws and his team will continue to push the boundaries of what people think is possible for cardiac care in a rural area.



Dr. Laws performing first laser ablation in the state of Colorado, March 2019

Cornerstone Employee Giving Spotlight

Each day Valley View Employees go above and beyond to serve our patients. Many chose to give back outside their day-to-day work by making a donation or volunteering.



"I want to give back to our patients because it is the only way I'm able to say 'THANK YOU' for the valuable life lessons they teach me here every day."

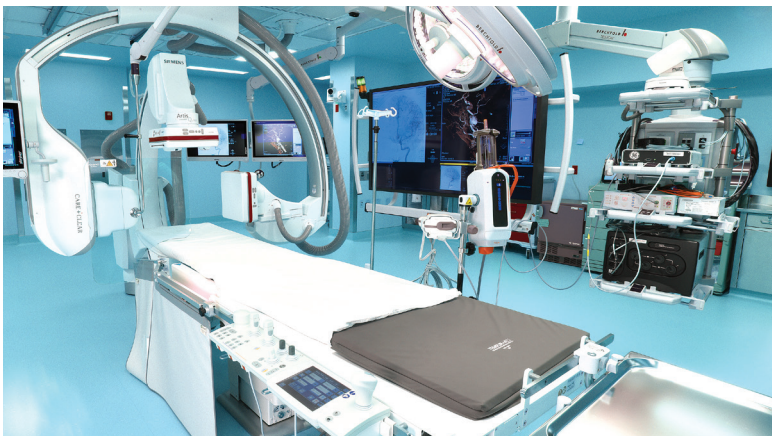
*Brenda Aragon
Patient Care Tech, Medical Oncology
Cornerstone Employee Donor since 2012*



Dr. Mehall with Derrick Kooker, PA

A good example of the innovations happening at Valley View is the laser ablation procedure. In March 2019, Dr. Laws and his team performed the first laser ablation procedure for atrial fibrillation (AFib) in the State of Colorado. "Right now," said Dr. Laws at the time, "we are ahead of most major urban medical centers who are going to get their lasers installed sometime later this year."

Of course, the reason for all this expertise and technology is simple. It provides Valley View's patients with the best possible heart care close to home. In the case of an emergency like a heart attack, time is tissue. It is imperative that life-saving interventions are available 24-hours a day and only minutes away. For non-emergency procedures, people no longer need to drive to Denver or Salt-Lake City for world class care. It's right here. Thank You!



Advanced Catheterization Laboratories at Valley View

What will *your* legacy be?

When you consider Valley View in your estate planning, you make an impact in the Valley that will not only be your legacy, but support future healthcare endeavors that touch lives for years to come.



"I want to do my part to ensure Valley View continues to be highly successful beyond my lifetime!"

*Donn Willins
Valley View Foundation Board Member
Legacy Donor*

To learn more how you can make a legacy gift, contact John.Quinn@vvh.org or 970.384.6627.

Welcome to our new physicians



Stephen Mayer, MD

Board certified in medical oncology and internal medicine, Dr. Stephen Mayer became a physician as a second career following 15 years as a molecular biologist. He strives to ease his patient's anxiety and helps his patients make informed decisions

about their treatment options. He became an oncologist because he appreciates the depth of the relationships he forms with patients who have serious illnesses. His areas of focus include gastrointestinal, prostate, bladder, kidney, gynecologic, melanoma, neuroendocrine, breast, lung, hematologic malignancies, and benign hematology.



Aashish "Ash" Kabra, MD

Dr. Kabra is a general urologist with a wide skill set ranging from stone disease, BPH (enlarged prostate) and erectile dysfunction to voiding dysfunction, oncology, upper urinary tract reconstruction and bladder

surgeries. His interests include prevention of urologic disease while offering advanced surgical options with minimally invasive techniques when needed. He believes in prioritizing crystal clear communication as the basis for a successful patient-doctor relationship, and is excited to be a provider for the community.

Youth Recovery Center

Youth Recovery Center (YRC) at Valley View works to end the cycle of addiction in adolescent members of our communities by providing inpatient treatment and aftercare support services for adolescents age 15 to 18 in Colorado.

YRC serves up to **85 at-risk teens** each year in its **42 day treatment**. **2,179 adolescents** from across Colorado have benefited from the program since its **inception in 1987**. **80% of teens** will achieve and maintain sobriety or reduced substance abuse one year after treatment.

To learn how you can support this incredible program visit VVH.ORG/foundation or contact [John Quinn@vvh.org](mailto:John.Quinn@vvh.org) or 970.384.6627.

The generosity of our community provides our adolescent patients:



Recreation therapy...



Supplies for art therapy...



Evidence-based sleep, biofeedback and neurofeedback equipment...



Equine therapy...

...and much more!



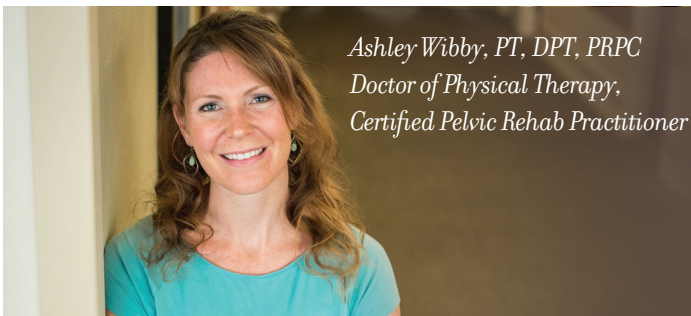
Valley View's Rehab Department offers Pelvic Floor Therapy

Through a scholarship fund partially funded through philanthropy, Valley View physical therapists are able to obtain advanced certifications in pelvic floor therapy, pain management, and other specialties.

Pelvic floor physical therapy is a specialty service providing treatment for conditions related to the muscles, nerves and tissues around the pelvis.

This type of physical therapy is on the forefront of patient care and requires special advanced training. Prior to the certification of Valley View physical therapists, patients needed to travel to Grand Junction or Denver to receive this type of rehab that can treat common conditions such as: urinary and fecal incontinence, pelvic organ prolapse, pregnancy pain, postpartum pain, menopause related weakness, and much more. The personalized one-on-one therapy is designed to provide the highest level of care using the latest techniques to restore health and confidence, allowing one to get back to living life fully.

To learn more about how you can support continuing education, please contact Bridgid.Dunlap@vvh.org or 970.384.6624.



*Ashley Wibby, PT, DPT, PRPC
Doctor of Physical Therapy,
Certified Pelvic Rehab Practitioner*



*Natasha Villarreal, PT, DPT
Doctor of Physical Therapy*

A special thank you...



Buzz and Carol Dopkin

to the Caribou Club for hosting an evening with Valley View CEO, Dr. Brian Murphy. Together philanthropy can accelerate excellence in health care at Valley View.



Barbara Gold, Margo Calvetti, Mariel Frost, Ann Wilcox



Tilly Maddux, Parker Maddux, Daylene Lichtenwalter, Gary Lichtenwalter



Dr. Brian Murphy and Patti Miely

2019

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VALLEY VIEW FOUNDATION

\$400,000 Advances Breast Health at Valley View

Valley View offers a dynamic breast care program encompassing the latest technology alongside a caring and compassionate staff who are on your team and by your side every step of your journey.

Our breast health team is comprised of specialists across departments, from imaging, internal medicine, OB/GYN, plastic and reconstructive surgery and more.

“In all the years of fear, pain and side-effects, I’ve never had the extraordinary treatment that I’ve received from the world class team of oncological professionals and angel nurses at the Calaway-Young Cancer Center.”

- Marlane Miller

Thanks to an incredible gift from Marlane Miller, Valley View took a deep dive into what it truly means to support a patient throughout the breast cancer journey. Together with experts and past patients, Valley View outlined new standards to connect departments and offer additional support to patients by assigning a nurse navigator as soon as there is a diagnosis. Because of her breast cancer journey and her experiences both outside and at the Calaway•Young Cancer Center, Marlane brought insight and funding to the way Valley View approaches breast health.

Did you know Valley View's breast health program offers 3D mammography? This equipment is the fastest and highest quality in the industry and offers a more comfortable and quicker process to obtain an image that has a 65% more accurate detection rate leading to 40% fewer callbacks.

To learn more about Valley Views Breast Health Program visit VH.ORG/breast-health



Colorado Gives Day, Tuesday, December 10, 2019

Schedule your donation today at

ColoradoGives.org/ValleyViewHospitalAssociation

Helping Valley View While Saving on Your Taxes

With recent changes in the federal tax code, donors have seized the opportunity to make their charitable gifts directly from Individual Retirement Accounts (IRA).

If you are 70.5 years old or older, you can use a simple method to benefit Valley View and potentially receive tax benefits in return. You can direct up to \$100,000 from your IRA directly to a qualified charity such as Valley View without having to pay income tax on that money. This increasingly popular gift option is called an IRA charitable rollover or a Qualified Charitable Distribution (QCD). This method can also be used to satisfy your Required Minimum Distribution (RMD) for the year.

“I appreciate the ease of this type of giving and the tax benefits I received in return. I was able to save on income taxes and support my favorite areas at Valley View!”

- Jon Warnick, Valley View Foundation Board Member and donor

If you have not yet taken your required minimum distribution for this year, the IRA charitable rollover gift can satisfy all or part of that requirement and potentially save you money on your taxes.

Because an IRA charitable rollover transfers funds directly from your IRA to a charity like Valley View, it does not add to your income for tax purposes.



To learn more contact John Quinn, Foundation Development Officer, at 970.384.6627 and contact your IRA administrator about making a direct transfer to Valley View.

This information is not intended as legal or tax advice. For such advice, please consult an attorney or tax advisor.

Fighting Prostate Cancer with Cutting Edge Technology

Dr. Peter Rossi of the Calaway•Young Cancer Center recently completed the first ever prostate cancer treatment utilizing Orion™, a medical device that uses MRI imaging to improve the accuracy of treatment.

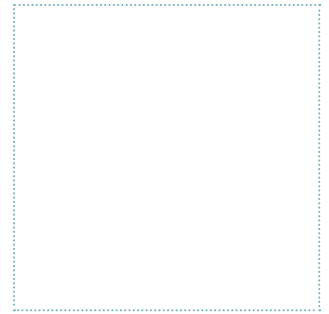


“We are thrilled to be first to use Orion™ HDR MRI Markers in the treatment of a prostate cancer patient,” said Dr. Rossi. “This kind of state-of-the-art care benefits our patients by supporting a treatment plan that is tailored to their anatomy. Effective treatment that minimizes the possibility of side effects is key as we approach the care of our patients. We are proud to be a leader in adopting this kind of advanced treatment,” Dr. Rossi added.

High Dose Rate (HDR) brachytherapy is a form of radiotherapy and a standard option for the curative treatment of many forms of cancer. It involves temporarily placing an applicator into the patient and then using medical imaging to identify the location in relation to the cancer and surrounding healthy tissue. A radioactive source is placed inside the applicator and irradiates the cancer before being removed. The popularity of HDR has increased in recent years due to its effectiveness and convenience.

The precise positioning of HDR applicators prior to treatment is critical for accurate delivery of therapy. Currently, this placement is usually guided by computed tomography (CT) imaging of metal wires that are temporarily placed inside the applicator. MRI can provide more anatomical detail than CT. The Orion™ HDR Marker creates a well-defined, positive MRI signal and allows the superior anatomical imaging properties of MRI to be effectively utilized when planning treatment, offering the potential for effective treatment that minimizes the possibility of side effects.

Valley View is proud to embrace the best in new technologies with the expertise of our incredible staff, like Dr. Rossi, in order to offer the best in healthcare to our community.



RALLY

THE VALLEY 

Save the Date!
Rally the Valley 2020
Saturday, September 12



Cancer comes in all colors and we need you to *Rally* to support all our cancer patients. Your generosity provides patients of the Calaway•Young Cancer Center the opportunity to attend support groups, receive emergency assistance as well as other complimentary services such as acupuncture and massage to help with the side effects of treatment.

Help us reach our \$300,000 goal! 100% of every donation made to Rally goes directly to help patients of the Calaway•Young Cancer Center.