



KIRK BEATIE'S STORY

"Whenever your heart starts beating erratically, that's the only thing you can think about."

"I really never had Atrial Fibrillation diagnosed. I just got this erratic heart beat. Whenever your heart starts beating erratically, that's the only thing you can think about. It kind of scares you when it first happens, because a fluttering heart isn't normal. It might last 3, 4 or 5 minutes.

One night I had it for 8 to 10 hours. That's when I finally got it diagnosed as AFib, and made an appointment and saw Dr. Laws. I chose Valley View because I heard about the new Cath Lab. It was essentially Dr. Laws' reputation and referrals from other doctors. They said, "He is the best you can get."

It really comes down to the quality of life."

INVEST in EXCELLENCE

The only component missing is you.

Your gift to the campaign for heartcare is an investment in your own health and a gift of life for others.

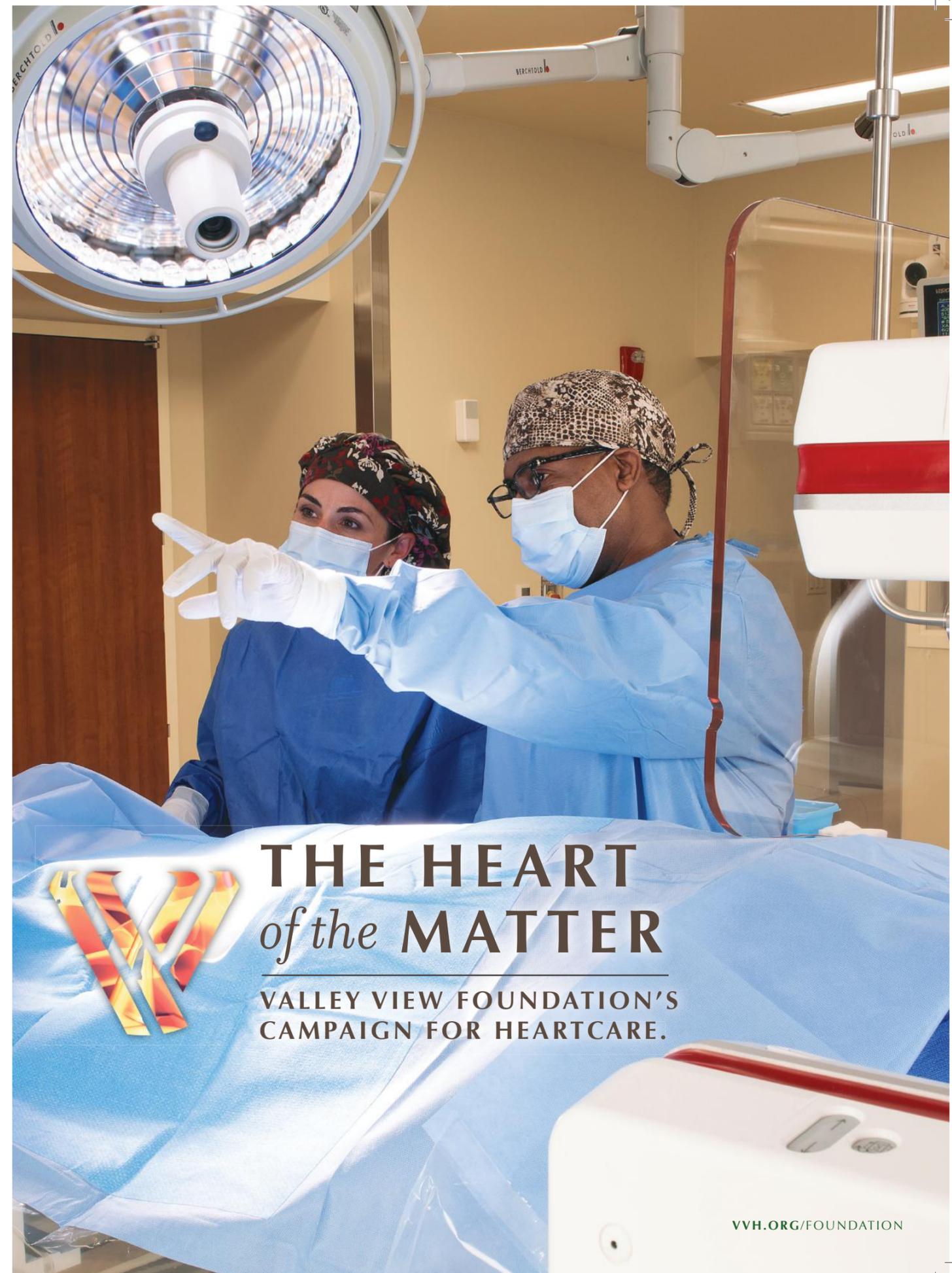
NAMING OPPORTUNITIES	INVESTMENT
Advanced Catheterization Laboratories	\$2,500,000
Biplane Hybrid Catheterization Laboratory	\$1,500,000
Robotic Catheterization Laboratory	<i>(Committed)</i>
Patient Waiting Room	\$500,000
Conference Room	<i>(Committed)</i>
Patient Prep / Recovery Room	\$50,000
Patient Prep / Recovery Room	<i>(Committed)</i>
Patient Prep / Recovery Room	\$50,000
Patient Prep / Recovery Room	<i>(Confirmed)</i>
Patient Prep / Recovery Room	<i>(Confirmed)</i>
Nurses' Work Station	<i>(Confirmed)</i>
Cath Lab Control Room	<i>(Confirmed)</i>
Cath Lab Control Room	<i>(Confirmed)</i>

We would be honored to partner with you to discuss your lead gift for the Advanced Catheterization Laboratories at Valley View's Heart & Vascular Center.



To partner with us, please contact

VALLEY VIEW FOUNDATION
 JOHN QUINN
 970.384.6627
 JOHN.QUINN@VVH.ORG



THE HEART of the MATTER

VALLEY VIEW FOUNDATION'S CAMPAIGN FOR HEARTCARE.



Imagine complex surgeries that currently require multiple procedures over several weeks being completed in mere hours.

Imagine world-class cardiovascular care available locally, not hours away, after a heart attack.

Imagine recovering time measured in days, not months...

Imagine all of these things right here in the Roaring Fork Valley...



VALLEY VIEW

VVH.ORG/FOUNDATION

THE HEART of the MATTER

A NATIONAL REVOLUTION IN HEARTCARE RIGHT HERE IN THE ROARING FORK VALLEY

The new Advanced Catheterization Laboratories at Valley View have revolutionized heart and vascular care in mid-sized and rural hospitals. Other hospitals across the nation will follow our lead.

Dr. Frank Laws and his team of physicians are performing procedures normally reserved for major academic medical centers. This opportunity exists because of advanced techniques, unparalleled expertise and technology so sophisticated that the manufacturer has made Valley View a North American demonstration site. Philanthropic support from people like you made this exponential advancement in cardiovascular care possible, and your support is absolutely necessary to fuel this engine of innovation.

The revolution started twelve years ago when, in 2006, donors to Valley View rallied around building our first cardiac catheterization laboratory - one of only a handful of labs in the United States pioneering primary percutaneous coronary intervention (PCI) without onsite surgical backup. In 2015, Valley View was the eighth hospital in the nation to use Corindus® robotic cardiac technology, and remains one of only twenty-five nationwide. None of this would have been possible without generous philanthropists stepping forward with transformational gifts.

This history of innovation and excellence inspired people, and those people invested in Valley View. Siemens, for example, is a major international manufacturer of healthcare technology. Based on Dr. Laws' vision and proven clinical success, Siemens chose to partner with Valley View in 2016 to create our bi-plane hybrid electrophysiology lab. The Siemens bi-plane hybrid lab is the second demonstration lab of its kind in the United States.



Today, this revolutionary approach to cardiac care has only accelerated. In November 2017, the FDA approved a milestone procedure at Valley View: the Convergent Approach for persistent Atrial Fibrillation (AFib). Patients are coming to the Advanced Catheterization Laboratories from Texas, from Florida, and even from Spain for this new, minimally invasive procedure.

Valley View's Advanced Catheterization Laboratories are the first such facilities in the entire United States to receive accreditation from the Food and Drug Administration to perform this procedure independent of a bona fide cardiovascular surgical program that provides bypass surgical backup.



Now, prestigious medical societies, such as the American College of Cardiology, are inviting Valley View staff to share how our successes impact the quality of care at their national conference in March 2018.

Looking forward, the Valley View Foundation seeks to raise \$2.75 million by December 2018 to fund the purchase of the most sophisticated equipment available today and continue this dramatic story. Dr. Laws and his team seek philanthropic partners to make transformational gifts that will ensure that this revolution in heartcare continues and thrives.

NO LONGER DO PATIENTS NEED TO GO OUT-OF-TOWN OR OUT-OF-STATE, TO RECEIVE WORLD-CLASS HEARTCARE. IN FACT, THE WORLD IS COMING TO SEE US.

AN ELITE TEAM: A UNIQUELY TALENTED AND VISIONARY TEAM OF DOCTORS AT VALLEY VIEW PIONEER THE LAB.



Frank Laws, MD

Dr. Frank Laws is the electrophysiologist and interventional cardiologist who first envisioned the creation of a comprehensive cardiovascular center. He is one of the few physicians in the United States who specializes in both interventional cardiology and electrophysiology.



James Narrod, MD

Dr. James Narrod is a cardiovascular and thoracic surgeon who joins the team after serving as the Chief of Cardiovascular Surgery at St. Mary's Hospital in Grand Junction. Dr. Narrod performs minimally invasive procedures for conditions of the heart, lungs and chest wall as well as electrophysiology therapy for atrial fibrillation.



Marcus Howell, MD

Dr. Marcus Howell is a board-certified interventional cardiologist. Dr. Howell treats a variety of cardiovascular disorders including coronary artery disease, congestive heart failure, valvular heart disease, and arrhythmias.



Michael Rubenstein, MD

Dr. Michael Rubenstein is a cardiologist and specializes in the diagnosis and treatment of heart disease. He has a special interest in the early detection of coronary artery disease and the prevention of heart attack.