Our Mission
Asante Health System, based in Medford, Oregon, is governed by local volunteers and physicians. A Board of Directors comprising 13 community members governs Asante and its entities. The Board members give their time to ensure that the people of nine southern Oregon and northern California counties receive high-quality health services provided in a compassionate manner. All decisions are made by people who live and work in our community.

Our Vision
Asante will be recognized for medical excellence, for outstanding customer service, and as a great place to work.

The Values in Which We Believe
We are defined by our Values—they are the traits that guide us each day as we serve our patients and our community.

Excellence, in everything we do
Respect, for all
Honesty, in all our relationships
Service, to the community, physicians, and each other
Teamwork, always

In addition to providing technical and professional assistance to the hospital and patient care divisions, the Asante corporate division has made significant contributions to the citizens of the Rogue Valley. By striving to integrate our Values in everything we do, Asante remains committed to excellence in the services we provide.

Led by the Community
Asante Health System is led by a Board of Directors comprising 13 community members who govern Asante and its entities. Led by the Board are the three hospital presidents: Barry Poole at Rogue Valley Medical Center, Chad Syverson at Brookings Medical Center, and Gary Stalzyk at Gold Country Medical Center. Each hospital president is a trusted leader who ensures that the Board and the community have a voice in shaping the future of Asante.

Our Facilities
Asante Health System provides comprehensive health care to more than 550,000 people throughout southern Oregon and northern California. Asante facilities include Rogue Valley Medical Center and HeartHealth in Medford, Three Rivers Community Hospital in Grants Pass, Genesis in Central Point, and additional healthcare partnerships throughout our region.

Demographic Information for Asante’s Service Area
Asante Health System serves patients from southern Oregon and northern California communities. The nine counties in our service area are Jackson, Josephine, Curry, Douglas, Klamath, Lake, Del Norte, Siskiyou, and Modoc. With the exception of Jackson County, these are rural counties with small total populations that are spread throughout the region.

Population
2008: 549,675
Projected population 2010: 570,872
2020: 626,460
2025: 679,825

Primary Service Area
Asante Health System serves patients from southern Oregon and northern California communities. The nine counties in our service area are Jackson, Josephine, Curry, Douglas, Klamath, Lake, Del Norte, Siskiyou, and Modoc. With the exception of Jackson County, these are rural counties with small total populations that are spread throughout the region.

Population
2008: 549,675
Projected population 2010: 570,872
2020: 626,460
2025: 679,825

Josephine County is the twelfth-largest county in Oregon. Its largest city is Medford, with a population of 75,675. The second-largest city is Ashland, with 21,630 residents. Jackson County is a retirement community with a high percentage of the population over 65 years of age—45.7 percent. The Oregon average is 12.6 percent. Compared with the other five largest counties in the state, Josephine has the highest percentage of population in this age group. The percentage of population over 65 is expected to grow steadily over the next 30 years.

Population
2008: 205,305
Projected population 2010: 208,370
2020: 238,865
2025: 263,881

Josephine County is the twelfth-largest county in Oregon. Its largest city is Grants Pass, with a population of 31,740. The second-largest city is Cave Junction, with 12,685 residents. Josephine County is a retirement community as well. 19.8 percent of the population in Josephine County is over 65 years of age. The percentage of population over 65 is expected to grow steadily over the next 30 years.

Population
2008: 83,290
Projected population 2010: 84,186
2020: 94,385
2025: 100,001

Source: www.pdx.edu/prc/annual-oregon-population-report

Our facilities include Rogue Valley Medical Center and HeartHealth in Medford, Three Rivers Community Hospital in Grants Pass, Genesis in Central Point, and additional healthcare partnerships throughout our region.

Recognized Medical Excellence and Commitment to Our Community
Asante has built a strong reputation for high-quality care, and we have a continued commitment to investing in highly qualified people, new technology, and modern facilities that promote healing.

During the past fiscal year, Asante Health System:
- Performed more than 35,953 surgical procedures
- Provided immediate care to 7,501 patients in our Emergency Departments
- Served 23,185 inpatients in our hospitals
- Served 552,326 outpatients
- Welcomed 2,418 babies into the world
- Welcomed 2,418 babies into the world
- Performed more than 15,053 surgical procedures
- Recognized Medical Excellence and Commitment to Our Community
- Promoted healing.

Asante is a not-for-profit organization and does not earn a profit. We are committed to our community and are guided by our Values: Excellence, in everything we do, Respect, for all, Honest, in all our relationships, Service, to the community, physicians, and each other, Teamwork, always.
In May 2008, Rogue Valley Medical Center (RVMC) celebrated its fiftieth year of serving the region. With 378 licensed beds, RVMC continues to uphold its national reputation for expertise in heart and vascular health, stroke care, and other medical specialties.

Heart and Vascular Health
RVMC continuously maintains national prominence for its commitment and success in implementing a higher standard of heart and vascular care. The Heart and Vascular Center at RVMC has been nationally recognized and uses the latest diagnostic and treatment technologies. Our heart and vascular team performs a wide range of procedures at RVMC, from angioplasty to catheterization to open heart surgery. Afterwards, our Cardiac Rehabilitation program helps patients recover quickly and maintain healthy lifestyles.

Cancer Care
Because early detection is critical to successful cancer treatment, our program begins with advanced diagnostic technology—from a 64-slice CT scanner to digital mammography. After diagnosis, Dubs Cancer Center provides the most current radiation oncology treatments. In 2008, our cancer program included the services of a cancer navigator to help guide a patient's treatment, a dedicated oncology unit with all private rooms, pediatric oncology, outpatient infusion services, oncology social work, Home Care, and Asante Hospice Services. RVMC also offered access to advanced women's cancer surgeries through our unique partnership with Oregon Health & Science University. In 2009, with the help of community donations, RVMC will be offering the TomoTherapy® cancer treatment system—the most precise form of radiation therapy available.

ASSET
The Acute ST-Segment Elevation Task Force (ASSET) is a quick-response program to immediately route suspected heart attack patients directly to the RVMC Heart Catheterization Laboratory. ASSET has successfully produced some of the lowest published mortality rates in the United States and represents a coordinated effort among five hospitals and seven emergency response systems:

- Ashland Community Hospital
- Fairchild Medical Center
- Providence Medford Medical Center
- Rogue Valley Medical Center
- Thros River Community Hospital
- American Medical Response in Josephine County
- Ashland Fire and Rescue
- Jackson County Fire District 3
- Medford Fire Department
- Mercy Flights
- Northern Siskiyou Ambulance
- Rogue River Fire District

Women and Children's Services
In 2008, RVMC continued to offer the region's only Maternal Fetal Medicine Clinic and Neonatal Intensive Care Unit—services rarely found in an area of this size. Designated as the region's Children's Miracle Network Hospital, RVMC is dedicated to ensuring the good health of our children.

Imaging Services
The 31,500-square-foot Integrated Diagnostic Imaging Center is the region's preeminent provider of modern medical imaging.

Rehabilitation Services
At RVMC, our integrated approach provided an effective transition from one level of care to the next that included a comprehensive outpatient unit. The 2007 completion of the Inpatient Rehabilitation Center eliminated the need for patients to relocate for therapeutic services.

Joint Replacement Center
RVMC has the region's only dedicated joint replacement center with minimally invasive, computer-assisted navigation technology that shortens hospital stays and speeds recovery.

Your Health
Our Commitment
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Excellent Care in Our Community

With 125 licensed beds, Three Rivers Community Hospital (TRCH) in Grants Pass combines leading-edge technology with the utmost compassion to deliver outstanding healthcare to patients in Josephine County. The patient rooms at TRCH provide privacy to nurture and support patients and their families.

Spears Cancer Center

Adjacent to TRCH is the Helen K. Spears Cancer Center, which partners with the Dubs Cancer Center in Medford to provide innovative and compassionate care. TRCH features intensity-modulated radiation therapy (IMRT)—an advanced technology that individualizes the size and the intensity of the radiation beam to deliver more-direct radiation. These two leading-edge cancer centers share state-of-the-art technology and services to ensure access to the latest cancer information.

Imaging Services

TRCH features the most sophisticated imaging equipment in the area. Three Rivers Women’s Imaging offers mammography, bone-density testing, and Josephine County’s only certified nurse breast health coordinator.

Medical/Surgical

TRCH’s operating-room suites are designed to efficiently handle complex surgical procedures, including laser, urological, general/vascular, gynecological/obstetrical, and orthopedics such as arthroscopic surgeries and total joint replacements.

Birth Center: Family-focused Beginnings

Designated “Baby-Friendly” by the World Health Organization and UNICEF, the TRCH Birth Center features homelike birthing suites with whirlpool spas and daybeds. The Birth Center continues to provide a truly family-centered experience.

The Family House

During 2008, in partnership with the Grants Pass Association of Realtors, TRCH opened a guest residence within walking distance for patients receiving care at the hospital and their family members.

Educational Partnerships

TRCH actively pursues educational partnerships that benefit our community. This includes a partnership between the Oregon Institute of Technology and the Imaging Departments of RVMC and TRCH that engages students seeking a degree in a variety of imaging services.

Spring Village Community Health Library

Our library provides access to the latest in health information via computers with high-speed Internet access, as well as videos, reference books, and other resource materials. Skilled volunteers welcome the opportunity to assist the community with questions and research.

Washington Outpatient Center Classrooms

The Washington Outpatient Center presented 321 events for the general public during the past year, with an attendance of about 5,835 individuals, at no charge for the space. Such events included:

• Community support groups
• First-aid and CPR training
• Diabetes education
• Healthy Trails nutrition and weight-loss program
• Eating for Heart’s Content
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Asante Community Benefits

Community Programs

Charity Care

Medicaid

Other Government Services

Fiscal Year 2008

Total: $50,743,711

Compared to

Fiscal Year 2007

Total: $45,235,011

2008 | 2007*
Charity Care $16,749,461 | $15,527,967
Medicaid $21,029,414 | $16,935,378
Other Government Services $2,694,745 | $2,381,779

Cost of treating uninsured or underinsured community members who cannot afford healthcare—without Asante, many of these patients would go uninsured.

Unreimbursed cost of providing services to Medicaid and Oregon Health Plan patients.

Unreimbursed cost of providing services to government insurance programs such as VA and CHAMPUS/TRICARE.

Costs for unfunded or undefined health services that typically would not be available to the community if Asante did not provide them (includes health education and research).

Cash and in-kind donations to community health programs such as La Clinica, Community Health Center, and Humility Community Health Center.

Cash and in-kind donations to local Latino and Latina patients.

Asante Community Benefi ts

**2007 audited fi nancials

*Consistent with VHA/CHA Community Beneﬁ t reporting guidelines and standard defi nitions

Behavioral Health Services

RVMC operated the region’s only acute inpatient adult behavioral health unit. The Emergency Department included private resident treatment and counseling rooms for behavioral care patients.

Needs Assessment

Asante assesses the healthcare needs of the communities it serves. The fi rst primary source of input is the Community Leaders Forum, the environmental assessment survey, the community assessment survey, formal conversations with our collaborators, and identifi ed Strategic Plan gaps from the previous year.

The Community Leaders Forum is held annually to gain further insight into the healthcare needs of the community. This forum brings together former Board of Director members, community leaders to discuss issues such as marketplace changes, healthcare perceptions, and customer concerns. Asante Health System has conducted a community assessment survey of residents in our primary service area to better understand their perception of healthcare services and to help identify community needs. The environmental assessment data include market share by major service, physician volume, competitor assessment, marketplace changes, and the regulatory environment.

Information from the Community Leaders Forum, the environmental assessment, the community assessment survey, competitor input, and gaps in strategy execution are reviewed during the SWOT (strengths, weaknesses, opportunities, and threats) analysis to establish organizational challenges, advantages, and potential blind spots.

Community Health Education

Asante offered regular health education workshops and seminars, which are open to the public at no charge.

Examples of Asante’s Community Support in 2008

Community Development and Special Education Services

Asante offered internships to students at Rogue Community College, Oregon Health & Science University/Southern Oregon University School of Nursing, Oregon Institute of Technology, and many other schools in Oregon and nationwide.

Community Health Centers

Asante supported a multitude of organizations and campaigns that benefi t the community, including the nationally renowned Southern Oregon Meth Project.

Youth Volunteer Program

TRCH collaborated with local high schools to prepare the next generation of medical and nursing professionals and healthcare leaders.

Financial Assistance Program

Asante provided support and guidance to our patients by offering affordable payment options, prompt-pay discounts, and fi nancial assistance. This allows our patients to concentrate on what is most important: their health. For more information, please visit www.asante.org or call (541) 789-4111.
Asante Foundations
The Spirit of Giving
The RVMMC and TRCH Foundations have worked to improve healthcare in southern Oregon and northern California for more than 20 years. Asante is a community-supported organization. To support the work of these exceptional hospitals, to honor someone, or to learn about planned gifts, contact the Foundation in Medford at (541) 789-5025, in Grants Pass at (541) 472-7300, or online at www.buildingonourpromise.org.

Beyond Healthcare
Vital Regional Employer
Asante Health System employs nearly 4,000 people and is the region’s largest year-round employer. Our workforce includes highly trained nurses, therapists, pharmacists, and technicians as well as other staff in a variety of positions—all of whom have benefits not always available with other employers.

RVMMC 2008 Scope of Services
Auxiliary/Gift Shops
Bartels Community Health Library
Behavioral Health Care (inpatient)
Cardiac Rehabilitation (inpatient)
Cardiopulmonary Services (inpatient and observation)
Cath Lab and Recovery (inpatient and observation)
Diabetes Care (inpatient and outpatient)
Discharge Planning
Emergency Services
Endoscopy Lab (inpatient and outpatient)
Family Birth Center
Francis Cherry Family Place and RVV Parking
General Medicine (inpatient and observation)
GYN Oncology
The Heart and Vascular Center at RVMMC
Heart Center (inpatient and observation and outpatient)
Home Care and Asante Hospice Services
Imaging Services, including CT, advanced and nuclear medicine
Infusion Services (inpatient and outpatient)
Inpatient Rehabilitation Center
Intensive Care Units (Cardiac, Neuro, and Medical/Surgical)
Joint Replacement Center
Laboratory Services (inpatient and outpatient)
Maternal-Fetal Medicine Clinic (outpatient)
Medical Oncology (inpatient)
Medical Records
Neonatal Intensive Care Unit
Neurosurgery (inpatient, Joint Commission-certified Primary Spine Center)
Nutrition Services
Orthopedics
Pastoral Care
Pediatric Assessment Center
Pediatric Medical/Surgical Care (inpatient and outpatient)
Pediatric Pharmacy Services
Post Anesthesia Care Unit
Radiation Oncology (inpatient and outpatient)
Radiation Oncology (inpatient and outpatient)
Respiratory Services (inpatient and outpatient)
Rogue Valley Sleep Center
Rogue Valley Women’s Imaging
Smullin Health Education Center
Social Work Services
Spring Village Community Health Library
Surgical Services (inpatient and outpatient)
Trauma Center (certified Level II)
Valet Parking
Vascular Access Team
Vascular Lab and Pain Management
Wound and Ostomy Clinic (inpatient and outpatient)

TRCH 2008 Scope of Services
Auxiliary/Gift Shop
Behavioral Health Holding Rooms
Cardiac Critical Care
Cardiopulmonary Services (inpatient and outpatient)
Cardiovascular Services
Endoscopy Lab (inpatient and outpatient)
Emergency Services
Endocarditis Lab (inpatient and outpatient)
Family Birth Center
Health Information Services
Home Health and Hospice Services
Infusion Services (inpatient and outpatient)
Laboratory Services (inpatient and outpatient)
Medical and Surgical Intensive Care
Medical Services
Nutritional Services
Orthopedic Surgery (inpatient and outpatient)
Pastoral Care
Pediatric Medical and Surgical Services
Pharmacy Services
Post Anesthesia Care Unit (PACU)
Post Surgical (inpatient and outpatient)
Pain Management
Primary Care
Respiratory Therapy (inpatient and outpatient)
Rehabilitation/Ophthalmology (inpatient and outpatient)
Social Work Services
Spring Village Community Health Library
Surgical Services (inpatient and outpatient)
Three Rivers Women’s Imaging (including mammography and bone-density screenings)
Trauma Center (certified Level IV)
Wound and Ostomy Clinic (inpatient and outpatient)

We have a continued commitment to investing in highly qualified people, new technology, and modern facilities that promote healing.

Your Community · Our Commitment
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