

Exceed Expectations. *Now that's quality.*

*A*s CEO of Power Credit Union, Ann Tracy teaches her employees to treat customers better than they expect.

So when the high-standards executive was recruited to Pueblo from Denver, she thought she'd stick with her physician from Denver, where she knew the quality of care was top-notch.

That is, until she faced a medical emergency that landed her in St. Mary-Corwin Medical Center's ER.

"I was having a lot of chest pain, and I needed to get somewhere fast," recalls Tracy. That's when Tracy changed her mind about both her doctor and her hospital.

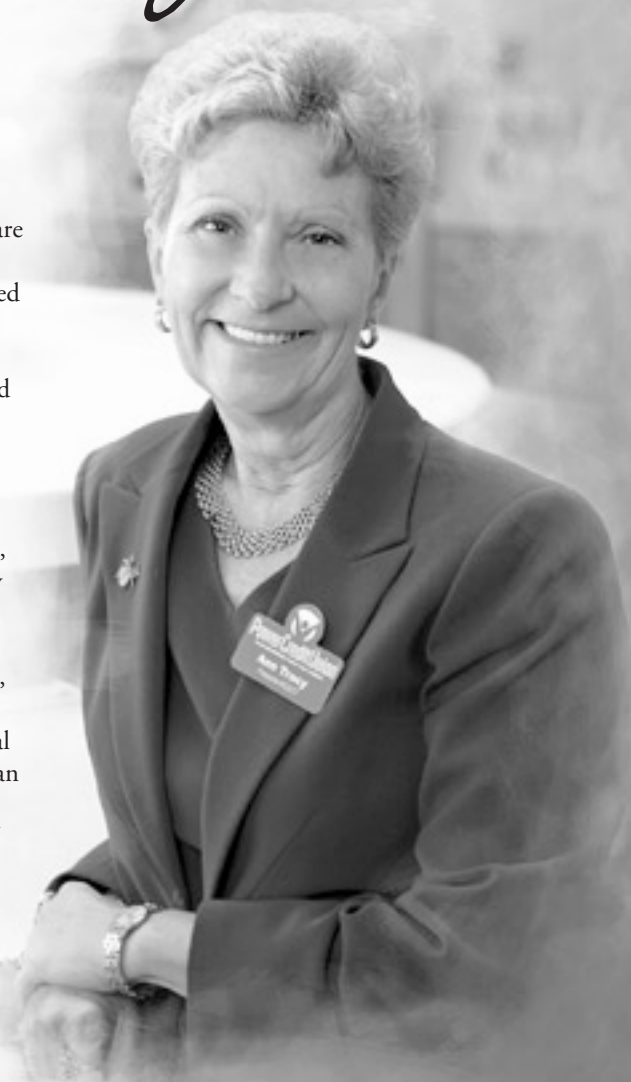
"Not only is the caliber of the medical treatment high quality at St. Mary-Corwin, but every single person I came into contact with—nurses, technicians, doctors—was so very caring. They were just wonderful," Tracy says.

Fortunately, her emergency turned out not to be heart-related, and she's back to normal.

And she now has both a hospital and a local physician whom she can trust for all her health care needs.

"I found out that the quality of care is equal to if not better than what I had in Denver," Tracy says. "As I'm getting older and will need more medical attention, I know I'll have the security and comfort of really great medical care—right here at St. Mary-Corwin."

*We extend the healing ministry
of Christ by caring
for those who are ill and by
nurturing the health of the people
in our communities.*



*Ann Tracy, CEO
Power Credit Union*



**St. Mary-Corwin
Medical Center**

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Almost like home. *Room service included.*

After 55 years of business and marriage, 82-year-old Herb Casebeer was intent on enjoying his retirement. He'd handed over management of his life's work, Herb's Sport Shop, to his son and looked forward to days of late morning McDonald's pancakes at home with his wife.

Then last January, colon cancer sent Herb to St. Mary-Corwin Medical Center. He had surgery and an extended 10-day recuperative stay. Not one to mince words, Herb expected his time in the hospital to be a necessary evil.

He was pleasantly surprised.

The care, he says, went above and beyond anything he'd anticipated.

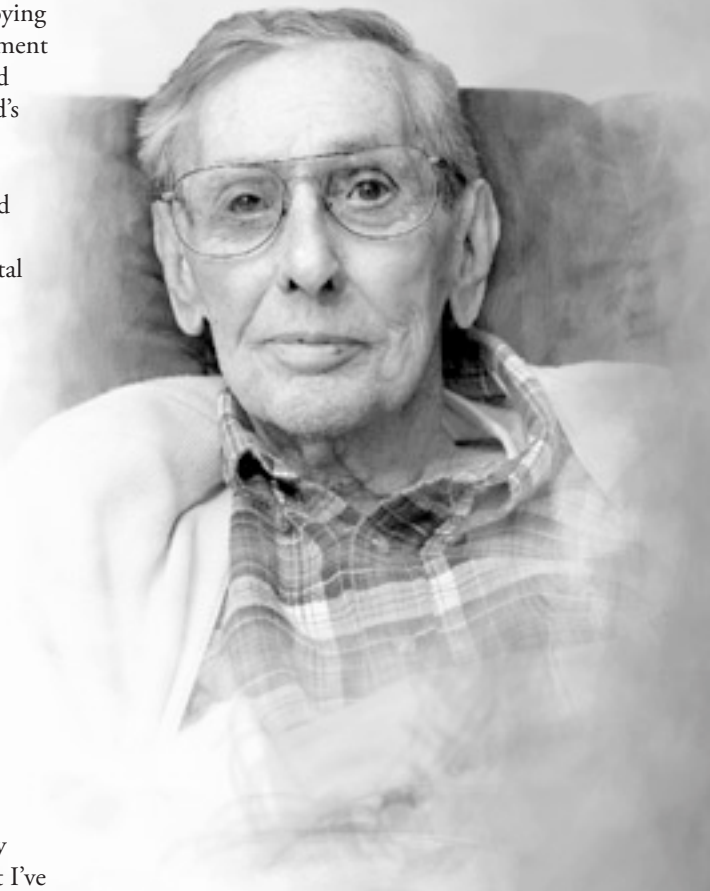
"The care was very, very good. The doctors and nurses were obliging and courteous. It was a very pleasant experience," Herb says.

And while he had to temporarily forego the McDonald's pancakes, Herb found he was

pleasantly surprised by the food during his stay, too—especially the room service option, which allows patients to order food they want, when they want it. "The room service was excellent—the best I've ever seen," he notes.

"It wasn't home, of course, but it was the next best thing," Herb says. "St. Mary-Corwin is just the best a hospital can be."

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*Herb Casebeer
Former owner of Herb's Sport Shop*



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Great expectations.

Great results.

As a patient, it wouldn't be above Jack Seilheimer to rearrange his room for the sheer joy of perplexing his nurses. "They were good sports," Seilheimer recalls. "They played along with me."

Seilheimer's condition, however, was no joking matter.

Six months earlier in Germany, Seilheimer was diagnosed with a staph infection which required surgery. Frustrated by the slow, bureaucratic protocols his German physicians followed, Seilheimer waited more than three weeks for them to determine an appropriate antibiotic. While doctors there argued about what to do, he ended up hospitalized for eight weeks with six major surgeries.

Finally back in the States, Seilheimer was on the road to recovery until the infection reappeared in February. Since then, he's been hospitalized twice at St. Mary-Corwin Medical Center while doctors worked to halt the infection.

As a member of the hospital's board of trustees, Seilheimer expected his care to be top-notch—and he wasn't disappointed. Each time, doctors quickly infused antibiotics, then looked for sources of origin—all the while answering his questions and providing care promptly and efficiently.

Not only is Seilheimer impressed with the quality of care at St. Mary-Corwin, he's touched by their ability to care for their patients. "It's good to be cared for by people who sincerely like what they're doing."

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*Jack Seilheimer, Member
Board of Trustees
St. Mary-Corwin Medical Center*



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In the best of hands.
Right here at home.

Judy Laut was a bit anxious when she learned that her father, Don Zakrasick, needed to have surgery to remove his thyroid. The lumps he'd found on his neck had indeed turned out to be cancer.

Having left the city and returned to Pueblo to enjoy the benefits of a smaller community, Judy now wondered if the expertise and equipment he needed would be available locally. Where could he get the best medical care? Would they have to go to a larger city? But after carefully considering their options, Judy concluded that St. Mary-Corwin Medical Center was well suited to care for her father.

It was a decision they didn't regret.

"The nurses were fantastic," Judy says. "When the surgery went longer than

expected, they were on the phone finding out what was happening."

When her dad needed radiotherapy a few months later, she had no doubt that St. Mary-Corwin had the state-of-the-art equipment and expertise he needed. "We knew he would be in great hands."

Looking back, Judy says her dad's hospital stay was better than they hoped for. "Everyone was so helpful and caring. St. Mary-Corwin is just awesome!"

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*Judy Laut
and her father,
Don Zakrasick*



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The not-so-secret ingredient?

Good service.

Small business owner Mary Oreskovich knows the sweet flavor of success. Her popular eatery, Steel City Diner and Bakeshop in Pueblo's downtown historic district, features a mouth-watering menu of tasty dishes and delectable baked goods. Mary prepares desserts and bakery items while her husband, Richard, cooks the savory foods. As much as possible, they use organic, Colorado-grown food to produce memorable recipes that bring their customers back again and again.

But more than great food, the couple attributes their restaurant's success to one not-so-secret ingredient: great customer service.

"It makes a huge difference when someone does more than the job requires," Mary insists. "We want our customers to see and experience how much we care."

Mary found the same philosophy of service in action when she recently visited St. Mary-Corwin for her annual mammogram.

Like most women, she acknowledges that the yearly screening isn't exactly her favorite activity. "It's, well, uncomfortable," she says. "But it's important, so I do it."

This year's procedure, Mary notes, was better than ever. "My mammogram technician, Jenny, was wonderful. She was so upbeat, very pleasant, and she put me completely at ease. It was so great to

have someone working with me who clearly loves her job. It made the entire experience extremely positive."

"The mammogram is a necessity you come to tolerate," Mary adds. "At St. Mary-Corwin, the care is so warm and genuine, you forget the discomfort. Now, that's service!"

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*Mary Oreskovich
Steel City Diner and Bakeshop*



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Top-notch team.
Top-notch care.

Retired businessman and community leader Marv Stein is no couch potato. He's been routinely working out for more than four years. Even so, when he stepped out of the shower one day and felt the chest pain, he immediately recognized what was happening and called 911. Because several family members had died from heart problems, Marv knew it was a possibility for him, too.

Though Marv candidly concedes that at first, he wasn't at all certain where he wanted the ambulance to transport him, he soon was very thankful that he ended up in St. Mary-Corwin Medical Center's emergency room, because time was of the essence.

"The experience couldn't have been better. The whole thing was amazing," he says. "I was totally impressed. It was like watching fine machinery in

perfect action—there was no confusion, only a precision-like calm. Everybody did what he or she had to. They put me completely at ease, right away."

After receiving a stent in his artery, Marv was back at work in just two days, and began cardiac rehabilitation shortly thereafter.

"I'm here to assure everyone in southern Colorado that if you're in medical trouble and you need help, the professionals at St. Mary-Corwin can take great care of you. They've got state-of-the-art equipment and top-notch people who go out of their way to do things right."

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*Marv Stein
Retired businessman*



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