



It's Official! RMH Introduces New Corporate Identity

Logo reflects attributes of new hospital and health campus

RMH introduced its new corporate logo today to a standing room-only crowd of employees, physicians, volunteers, board members and other guests at the Outpatient Center.

More than 200 gathered to see the unveiling of the new logo, which reflects the healing environment of the new hospital and health campus and the fresh, new, compelling patient experience the new facility will offer the community when it opens in June 2010.

The new blue-and-green corporate icon represents sky, earth and mountains—a tribute to the beauty of the community and its contribution to the healing environment of the new hospital and its 254-acre health campus.

"The natural aspect of the logo also represents our commitment to being environmentally conscious and in harmony with the nature that surrounds us," explains Kay Harrison, vice president, Business Development. "The comforting tones of the color scheme mirror the natural elements and peaceful views of the new campus. The strong, clean lines and design elements reflect the high-tech, state-of-the-art care we will provide in our new facility."

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RMH Board member Ann Homan speaks to a standing-room only crowd about the new RMH logo as employee Carmella Psujek looks on.

Construction Begins on New Cancer Center

Three-Story Building Will House Hahn Cancer Center and RMH Physician Offices

Work began in mid-June on the three-story building on the new RMH health campus that will house the RMH Hahn Cancer Center and RMH physician offices.

Harman Construction, Inc., of Harrisonburg has been selected to construct the 83,000-square-foot building, according to Scott Campbell, senior project manager, Facilities Planning and Development.

The Hahn Cancer Center, which occupies the first floor and is connected by enclosed corridor to the new hospital, is scheduled to open with the hospital in June 2010, he said. The upper two levels, which will house RMH physician offices, should open later in 2010.

"The building will be an extension of the new hospital in character, architecture and materials," Campbell said.

He noted that all the contractors for the building are local. In addition to Harman, the contractors include Blauch Brothers, Inc., for mechanical work and Trumbo Electric, Inc., for electrical work.

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An architectural rendering shows the new Hahn building, which will house the Hahn Cancer Center and RMH physician offices at the new RMH health campus.



Emergency Department at New Hospital Features Greater Privacy, Efficiency

When RMH made the decision to build a replacement facility in 2004, its Emergency Department was operating at 150 percent capacity.

Ranked seventh busiest in the state of Virginia in 2007, the RMH Emergency Department serves more than 72,000 patients annually, said Emergency Department Director Krista Fetterman, RN, MSN, and that number continues to grow.

New facility designers and planners have focused on creating an Emergency Department that will meet the growing needs of the community and provide the greatest satisfaction to patients and caregivers. New ED features include the following:

- All private rooms and increased capacity**—The new ED will have 175 percent the square footage and nearly 150 percent capacity (from 38 to 54 beds). In addition, every room will be private except for two trauma bays in the ED. These bays are designed to care for multiple patients at once when there has been a family car accident or similar occurrence, allowing one physician to care for the family at one time). "Each patient will benefit from having a private room, equipped with its own bathroom, shower and TV," Fetterman said.
- Bedside registration for all ED patients.** "Registration will occur at the bedside rather than in an open area for the convenience and privacy of the patient," Fetterman said. This is a best practice we have implemented in our current ED, and one we will take with us to the new hospital."
- Universal room set-up**—Each room (excluding Fast Track) will be equipped with a gynecology stretcher, a cardiac monitor and standardized supply cart equipped to meet virtually every need. The standardized design will enhance staff efficiency. "If you know one room, you know them all," Fetterman said.
- Registration staff for labor and delivery**—Labor and delivery patients will come through the ED waiting area and receive a brief assessment before receiving care or being directed to the Family BirthPlace, minimizing their contact with other ED patients.
- Bedside computers**—This feature will allow clinicians to document their care at the bedside and show the patient and family any test results in the room.
- Critical care (east, west) and Fast Track sections**—A block of rooms will have flexibility to be shifted for Fast Track or critical care use, depending on patient census.
- Improved access and efficiency**—Invasive cardiology, CCU, Laboratory, Radiology and Surgical Services will all be located on the same floor as the ED for greater efficiency. In addition, the helipad will be at ground level just outside the ED, reducing travel time for patients.
- Psychiatric safe rooms**—Specially designed rooms (locked cabinets, nothing on walls) will allow for enhanced monitoring of psychiatric patients. The Psychiatric Emergency Team office will be located adjacent to this area.



ABOVE: The main reception desk to the Emergency Department at the new hospital will serve as a "front door" to the community. ED physicians recently toured the facility.

FAR LEFT: ED nurse Kim Street, RN, and Judith Trumbo, transition planning director, look at floor plans for the new ED.

LEFT: Cabinets and sinks have already been installed in many parts of the new hospital, including the ED.

- Enhanced safety features**—The capacity to lock down specific areas of the ED, whether due to gang-related violence or other events, means that these areas can be secured without affecting the entire department, Fetterman said. In addition, a greater security presence is planned for the ED.
- More work space for physicians**—Physicians will have dictation rooms in each of the three sections (east, west and Fast Track). Bedside computers will free up additional computers for physicians elsewhere.
- Guest conveniences**—The spacious waiting room will be larger and located close to the Mountain View Café for family and visitor convenience.

"The new ED is equipped to offer the greatest satisfaction to our patients," Fetterman said. "In addition, the space and design should help create an easy-flowing work environment for the physicians and staff. We can't wait to move into our new home!"

The new ED by the numbers:

	Current	New
Beds	38	54
Square footage	19,000	34,000
Parking spaces	26	58
Semi-private rooms	29	4 (trauma bays)
Plain film radiology rooms	1	2
Trauma rooms	1	2 (with 2 beds each)

Hospital Construction Project Surpasses 2.25 Million Construction Hours With No Lost-Time Injuries

Bovis Lend Lease, project construction manager for the new RMH hospital, recently celebrated more than 2.25 million incident- and injury-free hours on the job site.

This achievement means that no employee has missed work time due to injuries suffered on the job, according to the project's general superintendent, Gordon "Boney" Jones of Bovis Lend Lease.

"By far, this is the best job I've ever been associated with, safety-wise," said Jones. "The company supports safety and focuses on safety, and our workers have embraced safety. This is the largest project I've ever done—and it's my last. For it to have gone so well is just phenomenal. All these workers need to be congratulated."

Bovis Lend Lease, construction manager for the project, has a strong commitment to ensuring workplace safety and requires all workers on the job site to undergo a rigorous safety training program, according to Ray Montaigne, safety manager for the company.

"Safety is a team effort," Montaigne said. "As a team, we have achieved this accomplishment. Our motto is, 'Everyone goes home.' At the end of the day, we want every worker to be able to return to his or her family. This will be a structure without blemish. I came out of retirement to work on this job, and it is everything I hoped it would be and more."

Currently there are more than 400 workers on the construction site every day, according to Dennis Coffman, director, Facilities Planning and Development at RMH.

"We are thrilled at the impeccable safety record of our partner in this project, Bovis Lend Lease," Coffman said. "The fact that this job is ahead of schedule, with no lost hours due to injury, attests to Bovis' commitment to ensuring a safe work site, as well as one that is clean, structured and environmentally conscious."

Work on the new facility is on track for a targeted opening date of June 22, 2010.

Project Update

- Final landscaping is underway.
- Grading is ongoing for the last portion of the parking lot, next to the cafeteria.
- The healing garden is being graded in preparation for plantings.
- By the end of July, all ceiling tile grid work will be completed. All drywall will be installed and finished. This a major milestone in that it signifies that all infrastructure behind the walls and above the ceiling is complete, said Dennis Coffman, Facilities Planning and Development director.
- The main electrical generators have been started and are being tested.
- The natural gas line along Reservoir Street (from near Costco) has been installed and is fully charged with gas. Workers will start test-running boilers in August.

Roads Timeline

July 2009—Work has begun on to construct four lanes of the Southeast connector where it crosses RMH property. The contract for the road work to be completed by RMH has been awarded to A & J Contracting.

November 2009—Work to construct four lanes of the Southeast connector across RMH property is scheduled for completion.

Spring 2010—VDOT plans to create two additional lanes on Port Republic Road from Harrisonburg city limits to Boyers Road.

October 2010—VDOT will close off Reservoir Street to Port Republic Road and route all traffic onto the portion of the Southeast Connector that RMH has completed on its property.

November 2011—VDOT estimates that Port Republic Road widening from the city limits to Boyers Road will be complete.



*Fourth of July fireworks burst over the Massanutten peak seen from the new RMH hospital and health campus.
Photos by Allen Litten.*

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She said that RMH embraced green building principles throughout the construction process and intends to operate the new hospital as environmentally friendly as possible. Some of its "green" efforts include installing special parking lot lighting that reduces light pollution, continuing its organizational recycling program, and focusing on energy efficiency by using methane gas from the county landfill as a fuel source. The organization also will use recycled paper for its corporate stationery. RMH intends to be the first hospital in Virginia and perhaps the first on the East Coast to receive LEED (Leadership in Engineering and Environmental Design) certification from the U.S. Green Building Council.

The impact of nature on health and healing is also represented by the new logo, explained RMH President and CEO Jim Krauss.

"Our new hospital and health campus has been designed as a destination for health and wellness that will allow nature to play a role in healing," he says. "Patient rooms have generous windows that allow natural light and peaceful, uplifting views of the mountains and valley. The campus will include walking trails and healing gardens. These attributes, and many more, support our commitment to improving the health of our community.

"Our new corporate logo and tagline reflect that commitment as well," he continued. "The new tagline, 'Get well, Live well,' represents the sincere wish we have for all those we serve to not only regain good health, but to experience the best quality of health and life possible."

The current RMH logo was launched in 1997, the year the hospital's West Tower patient care wing opened, Harrison explained. "The blue window icon in our current logo is reflective of the windows in the West Tower," she said. "This design element will no longer represent RMH once we move to our new facility. Thus, we needed a new mark that reflects who RMH is today and for the future."

Harrison said that additionally, to better reflect the complexion of the organization and the diversity of its business, the organization name will become RMH Healthcare, which includes Rockingham Memorial Hospital.

"As an organization, RMH has become much more than a hospital," she explained. "It has evolved into a system of services that includes the hospital, employed physicians, outpatient offices and ancillary services, and much more. Over half of our revenue now comes from outpatient services, and we employ approximately 70 physicians."

Harrison noted that the design development and review process for the new corporate identity took place over about six months. The process was overseen by a Brand Identity advisory team comprised of staff, leaders and board members.

"It was an intense, rigorous, well-organized process that resulted in what I believe is an identity that truly reflects what RMH stands for and offers this community," said RMH Board member Ann Homan. "I feel honored to have been a part of the Brand Identity advisory team and to have been one of those representing the community in this process."

RMH will start using the new logo and name beginning January 1, 2010. However, it will appear on signage at the new campus this fall, and in advertising for the new campus beginning in spring 2010.



RMH Board member Jim Messner and wife Pat take a look at drawings featuring the new RMH logo during the July 17 unveiling.

Construction Begins on New Cancer Center *CONTINUED FROM PAGE 1*

"We wanted to ensure this work stayed within the community," Campbell said, adding that all partners were selected through a competitive bid process.

Previous RMH projects completed by Harman Construction include the East Rockingham Health Center and renovations to RMH Corporate Health and the 1931 Medical Avenue medical offices.

"Harman Construction has always appreciated projects we've done with RMH," said Wayne Witmer, president of Harman Construction. "RMH has always treated its partners with respect. They are committed to being team members you can trust."

Structural steel is expected to be in place by August, with masonry work wrapping up in October, Campbell said. Interior finishes will get underway in January 2010 to ready the building for June 2010 occupancy.

The Hahn Cancer Center is named for benefactor and cancer survivor Zanette Showker Hahn.

The staff of the current Cancer Center has been intimately

involved in the design of the new center, said Janet Macarthur, director of RMH Oncology Services. Highlights of the new center will include:

- A healing garden
- Expansive glass curtain wall, allowing natural light and mountain views
- Resource center with literature and information for patients
- Dedicated entrance for cancer center patients
- Private transport elevators from inpatient oncology unit
- Satellite pharmacy for onsite medication preparation
- Increased number of exam rooms
- Larger waiting areas
- Widened corridors

"This new facility will move us forward for a second century of service to our community," Macarthur said. "Every detail has been put in place to provide the utmost in high-quality clinical care, as well as patient comfort. Our staff is so excited to provide service in our new home."