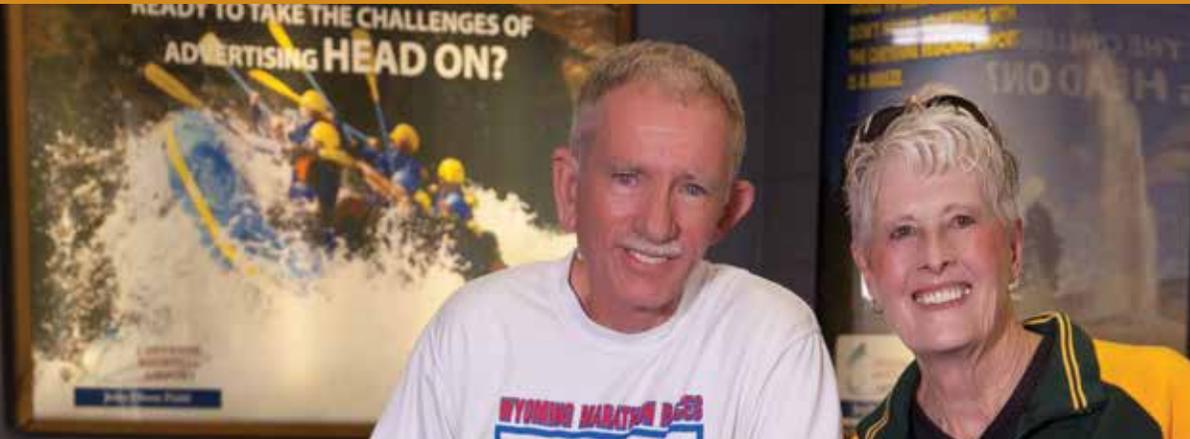




# Advancement

Advancing Premier Regional Community Healthcare

SUMMER 2013



Celebrating 24 years of  
Denim 'N Diamonds with  
Honorary Chairs Brent  
Weigner and Sue Hume

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Q & A with  
Dr. John Lucas  
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Pediatrician Helps  
Local Boy Break  
Barriers  
page 10

Make Family  
Activities Physical  
page 12

# Great Care in Critical Situations

## New Emergency Department Coming Soon



The number of patients treated in Cheyenne Regional Medical Center's Emergency Department has dramatically increased, with more than 40,000 visits expected in the next year.

To meet this need, the hospital is building a new Emergency Department. Expected to open in September 2013, the new ED will be two times the size of the current ED and will include:

• **43 exam rooms** • **2 state-of-the-art trauma rooms for adults** • **1 state-of-the-art trauma room for children** • **Bariatric-specific treatment rooms** • **Isolation rooms**



"Use of the Emergency Department at Cheyenne Regional has increased tremendously over the past few years. While the care provided has continued to be high quality, it can be difficult on everyone when the ED is crowded with patients, family members and staff. It can be especially tough during a critical situation. Expanding the space and adding new technology to Cheyenne Regional's Emergency Department will definitely enhance care by reducing wait times and improving the overall patient experience. I would like

to thank our community for understanding the need and supporting the hospital's decision to build a new ED."

**Dr. Daniel Surdam**  
Medical Director  
Cheyenne Regional Medical Center  
Emergency Department



**Cheyenne Regional  
Medical Center**  
*Your Partner in Health*

# Advancement

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Brent Weigner and Sue Hume at  
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Message from  
**John Balsler**  
*Foundation Chair*



**Favorite Place  
Ever Traveled:  
Montalcino, Italy**

Our 2013 Denim 'N Diamonds theme is *Around the World*, look throughout this issue to see the favorite places our CRMC family and friends like to travel.

Hello! It's that time of year when everyone at the Foundation is busy getting ready for our annual Denim 'N Diamonds event. This is our 24th year, and it just keeps getting better. The theme this year, as you may notice throughout this issue, is "Around the World." We are having fun adding an international twist to the event. It's really going to be an exciting evening, and we invite you all to join us.

This year, your dollars go to support digital radiography for the Children's Clinic at CRMC—it's the first year we have focused on buying equipment solely for children. You'll read about the benefits of this new technology in the Q & A with Dr. Lucas, and in the feature article on Jacob King—an amazing young patient of the Children's Clinic who has beat all odds.

Our fundraising for the Cancer Center is going great. Our longtime friend Amy Davis kicked off the campaign with a \$1.1 million gift and she encourages others to step forward and join her in supporting this worthwhile cause. Many of you have already done so, bringing our total to 3.1 million of our 10 million dollar campaign. We are incredibly pleased with the support we have received so far, and we hope the community continues to open their hearts and pockets and give. Having comprehensive cancer care right here in Cheyenne will be an incredible asset to our community.

**Thanks for making us great. Together we build our future!**

Visit our new web page, including the option for online giving at:  
[www.cheyenneregional.org/foundation](http://www.cheyenneregional.org/foundation).

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## Introducing this year's Denim 'N Diamonds Honorary Chairs Brent Weigner and Sue Hume: Leaders in Inspiration

Sitting at the dining room table in their lovely, modest home in the heart of Cheyenne it quickly became obvious that underneath the façade of this content, retired couple—a teacher and a nurse—brewed an amazing zest for adventure and meaning. If there were ever two people who live life on purpose, it's Brent Weigner and Sue Hume, our Honorary Chairs for this year's Denim 'N Diamonds event.

Both have done extraordinary things to help others and to feed their own spirits. Join us in welcoming Brent and Sue as our Honorary Chairs, and celebrating the highlights of their lives, thus far, in the coming pages.

### Brent's Early Years

Growing up, Brent wanted to be a rodeo cowboy. He was a part of the Cheyenne Saddle Tramps and the Frontier Roping and Riding Club, and performed at county fairs, horse shows, gymkhanas and rodeos. He rode yearling Brahma bulls, bucking ponies and did barrel races at Frontier Days. "I loved it, but my parents knew professional rodeo cowboys were poor, so they steered me away," he exclaims.



*Brent, age 9, on right, with his younger brother Scott and on left his sister, Susan.*

Brent and his family lived "out in the country" near Cheyenne. His father, Doyle, was Vice President of Teton Construction by day, and by weekend helped his family raise quarter horses and Black Angus cattle. Brent was the oldest child with a younger brother, Scott, and sister, Susan. His mother's name was Elizabeth or "Betty."



*Sue Hume and Brent Weigner with their four grandkids on Christmas, 2010. From left, Sue, Holden, Christian, Brent, Dylan and Kalei.*

He moved to Cheyenne in the sixth grade and was a part of Jessup Elementary's first graduating class. "While they were building Jessup they moved us to the airport. We had recess on the runway," he recalls. Brent attended McCormick Junior High and Central High School. He played several sports, with his favorites being cross country and track. If you know him, that's no surprise. His running skills earned him an athletic scholarship to the University of Northern Colorado (UNC).

### Overcoming Childhood Cancer

We all have experiences that serve as turning points in our lives. For Brent, it was childhood cancer—even though he didn't know it at the time. "The dentist noticed a lump in the left side of my neck and thought I had mumps. My parents had it biopsied and found out it was malignant lymphosarcoma. The doctors gave me a one percent chance to survive five years," Brent says. He remembers long train rides to the University of Utah Medical Center to visit hematology specialists.

*continued on page 4*

## Brent Weigner and Sue Hume: Leaders in Inspiration

*continued from page 3*

He didn't find out he had cancer until the day his college ROTC commanding officer called him in after a physical at Warren Air Force Base. The officer told him his military career was over because he was classified 4F—physically unfit for duty. "I laughed and said, 'Don't you know I am a track star?'" The officer replied, "Don't you know you are supposed to be dead?" and showed me my medical records," Brent exclaims.

### A Changed Perspective

The news of cancer might stop some of us in our tracks. Not Brent. His response was to run more marathons and travel every chance he got. "Later on, I realized that having cancer was a blessing. It taught me that

if you're going to do something, you better do it now," Brent says. It's safe to say Brent has crammed enough living in his life to equal 10 lifetimes. "They can't bury you if you keep moving and when you do die, the only thing you really take with you is what you've given away while you were alive," he adds. Faith, gratitude and giving back are very important aspects of Brent and Sue's lives.

### A Love for Running

The details on Brent's running life could fill a book. Indeed, they've filled several pages of magazines and the Who's Who in America listings for years. Here are the highlights: He has run a marathon on every continent eight times over, and in

every U.S. state. But that's not all. He has set records by running ultra-marathons on every continent. In total, Brent has finished over 204 marathons, ultra-marathons and stage races (over 150 miles) in over 50 countries. His fastest marathon time of 2:45:50 was set at the 1979 Boston Marathon.



*Brent using snowshoes to run the North Pole marathon, 2006.*

Brent says his greatest running accomplishment was completing a marathon and an ultra-marathon to the Geographic South Pole in 2002. He endured 35 to 40 below temperatures while running on miles of unstable snow and ice—something just he and four others can claim doing.

Brent's first marathon was right out of high school: "At one point I sat in a ditch and every muscle in my body was cramping." Why keep running marathons, then?

"For me, marathons are about

self-discovery. I always enjoy that moment of epiphany into my limits. You don't know how far you can go until you risk it all," he proclaims.

Just once in his life did he actually reach his limit: It was the longest race he'd ever done—104 miles non-stop, in the hot desert of Jordan in 2000. He didn't count on the temperatures plummeting in the mountains and he became hypothermic. "I tried to drop out at the 80-mile point. I'd never dropped out of a race before, but I was mentally broken, the only time in my life," he says. Yet he didn't quit, thanks to a French woman who stood him up and pushed him down the road, saying: "There are no trucks coming so you have to walk." He walked through the night and crossed the finish line. Now, at age 64, Brent is striving to reach "Marathon Maniac" membership status. "To join, I need to complete 20 international marathons this year," he says, and he's well on his way.

### A Love for Travel

Brent's love for travel started early on. In high school he traveled to Germany, earning the money by selling his three Black Angus cows. "Since then, I have spent all my discretionary money on travel," he says. Much of Brent's travels revolve around running marathons or organizing races. Twice he traveled on a



*Brent as a Central High student showing off his cross country trophy for winning the 1967 conference championships.*

## Brent Weigner and Sue Hume: Leaders in Inspiration

*continued from page 4*



*Brent (far left with Wyoming flag) with other finishers of a marathon at Camp Borneo, North Pole in 2006.*

Fulbright Scholarship— the first to Israel, the second to Ghana and Senegal where he learned the art of African mask making.

### Giving Back as a Teacher and Coach

Brent’s parents wanted him to be a lawyer, yet in the middle of law school at the University of Wyoming (UW) Brent decided he’d rather teach. Today, he holds a PhD in Educational Administration. He taught history and world geography in Cheyenne for 35 years, mostly at McCormick.

A big part of his teaching life was coaching. Brent is proud to have founded the girls cross country teams at Central and then at McCormick. When he retired in 2010, the McCormick girls won both city and conference championships—something they’d done for 32 years straight.

### Sue’s Early Years

While she may not have as many exotic stories to tell, Sue is just as much an inspiration as Brent, but in her own subtle way. Sue Weber was born and raised in Greeley, Colorado. She names a childhood highlight as attending boarding school in England when she was seven with her sister, Bonnie. Her father, John, a dentist, was stationed at the Manston Royal Air Force Base near the White Cliffs of Dover after WWII in the mid-50s. “I was amazed at all we got to do in school—sewing, music and ballet. Plus, we had to learn our multiplication



*Sue, age 7 (left) and her sister Bonnie, age 9, in their school uniforms outside the Kingsgate School for Girls, Kingsgate England, 1955.*

tables through our 9s in the first grade,” she exclaims.

Other than her adventure in England, and the prior year in Rapid City, Sue stayed close to home. She remembers a fun trip to Yellowstone as a family, and frequent fishing trips to Glendo Reservoir in Wyoming.

### Giving to Others through Nursing

After graduating from high school, Sue moved to Laramie to attend nursing school at UW. She received her BSN in 1970 and moved to Cheyenne, working briefly at Memorial Hospital before starting a long career as

a Public Health Nurse with Laramie County. “I worked there until July 2001 and held many positions from Staff Nurse and Nursing Project Manager to Immunization Team Leader and Maternal Child Health Nursing Supervisor in addition to working as a Nurse Practitioner from 1979 on,” she says.

Health department leaders highly valued Sue’s smarts and abilities and paid to send her

to the University of Colorado to get her Nurse Practitioner (NP) degree in 1978—something new in the arena of nursing.

Sue also taught nursing at UW from 2001 to 2006. “They asked me to teach nurse practitioners in pediatrics, but I didn’t have a master’s so I went back to college again and earned my MS in 2001.” She became known as one of the most knowledgeable Pediatric Nurse Practitioners in the state. “As a nurse, I precepted (trained) many NPs in pediatrics at UW, because I was it,” Sue adds.

### Impacting the Lives of Kids

Possibly her most heartfelt work was with the school’s Program for



*Sue graduates with her Bachelor of Science degree in Nursing from the University of Wyoming, 1970. She later received her Post NP Master’s from UW in 2001.*

*continued on page 6*

## Brent Weigner and Sue Hume: Leaders in Inspiration

*continued from page 5*

Adaptive Living Skills (PALS) at the end of her nursing career. She was living her passion—helping kids. As the PALS nurse she took care of special needs kids. One student, “Bugsy,” especially got into Sue’s heart. “He couldn’t talk, but he’d laugh and as he’d laugh he’d stretch out his arms and legs. Bugsy’s amazing; he has outlived his life expectancy,” Sue exclaims.

Sue also volunteered for several organizations that better the lives of children. She served on the CASA Board, which supports abused kids through the legal process. She also volunteered for the Casey Family Program—a national program that improves foster care. In addition, she spent eight years on the school board, acting as Chair for the last year. Today, Sue volunteers at CRMC and provides hearing screens for infants. “Hopefully I have been able to advocate for a lot of kids and make their lives better,” she says.

### Meeting Brent and Marrying

Theirs wasn’t your average meeting and proposal. Sue and Brent were in their mid-30s when they met and married. Having lost a husband to liver failure, Sue found herself a single mother of two boys. “Our friend Margo kept trying to set me up with Sue, but it never happened. Then we both attended Margo’s wedding and at the reception she said, ‘You are going to dance one dance with this lady.’ So I did, and I thought I was probably too much of a smart aleck but Sue invited me to go dancing afterwards,” Brent explains.

The proposal came in a hospital room after Brent had surgery for reoccurring cancer. “My head and left side of my face were wrapped in

a bandage, and I said to Sue, ‘I don’t know if you want to marry me because I might not live long, but....’ It was the “lamest” proposal ever,” Brent says.

A criteria for Sue was to marry someone who liked kids: “Brent passed the muster because my oldest boy Russell was 10 years old, and I saw that Brent had a seventh-grade mentality, something I decided after finding Brent and the boys having a squirt gun fight in the house,” Sue quips.

Sue’s two sons were close friends growing up. Today, Russell works as a Mechanical Engineer at the Air Force Academy in Colorado Springs and his wife Kim is a Social Worker. They have two children, Christian, 9, and Kalei, 6. Scott, Sue’s youngest, lives here in Cheyenne and teaches English at South High. His wife Anna teaches third grade at Pioneer Park Elementary. They have two children, Holden, 6, and Dylan, 4.

### Love of Travel Rubs Off

Sue credits Brent for helping her gain a more spontaneous approach to life, which includes traveling. While dating, the two took a trip to Israel (where Brent “felt” the cancer return but insisted on finishing the trip). Sue also accompanied Brent on his run expeditions—sometimes serving on the medical team for races.

“She saved a guy’s life in the Gobi Desert. It was 123 degrees out and Billy from the UK collapsed. Sue hung an IV on the truck door and pumped fluids in him. If she wasn’t there he would have surely died,” Brent claims.



*Sue greets “Bugsy”, a sophomore at East High whom she cared for in the PALS program when he was younger.*



*Sue and Brent on their wedding day on March 30, 1985.*

*continued on page 16*

## Employee Profile: Vicki Johnson

Hospital leaders know they hit the jackpot when Vicki Johnson came to work for them in May 2005. It's hard to beat her work ethic and her positive attitude. Vicki had four hospitals across the nation to choose from back then.

"I chose CRMC because of its engagement in technology and exceptional patient care. Now, I am a part of Cheyenne. You don't have to be from Cheyenne to belong here," says Vicki Johnson, BSRT (R), Director of Medical Imaging Services.

She's not afraid of long hours. Recently, she worked 14 hour days to help launch Epic, the new hospital operating system that unifies multiple care systems, electronic health records, and imaging records—something Vicki cares passionately about.

"I want to be there for my staff and my patients, so sometimes I work long hours. It's what you do for the team," says Vicki.

CRMC was the right choice. Today, Vicki names her work at CRMC as one of her greatest accomplishments: "My biggest pride is being a part of the CRMC and CRPG teams. Providing quality imaging services so that physicians have the tools they need to accurately diagnose and treat patients is why I come to work every day."

The Epic conversion is exciting for Vicki, because it provides one system for all areas of patient care, from front line to support services. "It gives us tools to improve efficiency and increase transparency. Now, there are no barriers to bridging electronic health records and imaging records," Vicki adds. That means doctors will be able to easily pull up past scans and compare them to new ones, while reviewing the patient's



Vicki Johnson

electronic health record in real time.

One reason Vicki is so valued at CRMC is because she is 100% engaged, all of the time. "I am always looking for opportunity. Every day we have a chance to make a positive difference and how opportunities present to us is irrelevant, it's what we do with them," she states.

Vicki isn't just about work. She lives a full life beyond the doors of CRMC. Her biggest news of late is that she's engaged. "As of March 30th! It's exciting, and was a big surprise," she exclaims. Vicki met her future husband in Cheyenne, Dr. David McNaul, who currently practices with the Boise Radiology Group in Boise, ID.

Vicki, who is originally from South Carolina, enjoys spending time with her mother Beverly and two Chihuahuas, Daisy Mae and Scooter. She and David enjoy hiking and fishing, and are learning to make wine together. Vicki also loves antiquing. "One of my dreams is to get certified to scuba dive," she adds.

Vicki is a big fan of the Foundation, and is proud to personally support it. "It has been a tremendous part of my department's growth over the last few years, helping us achieve cutting-edge technology and radiation protection. Since 2005, the Foundation has partnered with Medical Imaging Services to purchase a 40-slice CT scanner and digital mammography. With their help, we have also remodeled the nuclear medicine hot lab and enhanced PET/CT and lead protection for our technologists," Vicki concludes.



**Favorite Place  
Ever Traveled:  
Dresden, Germany**

## Q & A with Dr. John Lucas

Chief Executive Officer, Cheyenne Regional Medical Center

Looking forward to the upcoming 24th annual Denim 'N Diamonds, we asked Dr. Lucas to reflect on the honorary chairs, the historic "GO LIVE" event for Cheyenne Regional Medical Center's Epic medical health record conversion and managing a culture of change.



*Dr. John Lucas, CEO*

**Q: Could you share your thoughts about Sue Hume and Brent Weigner being named this year's Denim 'N Diamonds honorary chairs?**

**A:** I thought, "How appropriate to honor a hard-working educator, a nurse, a cancer survivor, a community volunteer, a champion and a fitness role model"—and yes, I'm referring to just two people! Brent and Sue embody what it means to fully engage in their own lives and in the well-being of the community they live in.

I'm really looking forward to sharing another wonderful Denim 'N Diamonds celebration with Brent and Sue, and all of our Foundation supporters on June 22.

**Q: The funds raised at this year's Denim 'N Diamonds event will purchase digital radiography equipment for pediatrics, replacing film images with digital. How will this improve patient care?**

**A:** The digital radiography equipment will help us fulfill two key objectives: increasing patient safety and supporting easy radiologic imaging access for all physicians involved in the care of our pediatric patients. Both of these objectives were harder to meet with a traditional analog X-ray film system.

When it comes to patient safety, digital imaging lowers the dose of exposure to potentially harmful

radiation to patients. The digital system is faster and the images are sharper than film. Faster sessions especially benefit children who may have a hard time sitting still for X-rays and scans.

Digital imaging technology also allows us the luxury of sharing, in real time, the results of an image with consulting specialists here in Cheyenne, thereby shortening the time to diagnosis

and increasing collaboration on treatment plans and facilitating care coordination. The equipment also allows us to better use our physical space and reduce storage space for images.

**Q: In early April, you, and many members of your staff, celebrated a different kind of event – "GO LIVE." Tell us about this historic conversion to the Epic operating system.**

**A:** April 6, 2013 was a big milestone for CRMC when we made the switch to Epic, our new electronic medical record system. I'm so grateful for everyone who put in extra time and effort on this project. We've been working on it for well over a year. More than 100 people, including the Chief Medical Information Officer, Dr. Goel, and executive team members, put in long days and worked throughout the "GO LIVE" night to oversee the implementation.



*From left to right: Dr. John Lucas, Chief Executive Officer; Dr. Ashutosh Goel, Chief Medical Information Officer; Paul Panico, Executive Vice President/Chief Operating Officer*



*From left to right: Paul Panico, Executive Vice President/Chief Operating Officer; Dr. John Lucas, Chief Executive Officer; Carlene Crall, Vice President/Chief Human Resources Officer*

Epic is being used in many academic and research health centers throughout the United States and is a well-respected brand. The beauty of Epic is that it gives an integrated IT platform for the entire hospital and unifies our patient care screens across all departments so information can be easily shared and retrieved. The change to Epic was approved by the hospital's Board of Trustees as part of an overall focus to support great care at CRMC, provide clinical quality reports, support physician collaboration and allow the opportunity for our patients to be more engaged in their own healthcare.

The transition went smoothly. Our senior team will now be able to analyze operational and quality data every day. In the past, we could wait weeks or months for quality reports. Having the information instantly will help us implement care improvements quickly.

Our goal to provide the best healthcare for our community requires many things, including the right tools — Epic certainly offers many of those tools.

**Q: Access to healthcare and technology continues to improve at CRMC. This issue of *Advancement* includes an interview with long-time pediatrician Dr. Leland. What is your vision for pediatric healthcare in our community?**

**A:** As we move into the future of healthcare reform, our vision is that everyone will establish a medical home—that is, a touchstone doctor who manages their care. This is especially important for children. We also want to see well-coordinated

care between all physicians, and patients engaged in their own healthcare. To help this along, our Children's Clinic is seeking a federal medical home designation. Childhood experiences with regular, preventive healthcare visits are a training ground for rational healthcare consumption in the future.

Access to more information, both by the patient and by healthcare professionals, only supports continuing improvement in how we deliver, and use, healthcare. The Children's Clinic is online with Epic, allowing easy sharing of records with specialists within our system and across the nation.

**Q: How are you managing the culture at CRMC during times of change and growth?**

**A:** Managing a changing and expanding culture isn't easy. We are moving quickly these days, partly because we want to and partly because we need to. Our internal staff and our community need to be willing and open to change during the current national healthcare climate. It's changing with or without us, so we are taking the opportunity and becoming better because of it.

We are striving for a great culture, one of accountability and one that honors what makes our Western community strong. We are continually creating practices that uphold the six driving principles of our organization:

- Quality
- Patient Experience
- Best Place to Practice
- Best Place to Work
- Stewardship
- Growth

With Denim 'N Diamonds approaching, we should add an additional bullet point to this list: *Philanthropy*. The gifts of equipment and programming made possible by the generosity of our Foundation donors help us bring our driving principles to life. Foundation gifts close the gap between good care and excellent care, with the digital radiology equipment for the Children's Clinic being the latest example of that. Thank you, Foundation supporters, for helping us grow. We are forever grateful for your support.

## From a Patient's Perspective: CRMC Pediatrician Credited in Helping Jacob King Talk and Start to Walk Again

The saying, "It takes a village," applies to raising all children, but is doubly true for Jacob King. His mother Trudy is grateful that Cheyenne is that village. Thanks to an amazing community of caregivers, family and friends, Trudy and her husband Jason have watched their handicapped son break barriers doctors never imagined he could.

Jacob was born five weeks early at CRMC on August 10, 2002 with health issues including bilateral vocal cord paralysis. He was airlifted to Children's Hospital in Denver that night for respiratory distress. Over the years he has received multiple treatments and therapies. Without their "village" the family would have struggled to meet all his needs.

### **CRMC Pediatrician a Major Supporter for Family**

One person who was literally a lifesaver was Dr. Robert Leland with the Children's Clinic at CRMC. "Dr. Leland has been with us since the day Jacob was born. He has been there every step of the way and is such an encourager for our family. My husband calls him Superman," Trudy says. She recalls how Jacob had to take the Flight for Life to Children's Hospital in Denver



*Jacob (center) shows off his positive personality with a big smile. His father, Jason (left), and mother Trudy are extremely grateful to Dr. Robert Leland (right) with the Children's Clinic for all his good care over the years.*

when he was 9 months old on Thanksgiving Day for breathing problems. Dr. Leland ran up to the roof and stabilized Jacob. "I don't know where I'd be without him. Probably in the loony bin," she quips. "He has always trusted us as parents and that really helps."

The first few years were extra challenging. "He was so sick. It was so draining. Dr. Leland kept saying it would be better when he turned two and that kept us going. He was right," Trudy says.

With bilateral vocal cord paralysis, Jacob's vocal cords were unable to move which caused speech, breathing and swallowing problems. As a baby, he required a tracheotomy and the placement of a tracheostomy tube to keep his airway open in case he needed ventilation. Jacob also had

a gastrostomy tube for feeding. Yet he has made great strides since then, and both tubes were removed a few years back. While Jacob still deals with cerebral palsy and hydrocephalus that cause developmental delays, he grows stronger every day.

### **Beating the Odds: Learning to Talk and Start to Walk**

“We were told he would never talk and probably never walk. Now we have to tell him to be quiet. That’s all because of Dr. Leland,” Trudy exclaims. Although he is usually in a wheelchair he can now take a few steps—something no one ever thought possible.

Jacob attends fourth grade at Baggs Elementary in Cheyenne. “He is one of the smartest, funniest kids you will ever meet. Mentally he is right on; he is in regular education classes and does everything right at his grade level. He’s hilarious and such a practical joker with his siblings,” Trudy says. She tells how he loves video games and downloads apps on the phone. “He even downloaded Netflix on our TV without us knowing,” she adds. Trudy is grateful for the special care his teachers give.

Jacob is the couple’s fourth child. They have five children, Payden, 18, Loryn, 15, Avery, 12, Jacob, 10 and Gracie, 8. “Gracie is his best friend. They play neighbors and have mailboxes outside their bedrooms. They’re inseparable,” she says.

Trudy also names her family, friends and the congregation at their church—First Baptist where Jason is a pastor—as invaluable members of her care “village”. Both Trudy and Jason grew up in Cheyenne and have extended family nearby.

### **Care for Special Needs Kids is Improving at CRMC**

Trudy has an inside view on CRMC. She’s visited as the mom of a patient multiple times, and she’s also an employee. Trudy is the Supervisor of Outpatient Rehabilitation and the Orthopedic and Sports Medicine Physical Therapy Clinic. She admits that at first she was more comfortable going to Denver for Jacob’s care. Now she feels confident staying here in town. “We’ve noticed



*Jacob and Dr. Leland are close buddies, and have been through a lot together. Dr. Leland is proud and amazed at the progress Jacob has made.*

huge improvements in care at CRMC. Pediatrics has educated their nurses on special care issues so kids can now stay in town when they are sick, and the nurses work hard to form personal connections with each child,” Trudy says.

She tells of seminars for parents of special needs kids that CRMC’s Women’s and Children’s Department puts on regularly, thanks to funding from the Foundation. “Last fall I attended one of the best seminars I’ve ever been to as a parent. It made me proud to be an employee at the same time,” Trudy adds.

Also, the hospital’s Emergency Department took a leap forward with the help of Foundation dollars and started a program for special needs kids where they queried local parents on what special equipment each child needed. Now, specific devices and care items are kept in a box with the child’s name on it at the ED—ready to be used. “They asked each parent for a list of items and went out and bought them, simply because they wanted to serve us better,” Trudy exclaims. To families who still prefer to go to Denver, Trudy says to give CRMC a try, and come to the parent seminars: “They are really listening and have made great improvements in special needs care in the last 10 years.”

*continued on page 21*

# With Warmer Weather, Make Family Activities Physical

by Rebecca Grant, LPN  
Bariatric Program Coordinator

If yours is like the typical American family, you work, attend school, run errands, play sports and do housework during the day, only to find yourselves sitting in front of the TV in the evening, usually with a snack in hand. With warm summer weather just around the corner, why not get out of your winter rut and rethink your family's evening plans?

Pick activities that you all enjoy, and focus on the creative, relaxing and social aspects of exercise. Taking an evening walk or tossing a baseball back and forth creates positive energy with lots of opportunity to chat and joke with your kids. It also gives parents a chance to loosen up after long days at work.

Carving out family play time creates a sense of closeness and wellbeing. There is no right or wrong activity as long as it gets you moving and makes you happy. The key is to plan when you're going to do it and then follow through. Having a set time such as before or after dinner each night helps. To get buy in, take suggestions from every family member.

Here are some ideas to get you started on cutting back screen time and increasing physical activity during the coming warmer weather:

## Weekday Family Fun Ideas

- Walk the dog
- Jump rope
- Turn up the radio and dance
- Wrestle
- Toss a football or baseball
- Pillow fight
- Ride a bike
- Shoot baskets
- Race each other in short foot races



- Play yard games
- Hula hoop
- Jump on the tramp
- Catch butterflies (or grasshoppers, or minnows)
- Jog slowly

## Weekend Family Fun Ideas

- Hike a trail
- Attend an art show or museum
- Walk around the farmer's market
- Go bowling
- Play soccer, baseball or tag at the park
- Fly kites
- Bicycle in the country
- Window shop downtown
- Go swimming
- Hit some tennis balls
- Play Putt-Putt or golf
- Rollerblade the bike path
- Scramble on rocks
- Kayak or canoe a lake or river

Developing new ways for your family to spend time together and be physically active creates a new healthier and happier dynamic within your family. While the change to an active lifestyle requires some real effort, once new habits are formed you'll reap the rewards of a more active lifestyle.

*This article is advice only and does not represent medical opinion and/or diagnosis.  
We do not assume any liability for the information contained in this article.*

# Creating a Culture of Philanthropy within CRMC and the Cheyenne Community

By Stephen V. Stone, M.S., CFRE  
Executive Director

Regardless of your favorite charity, you may have heard the term “a culture of philanthropy” within the organization. Have you ever wondered just what that means? A culture of philanthropy refers to an organization’s attitudes toward philanthropy and the development (fund raising) process. Creating such a culture rests largely within the development office of a non-profit and with its board of directors, but it is directed toward the senior management and staff of the organization, its clientele (those it serves), and to the residents of the larger community where the organization is located.

The process of educating all constituencies about the importance of giving and supporting the hospital is ongoing and ever-changing. It will only become more important as the very core of healthcare in the United States is reshaped over the coming years. As traditional forms of financial reimbursement to hospitals change away from inpatient to outpatient ambulatory care, from a disease model of care to a wellness model, and from pay-per-case to pay-for-performance, ongoing financial support from the community will become a key component in the viability of our hospitals. Not only will donors need to have a keen sense of where their donations go within the hospital, they will also need to understand the importance of their philanthropic gifts and the role they play in keeping a hospital alive and serving the community in which they are located. It is not our objective to create a culture of charity in which gifts are accepted passively; rather, we seek to create a culture of philanthropy



through which we focus on actively pursuing philanthropic investments centering on those transformational events that result in philanthropic investments. Our new Cancer Center is a prime example of such a transformational event.

In much the same way that Cheyenne Regional Medical Center has engaged the Studer Group to develop a concept of patient-centered care known as TrueCare® in which all care is focused on the patient’s needs, the CRMC Foundation is also developing a process to reach out and educate the Board of Trustees, senior management, physicians, staff, and the extended community of patients we serve about the importance philanthropic giving has in shaping the hospital and its ongoing ability to deliver high-quality, compassionate care to those it serves. To that end, as we conduct educational and outreach activities, our goal is to have a community where everyone from the board president to the CEO, physicians, staff, patients and the entire community truly “get it” and embrace a culture of philanthropy.

We invite you to join us at the Foundation during these exciting times as we seek to partner with Cheyenne Regional Medical Center while it adapts to significant changes in the healthcare landscape in order to emerge stronger. A culture of philanthropy will help your community hospital remain a strong corporate citizen, serving the southeastern Wyoming region for years to come.



**Favorite Place  
Ever Traveled:  
Playa el Novillero,  
Mexico**

# Board Profile Bill Larson

Bill Larson is a man who likes to be in the thick of things. Volunteering for good causes which improve our community and serving on boards are important endeavors for him.

“Community involvement is a big part of my life. I figure I’ve had a great career in Cheyenne and I want to give back,” says Bill who has lived here for 36 years. He has been in banking his entire life, spending the last 25 years at American National Bank in Cheyenne where he served as Senior Vice President.

Bill has a unique, insider’s view on the Foundation and the needs of the hospital. That’s because he serves on both the Foundation Board and CRMC’s Board of Trustees, acting as a liaison between the two. He reports on each board’s activities, keeping the two connected and working on the same page.

“The Hospital Board is proud of the Foundation. They have given us so much support over the years and we want to make sure we, in turn, support them.”

“The Hospital Board is proud of the Foundation. They have given us so much support over the years and we want to make sure we, in turn, support them,” Bill says. He appreciates that the Foundation provides the hospital with a unique flavor of the community.

“The Foundation made a heck of a commitment to reach a 10 million dollar campaign goal for the Cancer Center and I am devoted to supporting this goal,” says Bill.

Bill also keeps busy serving on three subcommittees of the CRMC Board and as a



Bill Larson

Board Member for the State of Wyoming. He has been involved with Cheyenne Frontier Days for over 30 years and served as a Past Chairman. He was also active with the Kiwanis Club and served as Chairman of the Chamber of Commerce Military Affairs Committee, Chairman of the Cheyenne Quarterback Club and was a member of the Cowboy Joe Club at the University of Wyoming, to name a few. “Now that I’ve retired, I’ve tapered down on my volunteer activities,” he claims.

Bill grew up in Brighton, Colorado and spent time in college at Lamar Community College and UNC before joining the U.S. Air Force and serving in Vietnam. After his military career he entered banking in California. “Somehow I ended up in Cheyenne in the mid-70s. I thought I’d go back to Colorado, but I never did. Once Cheyenne gets in your blood, you can’t leave,” he says.

Bill loves to golf, both in Cheyenne and in Arizona: “Every winter for the last 20 some years I travel with buddies to Scottsdale, Arizona for a week of golfing.” He also enjoys spending time with his two grown children and four grandchildren who live nearby, namely his son, Jeff and daughter-in-law Nina in Longmont, Colorado and his daughter Julee and her husband Clay in Berthoud, Colorado.

When asked how his friends might describe him, Bill replies: “I think they’d say I’m a happy guy and that I think life is wonderful. It’s really what you make of it. I like to say every day is a good day and life is too short to have bad days.”



Favorite Place Ever Traveled:  
**Scottsdale, Arizona**



# Around the World

Denim 'N Diamonds 2013

## 24th Annual Gala & Auction

Saturday, June 22, 2013

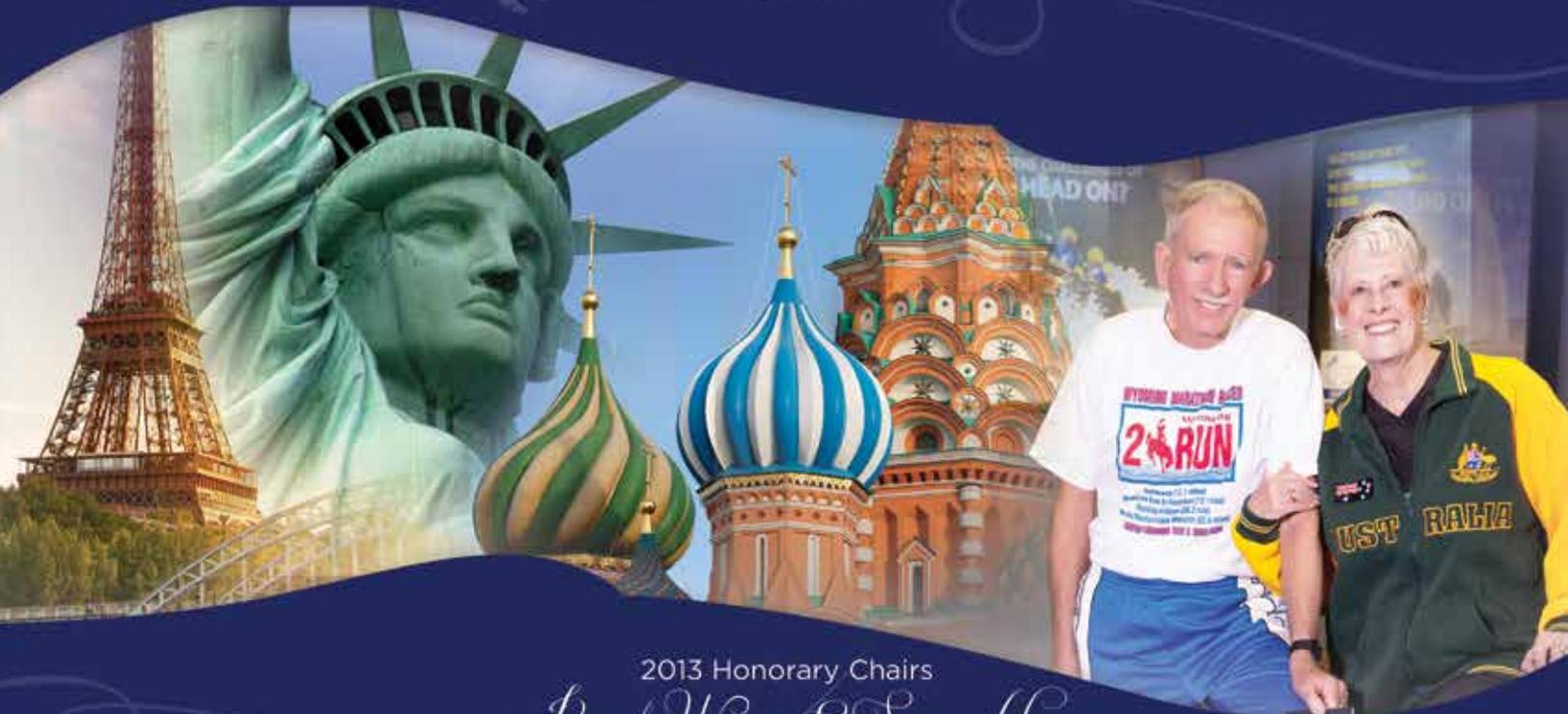
6 p.m.

Little America Grand Ballroom

Black Tie or Denim 'N Diamonds



Foundation  
CHEYENNE REGIONAL  
MEDICAL CENTER



2013 Honorary Chairs

*Brent Weigner & Sue Lume*

# Ways to Give

By Stephen V. Stone, M.S., CFRE Executive Director

I came across an article from the Denver Post titled “Five questions every nonprofit donor should ask”, dated April 14, 2013. The author discussed five key areas donors should inquire about prior to making a donation. The suggested questions include:

1. What is the nonprofit’s purpose?
2. Is the nonprofit’s financial picture transparent?
3. What outcomes result from the nonprofit’s work?
4. Does the nonprofit provide timely updates?
5. Does the nonprofit appreciate its donors?

We at the Cheyenne Regional Medical Center Foundation agree wholeheartedly with these observations and we endeavor to let the community we serve know exactly what our purpose, mission and vision are for the work we do. We let people know exactly how funds are raised and how we spend their money within the hospital. Through online updates and articles in the local paper, on television and radio and in our quarterly magazine, *Advancement*, we inform the public about the outcomes of the work

we support, often as told by patients who have received care at the hospital. We provide timely updates through the pages of *Advancement* magazine, and on our newly redesigned website (<http://www.cheyenneregional.org/foundation>) so our donors are regularly informed about the great work we support within the CRMC hospital. Finally, we are diligent to thank our donors for their generous support across a variety of media and through donor recognition events.

There are many worthwhile causes and we hope you ask questions like those suggested before you decide to give away your hard earned money. We urge caution before you contribute to any organization that cannot answer the tough questions you have. At CRMC Foundation we are always ready to speak with any donor who has questions about our work supporting Cheyenne Regional. We are proud of the trust you place in us every day and always seek to maintain your confidence in our work. After all, we are your friends, neighbors and relatives. Thank you for all you do to make and keep Cheyenne Regional a great place to receive high-quality, compassionate care.

## Brent Weigner and Sue Hume: Leaders in Inspiration *continued from page 6*

A highlight for Sue was traveling to China in 2000 with a group of Pediatric Nurse Practitioners through the People to People Ambassador Program. “We went to Beijing, Xian and Hong Kong over a three-week period visiting pediatric facilities,” she says.

### Supporters of the Foundation

The two have literally taken this year’s Denim ‘N Diamonds theme to heart, having completed the Global Scavenger Hunt in 2012—an Amazing Race-like event where teams of two race around the globe to gather clues and earn points. “We visited 13 countries

in 23 days,” Sue says.

“Supporting quality local healthcare is very important to us; that’s why I chose to serve on the Board and why we’ve attended Denim ‘N Diamonds every year but one,” says Brent. Brent served on the Foundation Board from 1995 to 2004 and is now an Emeritus member. “We are very humbled to be chosen as honorary chairs,” Sue concludes.



**Favorite Place  
Ever Traveled:  
Galapagos Islands**

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1st quarter: January 1 - March 31, 2013

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**Thomas E. Cowley**  
Mr. & Mrs. Edwin K. Smith  
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Ms. Bernadette Preston  
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Mr. David E. Foreman  
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**Tom Powers Family Fund**

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**In Honor Of**

**Mr. and Mrs. J. Kenneth Kennedy**  
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**In Honor Of**

**Cancer Services**  
**CRMC Infusion Staff**  
Mr. & Mrs. James E. Butler

**CRMC Pediatrician Credited in Helping Jacob King Talk and Start to Walk Again** *continued from page 11*

**Denim 'N Diamonds To Purchase Digital Radiology for Pediatric Patients**

Jacob is one child who will likely benefit from the new digital radiology at the Children's Clinic.

"Without the Foundation's involvement, getting digital radiography for the Children's Clinic would have been delayed for a very long time. Supporters of the Foundation are helping children in Cheyenne get more advanced medical care," says Dr. Leland. The clinic has two locations — one at the hospital and one on Laramie Street.

The equipment, which costs roughly \$200,000, will help doctors share X-rays and scans in real time. Gone are the days of patients transporting films from one doctor's office to another. "Digital radiology will cut the time to produce an image in half from traditional film and images can be instantly sent electronically to specialists in and

out of town for immediate viewing," Leland says. That means faster diagnosis, more collaboration between doctors and more convenient care for patients. "Plus, digital images significantly reduce radiation exposure to kids," Leland concludes.

Trudy is also grateful to the Foundation for buying equipment for her department over the years: "They've purchased a diathermy and two game-ready units for outpatient rehab. Both control pain after surgery using deep heat and ice compression, and really help patients heal."

Life has calmed down significantly at the King's house as Jacob's health and abilities continue to improve. "We are so grateful to Dr. Leland and everyone else who has pitched in to care for Jacob. We could never have done it alone," concludes Trudy.



**Favorite Place Ever Traveled: Riviera Maya, Mexico**

## Physician Profile

# Dr. Robert W. Leland, Pediatrician

We consider ourselves fortunate when we find life work that we love. Dr. Robert Leland is one of those lucky people. He is passionate about working with children. His dedication and love for kids shows, as you read in the feature story on Jacob King, a lifelong patient of Dr. Leland's. Five-star reviews online also attest that he's living his passion.

"The Children's Clinic is an extremely important part of my life. I've had the opportunity to work with many great colleagues and care for many exceptional patients and families," Leland says. He names working with children and their parents—and being allowed into that important relationship—as a privilege, and one of the best parts of his job.

Dr. Leland has been a practicing pediatrician for 39 years, with all but two of those years here in Cheyenne. He grew up in Minnesota where he attended St. Olaf College for undergraduate work and the University of Minnesota for medical school. He trained in pediatrics at the University of Colorado and the Children's Hospital in Denver.



*Dr. Robert W. Leland*

Outside of work, Dr. Leland enjoys spending time with his wife, Peggy, and his three grown children whom he calls his best friends. "I'm proud of each one of them," he says. Peter, the oldest, is a Biochemist in Madison, Wisconsin. Kristin is a Pediatric Radiologist in Kansas City, and Sara, the youngest, has a PhD in philosophy but is currently busy being a mom and expecting her second baby—Dr. Leland's sixth grandchild.

For adventure, he and Peggy take a cycling trip to a different location each year. This summer they will bike through Acadia National Park in Maine. They also enjoy hiking and skiing in the mountains.

Dr. Leland is inspired by how the Children's Clinic continually works to better itself. "We are in the process of becoming a designated medical home, a federal designation that's a part of healthcare reform. We've always aimed to be patient-centered so seeking the designation fits our philosophy," he concludes.



**Favorite Place  
Ever Traveled:  
Lofoten Islands,  
Norway**