

RAISING GOOD HEALTH TO THE NEXT LEVEL

The new hospital tower at
Kaiser Permanente Santa Rosa Medical Center

look inside...

- Thrive in 30...and counting.....4
- COVER STORY: Towering Possibilities.....6
- Art of healing.....9
- Taking care environmentally.....11





You can choose your own personal physician from our team of medical doctors. Your physician seamlessly consults with our specialists, nurses, and staff—and you have a health care team working together to maximize your health.

- e-mail your doctor,
- schedule routine appointments and refill prescriptions online,
- use expanded online tools, such as healthy living programs,
- view many lab test results, and
- print summaries of recent doctor's office visits.

TABLE OF CONTENTS

Thrive in 30...and counting	4
Cover story:	
Towering Possibilities	6
Interventional radiology suite	
Expanded Emergency Department	
Medical Center map.....	11

The people of Kaiser Permanente Santa Rosa.....	5
Recognized for stroke care	5
Community and local business.....	8
Art of healing	9
Your hometown doctors.....	10
Taking care environmentally	11



DEDICATED TO OUR MEMBERS

Our new high-tech tower will expand our ability to deliver individualized care to our patients

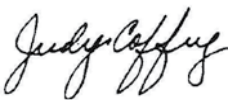
We're excited to announce the opening of the new hospital tower at Kaiser Permanente Santa Rosa Medical Center. This milestone in our 30-year history adds advanced technology, innovative services, and 146,400 square feet of space.

Designed to promote a calm and healing environment, all units include private rooms with comfortable spaces for family members to visit and rest. The color scheme and artwork enhance the patient experience by evoking the beauty of Sonoma County.

Creating a comfortable environment conducive to our patients' well-being includes green innovations throughout. We've insulated with cotton, using recycled blue jeans on many of the floors. Walls are colored with nontoxic paint that minimizes indoor air pollution. Ceiling tiles made of 80 percent recycled and naturally occurring materials—superior for noise reduction—ensure peace and quiet for all.

The best is yet to come—soon we'll be moved in and ready to provide patient-centered care and personalized attention. We're dedicated to improving the health and well-being of our members and the Santa Rosa community.

Yours in good health,



Judy Coffey, RN
Senior Vice President and
Area Manager, Marin-Sonoma



Bob Schultz, MD
Physician in Chief
Santa Rosa Medical Center



Look who's 30!
Santa Rosa Medical Center



THRIVE IN 30... AND COUNTING

Currently serving a membership of more than 137,000, Kaiser Permanente has been a major influence in the community for three decades. In addition to opening our new hospital tower, this year marks the 30th anniversary of our presence in Santa Rosa.

"Our first Santa Rosa clinic put into practice our founders' vision for preventing illness and disease," says Physician in Chief Bob Schultz, MD.

We've grown over the years to meet the needs of our members and our community. "What made it special 30 years ago, and what makes it special today, is the people. It's still the best place to work. Everyone is looking at what's best for our membership," says Sr. Vice President and Area Manager, Marin-Sonoma, Judy Coffey, RN.



Milestones

Kaiser Permanente in Santa Rosa

1980

First Kaiser Permanente clinic in Santa Rosa opens in temporary facilities at Creekside Plaza to care for 25,000 Sonoma County members.

1981

First Medical Office Building (MOB West) opens on the Bicentennial Way site. Membership grows to 36,000.

1986

Construction begins on new hospital.

1990

Four-story, 160,000-square-foot hospital opens. Membership is nearly 70,000.

1991

Second Medical Office Building (MOB East) opens.

2003

In February, our Rohnert Park medical offices open. Membership is more than 110,000.

In October, MOB 4 opens on the Richard Stein Campus on Old Redwood Hwy.

2007

New building (MOB 5) is added on the Richard Stein Medical Offices campus to house specialty services ranging from occupational health to sports medicine.

2010

Santa Rosa hospital tower opens on the Santa Rosa Medical Center campus. Membership today is over 137,000.

30th anniversary

Take a step back in history with us, and find out what some of the people who've been working in Santa Rosa say about the early years.

People at Kaiser Permanente Santa Rosa Medical Center

TOM CORY, MD, Pediatrics

– started in July 1980

"Our staff meetings, which included everyone in the facility, would be held in the family practice waiting room and there would be 35 of us."

"On Thanksgiving we would barbecue a turkey on the balcony of Richard Stein's office."

"We had a square dance after work behind MOB West."

BOB SCHULTZ, MD, Physician in Chief

– started in January 1981

"It started with a small facility with 10 physicians. It was really small and intimate and we all knew all of the patients. It was a tremendous amount of fun."

"The people we have here now make Kaiser Permanente Santa Rosa special today. It's incredible—the dedicated, compassionate, caring staff we have doing the right thing for our patients. I'm extremely proud of the medical center."

MAUREEN TOPO, Executive Staff Assistant

– started in September 1981

"We were very, very small. There were only two of us in Administration and there were no computers or e-mail; we were delivering paychecks by hand."

"The people that I work with make it wonderful now, 30 years later. Working with people I admire and share the same values with has made Kaiser Permanente a place I've wanted to stay."

JUDY COFFEY, RN, Senior Vice President and Area Manager, Marin-Sonoma

– started in October 1980

"We were a very small, close-knit family, providing great care to our patients."

"Today we are a much larger family, and it is still a great place to work and receive excellent care. We are a leader in health care technology, and we continue our dedication to providing the best total health care to our members, patients, and community."

PAM BROWNE, Senior Physician and Human Resources Generalist

– started in November 1980

"It was like family. I was the business office, part-time. I remember we had a Thanksgiving luncheon for the whole staff!"

"The best thing about Kaiser Permanente Santa Rosa today is all of the services we offer to our patients. It makes me so proud."

JAN ROTHBARD, RN, Travel Health

– started in June 1980. (First Internal Medicine Nurse at Santa Rosa)

"It was one big family. It was amazing."

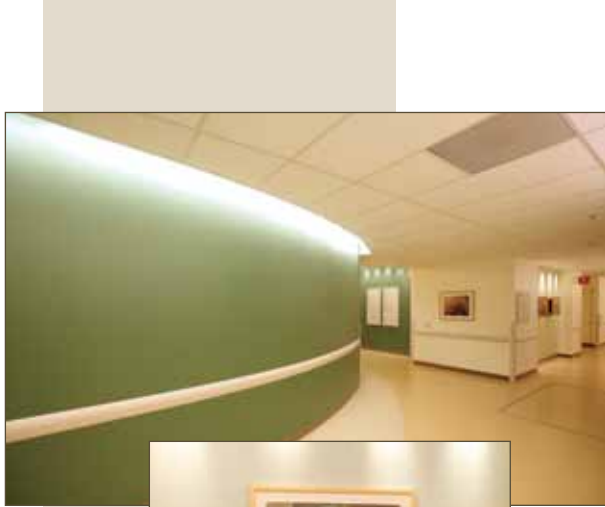
"Today, we've come a long way in care, very up-to-the-minute. Medically, we're one of the top organizations for medical care. The health care that's delivered is top-notch."



Recognized for stroke care

The Santa Rosa Medical Center stroke team recently gained recognition for delivering high-quality stroke care to our members. We were the first hospital in Sonoma County to earn certification from The Joint Commission, a health care accreditation organization, as a Primary Stroke Center. Our stroke care team achieved Gold Plus status—the highest level of recognition possible—in the American Heart Association's national *Get With the Guidelines* program. These awards recognize that we have met or exceeded stringent national performance and quality criteria aimed at reducing death and disability, and improving the lives of stroke patients.

Representatives from our stroke team, seated left to right: Josh Weil, MD, Chief of Emergency; Carrie Maloney, RN, Stroke Unit; Candy Weinke, RN, Stroke Center Coordinator; Courtney Millstone, RN, Quality Director; Nancy Martin, RN, ICU. **Standing left to right:** David Costner, Imaging; Laura Gittleman, RN, Service Unit Director; John Baker, RN, Emergency; Jet Ho, MD, Chief of Neurology and Stroke Program Medical Director; Jon Drew, Laboratory Director; Phil McRae, Pharmacy Director; Francia Rico, PBX Operator Services; Christina Sanford, RN, Adult Services Director; Vivek Kumra, MD, Chief of HBS.



Kaiser Permanente Santa Rosa Medical Center

TOWERING POSSIBILITIES

New hospital tower—made for healing

When our doors open in October, patients will have access to a high-tech, healing oasis. Each element, from the tower's beautiful and peaceful interior design to our skilled and caring staff, will make this the place to go to get better.

Spacious, soothing interiors

Intended to promote health and well-being, all patient rooms in the tower are designed with relaxing color combinations and calming artwork that evokes the area's natural beauty. Large picture windows admit natural light, which is conducive to healing. All patient rooms are private—each has a pull-out bed to accommodate an overnight guest, a flat-screen TV, and, in early 2011, free Wi-Fi.

In harmony with nature

When it comes to environmental friendliness, Kaiser Permanente takes being green seriously. Our hospital tower uses nontoxic materials and energy-efficient elements.

High-tech healing

Connecting patients with their caregivers in this beautiful new tower is Kaiser Permanente's electronic health record system. It has been in place in our Santa Rosa Medical Center since 2007, and the system went live in every Kaiser Permanente hospital in the state in 2008. This fall, our high-tech momentum continues as we open an interventional radiology (IR) suite in the new tower. The hospital will also house our expanded intensive care unit, where patients with the most serious health issues can receive specialized care.

A dedicated health team

From your personal physician to hospital-based specialists, from nurses to health educators, Kaiser Permanente's physicians and staff are devoted to our members' care.



Interventional radiology may be a better treatment choice for some patients



Kaiser Permanente's new medical tower in Santa Rosa will offer members minimally invasive treatments in an interventional radiology (IR) suite. "The biggest advantage presented by IR is that most of the procedures do not involve long recovery times," says Kaiser Permanente radiologist Alvaris W. Duffis, MD. "Basically, by the next day, you're back in business."

Noting that it's not a replacement for surgery, Dr. Duffis adds that IR provides an alternative for addressing specific health concerns. "If someone can't work due to leg pain caused by poor circulation, IR may be a good treatment option," he says. "It may be possible to open up the vessels to allow the blood to flow through the limbs more freely. The same type of procedure may help decrease the number of dialysis patients who would otherwise need surgery to correct areas of narrowing in their dialysis access sites."

Interventional radiology can make a big difference in the lives of patients by treating an ever-widening range of conditions inside the body.

Expanded emergency department

The hospital tower opening in October will house our new Emergency Department (ED). It will double the number of ED beds and significantly enlarge the waiting area over the current department.

"It's exciting because the new ED will have more space and capacity which can lead to shorter waits and more efficient care," says Department Chief Josh Weil, MD. "It allows for patient privacy because there won't be shared rooms," adds Service Unit Director Laura Gittleman, RN, MBA.



The new Emergency Department will also have two isolation rooms, including one that can be accessed from an outside entrance. These rooms will have filtered air, which prevents contamination into the hospital.

"There are more options that will increase efficiencies," says Dr. Weil. "We're adding a radiology suite in the ED, and having

immediate access to X-rays can mean less movement and wait time for the patient."

These improvements will help ensure that the Kaiser Permanente Santa Rosa Emergency Department can continue to be a valuable asset for our members and our community.

"It's such a vulnerable time when a person is admitted into the hospital. The private, family-friendly rooms allow you to be surrounded by people who care for and about you—such as physicians, staff, family, and friends."

—Susan Janvrin, RN, MN
Chief Operating Officer,
Kaiser Permanente
Santa Rosa Hospital

Community and local business

Making a home for health in the community

Local architect, builder, and Kaiser Permanente collaborate to create a framework for good health



At the beam signing for our new hospital tower, some 500 people penned their signatures and good wishes before the topping-out beam was placed on the tower.



Leaders from the three collaborating organizations tour the new Interventional Radiology Suite: Linda Challoner, Kaiser Permanente Santa Rosa; Jason Brabo, TLCD Architecture; and Kevin Brooks, HMM Builders.



Steel began rising on March 17, 2008 and ended with the topping out ceremony on April 11, 2008. Each of the horizontal beams is 29 feet long and weighs 1,015 pounds.

When three organizations unite with a common goal to improve health services to the community, the results are powerful. Kaiser Permanente, Sacramento-based HMM Builders, and local TLCD Architecture made up an experienced design-assist team that worked together to bring this important project to completion.

Building the hospital tower has been a boon to our local economy. Since construction began on September 19, 2007, the project has employed an average of 112 supervisors and workers each day, with more than 80 percent of them local residents. And they did it safely—this team logged more than 714,000 “craft hours” with no lost-time injuries.

The project finished on schedule and under budget, a tangible result of this successful joint effort. The three organizations have been leaders in promoting and encouraging sustainable design and building practices, including high levels of construction recycling. The team has produced an attractive, high-performance building that facilitates quality, patient-centered care, and service.

Art of healing

Well-being by design

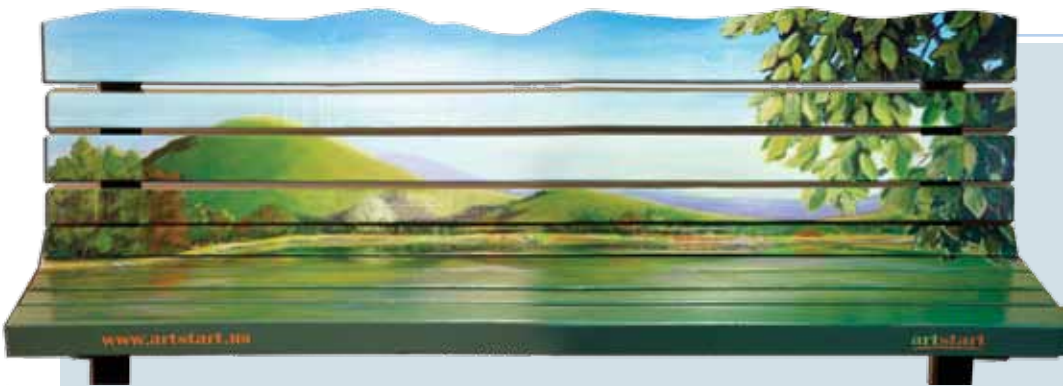
Imagine a building that feels soothing, yet is not a spa or hotel. This reassuring spot is our new hospital tower. Kaiser Permanente health professionals believe that a hospital environment can—and should—promote healing.

To add to this comforting atmosphere, our Santa Rosa tower celebrates our community by exhibiting the talents of local artists.

Area art consulting firm Roundtree Visuals led a group that reviewed more than 60 submissions by local artists. They considered not only the aesthetic merits of each art piece, but where each would be displayed and the tone it would convey within the space. Santa Rosa Strategy Leader Linda Challoner, RN, BSN, MHSM, was one of the art committee members who selected quilts, paintings, photography, tapestries, and other wall hangings.



“The group’s goal was to choose art in various colors, textures, and styles that would promote healing and create a sense of well-being for our patients, their families, and our staff and physicians,” says Challoner. “We also stressed the importance of displaying art that represents our community and showcases the talent of our local artists.”



Roundtree Visuals collaborated with the ArtStart organization to create an art bench for outdoor seating. Teen and young adult artists worked together with well-known artists to make the bench, which features a painting of Spring Lake.

Entry to Emergency Department –Bench

Sasha Swedlung and Johnathan Rodriquez, ArtStart

Gracing the walls of our new hospital tower are colorful paintings of abstract flowers from Becoming Independent, an organization serving people with developmental disabilities.

“Early Summer” and “Kaleidoscope” Watercolor

Anna Johnson, Artist



The art selection committee’s guiding principles emphasized a feeling of care and comfort and a sense of pride and confidence.

“Amber Autumn” Painting, Ila Coombs, Artist



Drs. Todd Weitzenberg, Andrew Miklos, and Shaun Brierly share a hometown reunion at Santa Rosa High School.

Your whole health

GOOD MEDICINE:

Spotlight on our
homegrown doctors

Remember those TV-family docs who knew everyone in town, carried a black bag full of miracles, and accepted berry pies as payment for house calls? Such fictional medics can seem to have little relationship to reality. Yet, in our hectic, modern lives, there's still something special about being able to relate to a hometown doc. At Santa Rosa Medical Center, we're fortunate to have such real-life, locally grown physicians in our ranks:

SHAUN BRIERLY, MD

Ophthalmology
Santa Rosa Medical Center,
1993 – present
Grew up in Santa Rosa

What he does.

Ophthalmologist Dr. Shaun Brierly treats members who have diseases of the eye, and those whose eyesight problems are manifestations of other diseases or injuries. He studied medicine at UC Davis School of Medicine, and did his internship at St. Vincent Hospital in Portland. Dr. Brierly completed his residency at UC Davis Medical Center in Sacramento. He is board certified in Ophthalmology.

Why he does it.

Dr. Brierly chose to become an ophthalmologist because he believes the eyes are "the most interesting, exciting, and satisfying areas of the body to treat." In addition

to his work at the Kaiser Permanente Santa Rosa Medical Center, Dr. Brierly provides voluntary care for the Santa Rosa Community Health Centers and for KidsNet, a county-wide program for uninsured children.

ANDREW MIKLOS, MD

Pathology
Santa Rosa Medical Center,
2004 – present
Born at Kaiser Permanente in
Los Angeles, grew up in Santa Rosa

What he does.

Dr. Miklos is a surgical pathologist, who studies the changes in structure, function, or appearance of organs or tissues to aid in diagnosis.

He studied medicine at Albert Szent-Györgyi Medical University, Szeged, Hungary. He completed his residency at St. Louis University Hospital, in St. Louis, and fellowship at Washington University Barnes Hospital, in St. Louis. Dr. Miklos is board certified in Pathology.

Why he does it.

"My decision to become a pathologist was made many years ago," Dr. Miklos says. "As a medical student, I saw how the pathology report was used by the oncologist to tailor chemotherapy and radiation therapy for a particular patient. Because the pathologist applies scientific criteria to examine tissue, he serves as a bridge between the basic medical sciences and the clinical disciplines."

TODD WEITZENBERG, MD

Occupational Medicine/
Physical Medicine
Santa Rosa Medical Center,
2000 – present
Grew up in Sonoma County

What he does.

As a physical medicine/rehabilitation specialist, Dr. Todd Weitzenberg treats people who have injuries to their muscles, bones, tissue, or nervous system (such as stroke patients). He aims to enhance and restore functional ability—along with quality of life—to people with physical impairments or disabilities. He studied medicine at Chicago Medical School, and did his internship and residency at UC Davis Medical Center in Sacramento. He is board certified in Physical Medicine and Rehabilitation.

Why he does it.

Dr. Weitzenberg is an active cyclist in Sonoma County, and says it was a natural decision to focus on physical medicine. "I know that becoming a Kaiser Permanente sports medicine physician was the right decision because of the emphasis on preventive health. Exercise is the best medicine for almost every medical problem. I have been an athlete my entire life and I enjoy helping our members be active and fit, too, so that they can maximize the quality of their lives."

Taking care environmentally

For some of us, it is easy being green

It's in Kaiser Permanente's nature to nurture, even in our building design and construction. Our new hospital tower recaptures the essence of naturally good health both inside and out by incorporating green features, and recycling. Here's a quick overview:

Recycling construction waste. We diverted from landfills and recycled 775 tons of construction waste (out of a total of 846 tons).

Insulation. We installed cotton insulation instead of fiberglass on the lower level and first floor. Cotton insulation contains 85 percent post-industrial recycled natural fibers and no chemical irritants.

Agrifiber doors. We used door cores constructed from a combination of rapidly renewable wheat, soybean, and other agrifiber straw—with no added urea-formaldehyde.

Formaldehyde-free casework. Formaldehyde-free, medium-density fiberboard (MDF) helps keep the inside air cleaner.

Recycled ceramic floor tile. Contains 40 to 75 percent recycled glass from automobile windshields, mirrors, and bottles.

Vinyl-free products in these places:

- Resilient flooring
- Wall protection
- Roofing
- Carpet (vinyl-free backing)

High-recycled-content acoustical ceiling tile. Contains up to 83 percent recycled and naturally occurring materials.



CONVENIENT FOR YOU

The new tower is an addition to our existing hospital and adjacent to our medical offices, where you'll find your personal physician, lab, X-ray, pharmacy, specialty care, and health education services. Save time and do more in one visit.



For additional details about the new hospital tower, contact Public Affairs at **707-566-5779**. For further information about becoming a member of Kaiser Permanente, call **1-800-464-4000**, Monday through Friday, 7 a.m.–5 p.m., or visit kp.org/santarosa.

A young child with brown hair, wearing a white long-sleeved shirt, a dark blue vest, and blue jeans, is standing on a stack of four books. The books are stacked in a way that they look like steps, with colors from bottom to top being light green, blue, orange, and red. The child is reaching up with their right hand towards a small, dark, rectangular object on a white wall. Their left hand is also touching the wall. The background is a plain white wall and a wooden floor.

OUR HOSPITAL TOWER **OPENS IN OCTOBER 2010.**

Reaching new levels of good health.

kp.org/santarosa

Kaiser Permanente Santa Rosa Medical Center
401 Bicentennial Way, Santa Rosa, CA 95403