

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 Moment: A fall, and life on the mend

Dan Bittick's Asante Moment began last September, not long after his bicycle slipped on wet leaves above Southern Oregon University and he shattered his right femur in the resulting spill. His moment had a successful conclusion six months later, when he was given medical clearance to resume pedaling.



The 62-year-old cyclist and cyclocross racer was lying on the ground following his crash, with searing pain in his upper right leg, when passersby stopped and called for an ambulance. He was taken to Asante Ashland Community Hospital, where he received the sobering news that his femur – the thickest bone in the human body – was shattered and would require surgery.

[The Asante Moment](#) that followed is the subject of a television commercial that will begin airing on local channels this week, and will also be portrayed in print ads and on billboards, the Internet and social media. The Asante Moments campaign is intended to help build closer relationships between the organization and regional employers, insurers, health care providers and other

community partners, and to illustrate how Asante is an important part of their lives and community.

Guenther Knoblich, MD, an orthopedic surgeon with experience in trauma medicine, was on call at the Ashland hospital on the day of Dan's accident. Dr. Knoblich had seen similar injuries, but Dan's was among the worst – full recovery was uncertain, and it was possible that he would require a cane or walker for the rest of his life.

"But he's an athlete," Dr. Knoblich said. "They're highly motivated and strong, so they tend to do well."

A titanium rod was inserted in Dan's leg to hold the bone together, and his recovery then became a matter of personal determination and supportive friends.

Friends in the close-knit cycling community prepared his East Medford home as Dan began his recovery in the hospital. He returned home and friends took turns cleaning, washing dishes and cooking meals.

There were months of physical therapy at the Asante Outpatient Rehabilitation Center in Medford. With each muscle stretched, and every spin on the gym's stationary bike, Dan inched toward regaining the use of his leg. A walker was replaced with crutches, and those were later replaced with a cane.

***(read more, next page)***

Cycling friends took him to the doctor, picked up his prescriptions and even held a fundraiser to help him pay his medical bills. Dan just wanted to rejoin them on their frequent bike rides.

Dr. Knoblich finally gave his go-ahead for a ride on New Year's Day, and Dan joined his friends for a 32-mile ride.

Dan's story, which is [now online](#), is the fourth installment in the Asante Moments campaign. [Larry Holm](#) of Gold Hill described his Asante Moment in commercials that debuted on local television a year ago, [Mary Lou Latimer's](#) Asante Moment was depicted in a television commercial that began airing last July and commercials portraying [Shane Oakley's Asante Moment](#) have been broadcast since last November.

Those who know of a patient story that would make a good Asante Moment – one that is inspiring and personal – can send a brief email to [lauren.vansickle@asante.org](mailto:lauren.vansickle@asante.org) describing the interaction. She will follow up with any next steps.

Everyone is encouraged to take a few minutes to read the stories that have been shared by others on the [Asante Moments website](#). Patients, family members and Asante staff members are being asked to share the moments with Asante that have brought positive changes to their lives – from mending a torn meniscus to treatment for prostate cancer.

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.