IMPACT REPORT
Redefining ROI: The Campaign for Craig Hospital
2010-2015
BY THE NUMBERS

85,000 square feet of new space
135,000 square feet of renovated space
52 new private patient rooms
22.59% increase in patient days from 2010

REDEFINING ROI CAMPAIGN

$50 million raised for capital expansion
$23 million raised for programs and operations

9,557 campaign donors
36% of donations came from Craig alumni or their family members
91% of Craig’s full time staff supported the campaign
100% of Craig Hospital and Foundation board members supported the campaign
Because of you, the Craig Hospital campus has been transformed

The result is a premier facility that showcases the hospital’s innovative spirit, matches its excellent programs and staff, and further advances world class patient care. Together, we raised $50 million to make this happen. Throughout construction, you’ve received pictures and updates that describe the new campus in physical terms. Here, we celebrate how the new campus gives life to Craig’s core values and serves as the foundation of our patients’ remarkable rehabilitation outcomes.
Rehabilitation care at Craig Hospital is interdisciplinary and comprehensive; encompassing not only physical and mental health but also recreation, return to school or work, adaptive technology and tools for independence. The campus floorplan and design intentionally promote the rich collaboration that fuels this approach.
Therapy rooms are spacious, enabling several care team members to work with a patient simultaneously. The co-location of services facilitates both planned and impromptu staff coordination and communication.

“The renovation and expansion project has made a significant impact on the Occupational Therapy Program as well as our integrated rehab program. The therapy areas are in closer proximity to both the patient rooms and each other. The Assistive Technology lab is now part of the milieu, easily accessible for therapists to collaborate and for patients to get involved quickly and easily.”

—Ellen Severe, Director of Occupational Therapy
In a simulation lab configured and equipped like a patient room, staff respond to high risk interdisciplinary scenarios (resuscitation or code blue) to refine communication and teamwork. In addition to debriefing their experience as a group immediately following the procedure, team members view a videotape of the procedure to identify what worked well and ways to improve, continuously raising the bar.

Ideas for other applications of this tremendous resource are emerging – from patient and family education, to hosting nursing students from a local college to practice procedural scenarios. The new state-of-the-art simulation mannequin is wireless, allowing its use in the outpatient clinic as well.
Craig is a leader in the field of traumatic brain injury and spinal cord injury (TBI and SCI) rehabilitation and affiliated research. Our new Vibrant Family Campus provides the equipment and spaces to set the stage for future innovation.
In the Upper Arm Extremity Therapy Room on the third floor, patient effort and therapist skill combine with advanced technology (electrical stimulus and robotics) to build arm and finger dexterity.

In the PEAK Center, patients access the pool without a lift via an adjustable floor and use that floor as a variable treadmill to achieve more repetition of walking during a therapy session.

Therapists consult footage of the patient’s walk captured by underwater cameras to individualize treatment. Compared to the previous therapy pool, the treadmill better challenges TBI patients as they work to improve balance and endurance.

Important research studies on activity-based therapies are underway that could not have been conducted in the previous space because of space/facility limitations.
Armed with cutting-edge equipment and treatment spaces, Craig’s highly skilled and specialized staff can reach its full potential. The new environment opens up new vistas of possibility for our patients.
The design of the renovated hospital fosters community – within the Craig family, and between Craig and its neighbors. From the large lobby, which also serves as the outpatient waiting area, to the new therapy gyms, to the healing outdoor spaces, to the bistro and cafeteria, patients and families find welcoming settings where they can connect with and be encouraged by others going through a similar experience.
The hospital’s cul-de-sac main plaza is graced by a therapeutic garden where patients, families, staff and community members enjoy Colorado’s abundant sunshine. The garden also serves as a central hub for family gatherings, patient celebrations, and hospital-wide activities like the patient and staff talent show and the Pedal 4 Possible tricycle race.

The new front entrance includes an accessible circle drive, allowing patients to be dropped off just feet from the door.
The expansion and renovation has allowed us to provide natural light in all of our therapy spaces. Patients, families and staff have reported this sunlight provides a foundation for positive energy and healing.

– Candy Tefertiller, Director of Physical Therapy

[1] Patients and families who eat their meals in the new bistros are greeted by name by food services staff who serve a helping of encouragement along with the day’s lunch offering. Those in the line share the belief that the opportunity for connection trumps assembly-line efficiency.

[2] The new therapy gyms offer natural light, which patients, families and staff alike say contributes to the positive energy and healing that occur there.

[3] The PEAK Center, which anchors the first floor of the West Building with its spacious two-story profile and state-of-the-art equipment, brings together newly injured patients, Craig graduates and community members as they work side-by-side to achieve greater health and wellness.
“Working out in the new PEAK Center has changed my life. Because of the equipment, the volunteers and the trainers, I’ve been able to lose weight and transition from a power chair into a manual chair. The way the new PEAK Center is set up, it has a wonderful, positive energy. There are lots of gyms out there, but there is no place like the PEAK.”

– Ben Hernandez, Craig graduate and PEAK Center member
PERSONALIZED CARE

Craig’s personalized, family-centered approach to rehabilitation treatment informed the design of the renovated and expanded campus in countless ways. Services are customized to the patient’s unique needs. Family involvement is expected, and the new spaces are large enough to accommodate children, family and friends.
(1) Consultation rooms and education spaces in the outpatient clinic offer privacy along with current technology tools to facilitate information sharing.

(2) In the Activities for Daily Living suite, therapists teach patients how to care for their babies and young children. Patients also learn how to navigate carpet, dress themselves, get in and out of a standard bed, and use restroom facilities.

(3) The new chapel offers a site for family celebrations as well as a tranquil space for gathering strength and renewing purpose. A dedication ceremony for a baby was held in the chapel, allowing a patient to bear witness to this significant family milestone. The first annual blessing of the hands ceremony to honor caregivers at Craig also unfolded in the chapel.

(4) In the Transfer Training Lab, patients learn how to transfer in and out of cars, airline seats, showers and commodes.

“The Activities for Daily Living suite has provided a real feel to a treatment area. No more bed in the basement!”

– Ellen Severe, Director of Occupational Therapy
This technology is life changing. It gives the patients more independence and gives them small aspects of their life back, which means a great deal to someone who’s just had a catastrophic injury.

– Jennifer Biggs Arnold, Associate Chief Nursing Officer

Patients benefit from larger private rooms that embrace the involvement of friends and family members. Enhanced natural light, hands-free environmental controls, adaptable stimulus environments, and integrated lift systems contribute to optimal treatment conditions and patient well-being. Room design incorporates the input of the nursing staff.

“The rooms are great,” said inpatient Greg Gardner. “Having my own restroom facilities, space to spread out, and even having an actual TV instead of just a 4-inch screen—it’s just perfect.”
The full potential of the Vibrant Family Campus is still unfolding. As patients, families and staff lean in to the new space, new possibilities reveal themselves. This dynamic setting is a perfect match for a staff that works every day to redefine possible for our patients and families.

On behalf of the entire Craig community, thank you! Your generosity both inspires and humbles us; we are so grateful.