



70 Years of Caring

1945 • WORLD WAR II • 'NEW JEWISH HOSPITAL'

It was early 1945. The Allies were claiming victories in World War II and hopes were high that the war would soon end. In Denver, such hopes were central to the decision to move forward with the creation of a new hospital.

Denver's population was expanding rapidly, and a hospital bed shortage was becoming problematic. At the same time, Jewish physicians returning from military duty had difficulty finding places to practice medicine. It was under these circumstances that the vision of a *New Jewish Hospital* built on the foundational values "To Serve Every Need and Creed"

came together.

The Jewish Physicians' Committee was formed with the (affectionately deemed) "Nine Wise Men": Drs. EUGENE AUER, SOL BASSOW, BERNARD SHERBOK, EMANUEL FRIEDMAN, M. RAY GOTTESFELD, MAURICE KATZMAN, HERMAN LAFF, ELI NELSON AND ABE RAVIN. They enlisted the leadership of Maurice Shwayder, a renowned local businessman, a founder of the Samsonite Luggage Co.

In March, 1945, news broke that General Maurice Rose, a Denver son and the highest-ranking Jewish officer in the U.S. Army during World War II, had been killed in combat. Rose was known for his aggressive leadership,



'The Nine Wise Men' — Founding Physicians of Rose and committee secretary Ben Blumberg

directing units from the front rather than a rear command post. His death was front-

page news; the committee realized the hospital could be a living memorial to a Jewish

hometown hero while serving the community's healthcare needs.

'TO SERVE EVERY NEED AND CREED'

With this vision, the committee began to seek funding for the million-dollar project. They turned to local public relations expert in his mid-30's, Max Goldberg. "When General Rose was killed, it was kind of like a light bulb moment: Here's what we are going to name the hospital," Max Goldberg's son Rabbi Hillel Goldberg explained. "Rose was a fallen war hero — from Denver. It wasn't just because the doctors felt they didn't have a place to practice because of anti-Semitism—it was a much larger vision."

Max Goldberg secured the



Max Goldberg and General Dwight Eisenhower at Rose's dedication, 1949

first donation — \$1,000 — from his old friend Jack Dempsey. Then he convinced Hollywood stars of

the day to come to Colorado pro bono for fundraising dinners, among them Eddie Cantor, Danny Kaye, Phil Harris, Jack Benny and Al Jolson. They were key to launching the hospital.

Goldberg also secured national publicity for the hospital, so General Rose's boss — Supreme Allied Commander Dwight D. Eisenhower — knew about it. Rose founders had a grand idea to inviting General (later, President) Eisenhower to lay

the cornerstone. Through his friendship with Colorado Gov. Edwin C. "Big Ed" Johnson, Max Goldberg secured an appointment with the extremely popular General Eisenhower.

"It was intimidating," Goldberg's son Rabbi Hillel explained. "My father made the presentation to Eisenhower. Rose was one of Eisenhower's favorite generals. But Eisenhower had heart problems. The treatment prescribed was rest. On the spot my father responded that the General could choose the time — and that no media would be invited. No stress. The General said thank you, and the

meeting ended without a resolution."

Months later, Goldberg received word that Eisenhower would participate in an August, 1948 dedication ceremony. He said in his dedication address: "Here then, we have not only a building, not only a place where suffering will be relieved — we have the perpetuation of a spirit that will endure for longer than these walls and this glass and the equipment that shall go into this hospital."

Rose's distinction of being America's first post-war, privately sponsored hospital, marked the beginning of many innovative milestones.

'OUR STANDARDS ARE SIMPLY HIGHER'

With General Eisenhower, one of the attendees at the dedication was a young boy. Nephew of hospital founder and seven-year board president Jess Kortz, Don Kortz remembers fondly, "My oldest memory of Rose [Hospital] was when they laid the cornerstone. I remember my mother holding me in her arms when General Eisenhower was there for the ceremony." This early memory is one in a long line of Kortz's involvement with Rose.

"I remember my uncle being very, very active. Founders had to continue to put money in to pay the staff and it took a while to take off," Kortz recalled. But, even in the tough times the vision of the hospital was never compromised. "From day one, they were going to be open to everybody. No segregation. No color. It was a caring, loving institution."

This commitment played out in many ways, but perhaps one of the most notable was when the hospital changed its medical

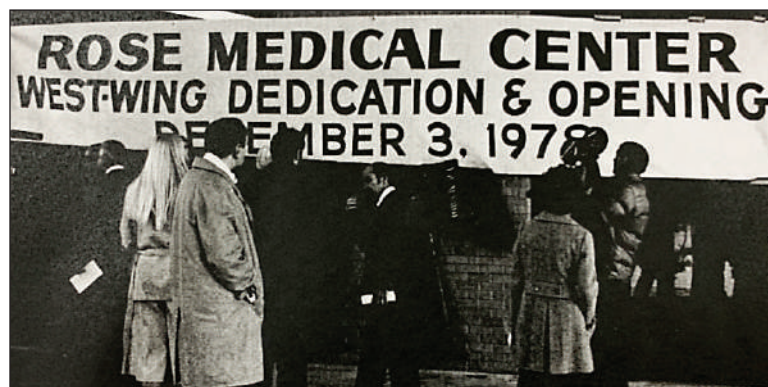
staff requirement to allow the hospital to admit Denver's first credentialed black doctor, Edmond F. Noel, MD, on staff in 1949.

During the ensuing decades, Rose continued to receive community support to increase beds, build additional wings and renovate the hospital. Through this, Rose began to lead the way in many areas of healthcare, but especially in creating one of the region's most progressive programs in obstetrics, gynecology and newborn care — continuing

to be known today as "Rose Babies."

Throughout these changes, Rose continued to receive high marks in quali-

ty. "Everyone wanted to make sure that the hospital is the best. Our motto was 'Our standards are simply higher,'" Kortz noted.



Rose expansion, December 3, 1978

Being Denver's first hospital to credential Jewish doctors wasn't easy but it was the right thing to do for our patients.

AS ONE OF ROSE'S FOUNDING PHYSICIANS, Dr. Sol Bassow started Rose Medical Center with the mission to "Serve the need of every creed." This core belief has served patients from all walks of life over the past 70 years. And today we aren't slowing down because our patients deserve nothing less than our best.

The power of doing right.

See how we "do right" at RoseMed.com/DoRight



1995 • ROSE SALE • ROSE COMMUNITY FOUNDATION

Kortz had the opportunity to serve on the board at Rose during a time when American healthcare was changing dramatically. It was the early 1990s and larger hospital corporations were moving into the Denver area. It soon became clear to leaders that joining forces with a healthcare system would be imperative to continue serving patients in a way that honored the founders' vision.

"[The sale] was not without debate. In fact, Uncle Jess was very upset with me," Kortz recalled. "The reason they created this hospital was not to make money but to serve patients. But the board was concerned that with all the major hospitals moving into Denver, they couldn't compete."

Kortz was among several selected to find the right corporation with which to align Rose. Dr. Stephan Shogan, a Rose neurosurgeon and medical executive



Rose Medical Center Main Entrance, 1995

committee member, was also on the team.

"We wanted to make sure that Rose kept its Jewish heritage as well as its reputation for providing really high-quality medical care," Dr. Shogan remembered.

After careful, intentional research and vetting, the team found the right fit with Columbia HCA, now Nashville-based HCA

Healthcare.

Kortz recalled, "When the hospital was sold, the board wanted to ensure the new entity would carry on with requirements for charitable giving, education of physicians and a continued affiliation with University of Colorado."

These requirements lead to the creation of the Rose Community Foundation. The

Foundation, formed with the approximately \$170 million assets from the sale, was created with a mission to support and serve the entire community, which it continues to do today.

Along with Kortz and Dr. Shogan, founding trustees of the Rose Community Foundation included LINDA ALVARADO, JOSEPH ARAGON, DAVID BOYLES, FRED DAVINE, STEVEN FARBER, JEANNIE FULLER, STEPHEN KURTZ, NORMAN LEVY, SISTER LYDIA PEÑA, PH.D., DAVID POLLOCK, RICHARD ROBINSON, MARTIN SHORE, ROBERT A. SILVERBERG, RICHARD TUCKER and ALBERT YATES, PH.D.

"I think it's important for people to see how much good has been accomplished by the hospital functioning well and with the assets from the sale," Dr. Shogan says. "The money was poured into the community and the hospital continued to serve the community's health needs

well."

A year after the sale was finalized, the board and HCA Healthcare executives identified a leader who would excel in honoring the founders' vision while adapting to the community's needs. Kenneth H Feiler joined the Rose team in 1997 and spent the next two decades as the hospital's President and CEO.

Of Rose's transition to HCA, Feiler said, "Healthcare was changing. As painful as it might have been for the board to say, 'we need to make a bold move,' the board sold the hospital, created the foundation and detailed the expectations. Through that, they said: this place has a legacy for our grandparents, our parents, ourselves, our grandchildren, our great-grandchildren. Then, they went looking for someone who understood that vision and made that commitment. My part of the legacy was to say: I accept that responsibility."

ROSE TRADITIONS • HOLOCAUST TORAH

And accept, Feiler did! His name soon became synonymous with the hospital as he worked to maintain Rose's community ties and rich history.

"Over the years, I learned the stories of the history of Rose, which are important and special," Feiler said. "But something that has been really special to me was the Holocaust Torah. Throughout my time at Rose, the rabbi would take the Torah out and he would share it with me . . . it just had this power for me."

"Rose, as far as we know, is the only healthcare institution in the Western hemisphere to have very proud possession on permanent loan of a Holocaust Torah, which managed to survive the Shoah," explained Rabbi Jeffrey Kaye, Rose Medical



Rabbi Jeffrey Kaye, Rose chaplain, holds Rose's Holocaust Torah.

Center director of chaplaincy services.

"These sacred scrolls were defiled during World War II.

They were later recovered and distributed throughout the world to be living, breathing victories over Hitler." Rose received a Holocaust Torah in October, 1989.

"The Torah was something that could be viewed and used to educate, but it wasn't kosher; it wasn't a Torah anymore," Feiler remembered. "I said to the rabbi many years ago that our legacy is that we are going to make this Torah kosher and we are going to say for once and for all that the

Jewish people not only survived but *thrived*."

In 2007, Rose contracted with a group of trained



Steven E. Gelfand, Allied Jewish Federation president and CEO, Ken Feiler, Rose Medical Center president and CEO, Robert A. Silverberg, chairman, Allied Jewish Federation, review Jewish community projects underwritten by Rose Medical Center.

scribes who painstakingly learned the original calligraphy of this Torah's original scribe and spent a year rewriting every letter and repairing the pages.

Now that it has been restored, Rabbi Kaye

explained, "The Torah scroll is a pride and joy of Rose. It is used often by patients, staff and community members for special observances. It is our honor to facilitate that."

"From its very inception, the General Rose Memorial Hospital has borne upon its brow the stamp of dedication. The Jewish community of Denver sponsored this entire effort and dedicated the hospital to the ideal 'serving the need of every creed,'" reads General Rose Memorial Hospital's 1958 annual report.

ROSE MEDICAL CENTER'S 70th Anniversary Vision

The same vision has continued today in the year of Rose's 70th anniversary.

Throughout the years, the hospital has not been afraid to do as its namesake did: lead from the front.

Rose is uncompromising in doing the right thing for its patients and community, even if that is radical or unprecedented.

The result is a power that only can be found in doing

right.

"Rose is all about our beloved patients and the community that surrounds them," Rabbi Kaye explained. "That has been Rose's story for 70 years:

treating with dignity and honor and compassion our beloved patients and making sure that their experience is one filled with safety and quality, compassion and clinical excellence."

The important responsibility of carrying on the founders' legacy continues with Rose's current President & CEO, Ryan Tobin, who assumed the role in 2018.

Being Denver's first hospital to credential a black doctor was the right thing to do. Especially for our patients.

DR. EDMOND NOEL WAS A GREAT PHYSICIAN. Known for "Serving the need of every creed," Dr. Noel and Rose Medical Center paved the way for many firsts over the past 70 years. Today we continue to push boundaries, doing right by our patients and community every day. Not just because they deserve it but because it's who we are.

The power of doing right.

See how we "do right" at RoseMed.com/DoRight

