

# THE WELLNESS CENTER<sup>SM</sup>



A T E S T E S P A R K

*Well on your way.<sup>SM</sup>*

*Well on your way.*

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**MISSION**

**WE HELP INDIVIDUALS MAXIMIZE  
THEIR WELLNESS POTENTIAL UTILIZING  
SCIENTIFICALLY PROVEN STRATEGIES  
WITH A WHOLE PERSON APPROACH.**

**VISION**

**TO BE A LEADER IN TRANSFORMING  
LIVES THROUGH EFFECTIVE WELLNESS  
STRATEGIES AND EDUCATION.**

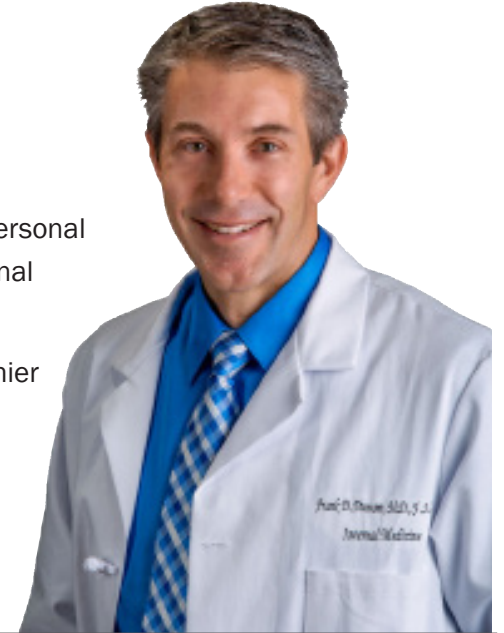


## Each of us deserves to flourish and The Wellness Center

at Estes Park will provide an unparalleled opportunity in helping each individual find a path to personal health. Our motivated team utilizes modern science and a holistic approach within an inspirational environment to provide individuals with experiences and tools to change their lives.

By empowering one person at a time, together we can cause a rippling effect that creates healthier communities and leads the way to a health care paradigm shift, with a focus on proactively improving health and enhancing the quality of life for individuals and families.

**FRANK D. DUMONT, MD, FACP | PHYSICIAN AND WELLNESS CENTER MEDICAL DIRECTOR**



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**33%**

ACCORDING TO THE NATIONAL INSTITUTES  
OF HEALTH, ONE-THIRD OF AMERICAN  
ADULTS USE SOME FORM OF  
COMPLEMENTARY OR INTEGRATIVE  
HEALTH CARE.



## THE WELLNESS CENTER AT ESTES PARK

**E**stes Park Medical Center will develop personalized retreats and programs at a state-of-the-art Wellness Center. To become the catalyst for achieving lasting lifestyle changes, the Center will address the *seven dimensions of health: emotional, environmental, intellectual, occupational, physical, social and spiritual*. With a diverse core team consisting of a physician, nutritionist, fitness trainer, and transformational coach, this holistic approach will maximize what can be accomplished during guest stays and provide tools for long-term success. The science-based wellness strategies and assessment techniques were developed with our strategic partners, including the University of Colorado. In addition to improving physical fitness, metabolic function, nutrition, sleep, stress management and quality of life/life satisfaction, guests will enjoy spa services, outdoor adventures and complementary/integrative therapies designed to enhance overall health and well-being.

Lodging accommodations, food and beverage, and resort amenities will be integrated into the program through the adjacent boutique hotel from Grand Heritage Hotel Group, owner and operator of The Stanley Hotel. Famous for its old world charm, The Stanley boasts spectacular views of the Rockies in every direction and is listed on the National Register of Historic Places.





**NORTH AMERICAN ELK (CERVUS ELAPHUS), CAN BE SEEN ALL YEAR THROUGHOUT ROCKY MOUNTAIN NATIONAL PARK AND ESTES PARK. AS ONE OF THE LARGEST MEMBERS OF THE DEER FAMILY, LARGE MALES, (BULLS) WEIGH UP TO 700 POUNDS AND STAND FIVE FEET AT THE SHOULDER.**






## ESTES PARK, COLORADO

**E**stes Park, located on the doorstep of Rocky Mountain National Park, is the ultimate location to transform lives and demonstrate long-term success with a whole-person approach to achieving lifestyle changes. The spectacular natural setting provides an opportunity no one can duplicate. Four fabulous seasons greet visitors with a wide variety of outdoor activities and adventures, breath-taking scenery and wildlife viewing.

This friendly mountain community of 7,000 year-round residents graciously hosts 4 million guests annually and is surrounded by the beauty and splendor of Rocky Mountain National Park. Being in such a spectacular natural environment is a powerful experience that is healing in and of itself. We know the journey toward health must take place emotionally and spiritually as well as physically. We believe that this stunning mountain setting will help to ground and balance guests in this regard.

A full-page photograph of rock climber Tommy Caldwell. He is positioned on the right side of the frame, climbing a steep, light-colored rock face. He is wearing a bright red long-sleeved shirt, blue jeans, and a green climbing bag. His body is angled towards the rock, with his right arm extended upwards and his left hand gripping a hold. A red rope is visible running down the side of the rock. The background shows a vast, deep valley with a dense forest of evergreen trees and a winding river or road in the distance. The sky is not visible, suggesting a high-altitude or overcast environment.

A native of Estes Park, renowned rock climber Tommy Caldwell had made the first ascents of some of the United States' hardest routes. Accomplished in several types of climbing, Caldwell has been featured in *National Geographic* and *Outside* magazine, and is a rock climbing ambassador for *Patagonia*.

## IGNITING YOUR PASSION

TOMMY CALDWELL



## CONQUERING YOURSELF

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**“Growing up in Estes Park has made me who I am today,”**

explained Tommy. “For me rock climbing is something I am so passionate about that I strive to be better at it every day. Estes Park is ideal for igniting that passion and I firmly believe this environment can be the catalyst for individuals looking to change their lifestyle, improve their health, and achieve overall wellness. You have to get up every day and have something that you’re pushing for. Being successful isn’t about conquering an opponent – it’s about conquering yourself.”

*Well on your way.™*

**WELLNESS IN GENERAL HEALTH**



## GENERAL WELLNESS

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### **There is solid medical evidence that better health can often**

be achieved naturally and without resorting to medications and procedures. Research-proven techniques can enable individuals to make transformational lifestyle changes and can abolish the long-standing medical skepticism around behavioral change. Today's scientifically-proven methods are opening the door to proactive and effective interventions. Using cutting-edge testing and treatments, the wellness team will provide clients with an outstanding set of tools to manage, and even reverse, metabolic and other diseases. The combination of this technology with the extraordinary setting of Estes Park will provide an unparalleled opportunity for focusing on personal health.

*Well on your way.™*

**WELLNESS IN ATHLETIC PERFORMANCE**



## ATHLETIC PERFORMANCE

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**To serve elite athletes and weekend warriors interested in** taking their athletic endurance and ability to the next level, The Wellness Center at Estes Park uses science-based assessment techniques including laboratory studies, physiology and body composition testing, and coaching services to tailor a carefully crafted training and nutritional program designed to achieve specific goals in preparing clients for their next adventure or competition.

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**WELLNESS IN WEIGHT MANAGEMENT**



## WEIGHT MANAGEMENT

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**Being overweight or obese has become twice as likely as** having a healthy body weight in the United States. As a result, rates of type 2 diabetes and cardiovascular conditions including hypertension, elevated cholesterol, heart attacks, heart failure, and strokes continue to climb. The Wellness Center at Estes Park tackles the underlying cause of many health risks by addressing necessary lifestyle modifications to achieve a healthy weight. Relying on data from initial client assessments, science-based weight management programs are used to customize daily training regimens, nutritional guidance and cooking demonstrations. To enhance wellness and to ensure success after returning home, tools for monitoring on-going progress are offered such as subscriptions to ongoing weekly sessions with nutritionists via phone and e-mail.

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Roger L. Knutsson was passionate about the genuine need for a hospital in the Estes Valley. To honor his wife's memory, he made a significant contribution to fund the land purchase for the new hospital. The Elizabeth Knutsson Memorial Hospital, now known as Estes Park Medical Center became a reality in April 1975.

## **THE IMPORTANCE OF QUALITY HEALTH CARE**

**ELIZABETH HOWELL KNOTSSON**



## DREAMS ARE CONTAGIOUS

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### The Knutsson Family has been a mainstay in the Estes Park

community since the early 1900s. Their mission and belief in the importance of quality health care became the catalyst for what is now Estes Park Medical Center. “Dreams are contagious!” explained Debby Hughes, granddaughter of family matriarch Elizabeth Howell Knutsson. “I fully support the idea of a wellness center in Estes Park. It is the future of health care and provides significant long-term financial sustainability for the Medical Center. If all we do is take care of sick people, then we are doing a disservice to the people of our community and beyond.”

*Well on your way.™*



**COMMITTED TO CREATING WELLNESS  
IN MIND, BODY, AND SPIRIT, THE  
WELLNESS CENTER IS PARTNERING WITH  
COMPLEMENTARY AND INTEGRATIVE  
HEALTHCARE PROFESSIONALS SUCH  
AS CERTIFIED WELLNESS PHYSICIANS,  
MASSAGE THERAPISTS, ACUPUNCTURISTS,  
CHIROPRACTORS, AND COUNSELORS WHO  
WILL LEND THEIR EXPERTISE AS OUR CLIENTS  
BEGIN THEIR TRANSFORMATION JOURNEY.**





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## THE WELLNESS CENTER AT ESTES PARK

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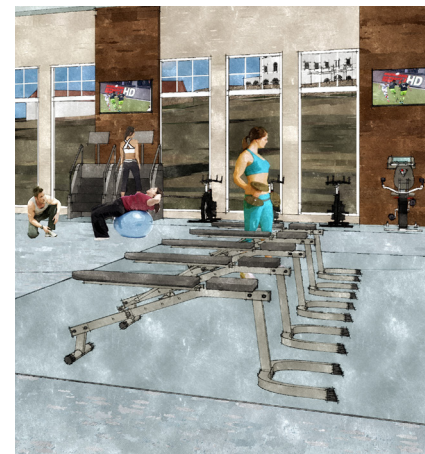
### COMPREHENSIVE INDIVIDUALIZED PROGRAMS

- Comprehensive health and wellness evaluations
  - Physician medical history, physical, and consultation; CU proprietary Wellness Assessment
  - State of the art high-end metabolic and fitness testing with fitness trainer consultation
  - Registered dietitian nutritional assessment and consultation
- Other Specific Programs
  - High altitude training , diagnosis specific, programs, weight loss and management*
- Fitness Education
  - One-on-one session goals, individual and group fitness activities*
- Nutritional and Cooking Education
  - One-on-one and group sessions*
- Healthy gourmet meals and snacks
- Motivational Coaching
  - One-on-one with transformational coach*
- Complementary and Alternative Modalities
  - Massage, acupuncture, yoga, biofeedback, chiropractic and meditation instruction*
- Spa and Non-therapeutic Massage
  - Facials, skin treatments, sports recovery treatments, etc.*
- Guided outdoor excursions in and around Rocky Mountain National Park

- Subscription Services
  - Diet and exercise planning, wellness coaching*
  - (Offered upon guest departure for continuing education)*

### PLANNED FACILITY

- Medical wellness evaluation and private consultation rooms
- State of the art metabolic and fitness testing equipment
  - BodPod
  - Metabolic cart
  - Lactate threshold/VO2 Max/Substrate-utilization testing equipment
- Access to Estes Park Medical Center Laboratory
- Group fitness studio
- Weight and cardio-machine room
- Aqua fitness pool
- Outdoor exercise equipment and fitness area
- Demonstration kitchen for nutrition and healthy cooking classes
- Indoor and outdoor dining areas
- Spa offering a full luxury line of therapeutic services
- Indoor and outdoor hot tubs
- Contemplation/meditation garden



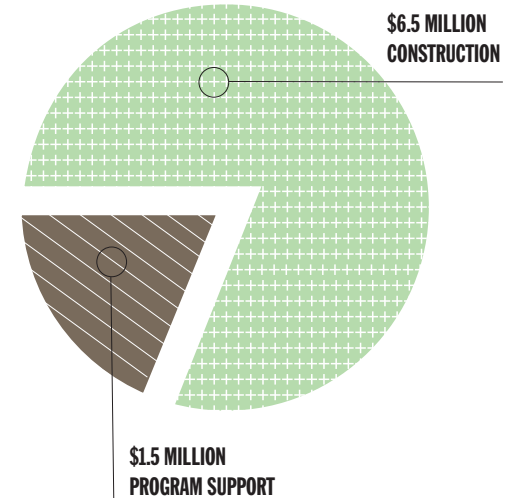
## HELPING TO CREATE HEALTHIER COMMUNITIES

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At Estes Park Medical Center, we see all of these wellness initiatives and the partnerships we are developing as ways to more fully embrace our mission – to make a positive difference in the health and well-being of all we serve. We invite you to join us in our effort to empower others to enhance their quality of life and to lead the way to a paradigm shift in creating healthier communities.

Estes Park Medical Center will own and operate The Wellness Center as a 501 (c)(3) nonprofit organization.

### \$8 MILLION GOAL





[EPWELLNESSCENTER.ORG](http://EPWELLNESSCENTER.ORG)

#### ESTES PARK MEDICAL CENTER AND FOUNDATION STEERING COMMITTEE

Wayne Park, PhD, Chairman  
Terry Chiplin  
Shelley K. Doggett  
Frank D. Dumont, MD, FACP  
Aaron S. Florence, DO  
Kerrie Hill  
Luke Kearns  
Larry Leaming, DHA, FACHE  
Peggy Lorenz

Paul Mueller, CPA  
Kevin L. Mullin, MNM, CFRE  
Diane Muno  
Russell P. Schneider, PhD  
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Ken TeSelle  
Diana Van Der Ploeg, PhD  
Ken Zornes