

Welcome to  
Better Health

A Weekly Update  
for Asante Employees

Every patient,  
every day, every time.

# ASANTE® News

ASANTE ASHLAND COMMUNITY HOSPITAL | ASANTE PHYSICIAN PARTNERS | ASANTE ROGUE REGIONAL MEDICAL CENTER | ASANTE THREE RIVERS MEDICAL CENTER

## Asante Moments: Defining Examples of Excellence

You've seen him on TV, or maybe noticed displays at Asante's recent Employee Engagement and Communication Fairs: the fit-looking, gray-haired man who clutches his chest, slumps to the floor and reaches for his phone to dial 9-1-1.



"I was at home getting ready to walk my dogs when I had a sharp pain in my chest. I just knew it was a heart attack. I called 9-1-1 and was transported directly to Asante Rogue Regional Medical Center where the cardiac team was waiting for my arrival. They took care of me and now I feel great. They are top-notch."

Watch Larry's story at  
[asantemoments.org](http://asantemoments.org)

  
ASANTE®

  
15 TOP  
HEALTH SYSTEMS

For three years running, Asante has been named one of the nation's 15 Top Health Systems by *Yuswa Health Analytics*, a leading provider of information and solutions to improve the cost and quality of health care.

It was Larry Holm's Asante Moment. The 68-year-old Gold Hill resident and retired Central Point teacher recognized the crushing sensation as a heart attack, and when paramedics arrived, he told them where he wanted to go: Asante.

"That was the moment," Larry said, describing his arrival at Asante Rogue Regional, where a reassuring cardiac care team was waiting. "I went from feeling really tense to just relaxed. I was in good hands."

His Asante Moment – featured first in a [newspaper story](#) – is the first in a new advertising campaign that features real people telling their own stories about life-changing events at Asante. The advertisements can be seen in print, [online](#) and [on local television](#).

Patients, family members and Asante staff members are being asked to share the moments with Asante they have experienced or witnessed. They are moments that bring positive life changes – through compassion, small acts of kindness and

defining examples of outstanding care.

Everyone is encouraged to [take a few minutes to read the stories](#) that have been shared by others – and then to share their own Asante moments. Some early examples include accounts of recuperating from a stroke, surviving a heart attack, mending a torn meniscus and rehabilitating a damaged heart.

Share an inspiring Asante experience that you or someone close to you had, and the positive impact that moment had on your life. View Larry Holm's Asante Moment [television commercial here](#).

Asante News is published every Tuesday. Deadline for submission of articles is every Friday. Send via e-mail to [asantenews@asante.org](mailto:asantenews@asante.org).

**Question or suggestions:** Call Communications and Marketing at (541) 789-3510 or extension 13510.