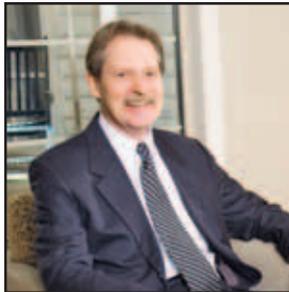
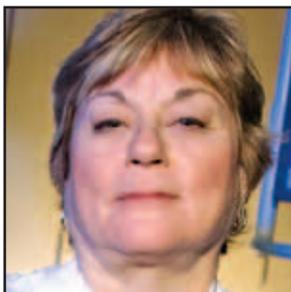


As Seen in **TwinCities**
June 2007 **BUSINESS**

Health Care Heroes



Saluting the 2007 Honorees



John Shannon
Karen Lloyd
Steve Vincent & Jim Forsting
Ann Marie K. Shandley
Barbara Unger, R.N.
Beth Bennett
Cathy Tobias
Charles E. Crutchfield III, M.D.



Presented by

TwinCities
BUSINESS

MEDICA

Health Care Heroes 2007

Commitment. Focus. Talent. Achievement.

What does it take to be a hero?

Not bravery in combat. Not a battle to the death with a mythological monster. Not a leap from a plane, a dive into a freezing river, or a sprint into a burning building. It doesn't take that much. Not quite.

But it takes a lot. It takes an enormous expenditure of time and dedicated effort. It takes study, focus, and commitment to achieving results. In the broad realm of health care, it takes empathy and imagination—the ability to put oneself in the place of the afflicted—and a determination to deliver improvement.

Every day, a Minnesota health care professional saves a life, eases a patient's pain, advances knowledge of a debilitating disease, passes a milestone in the development of a treatment or life-enhancing device, and earns the admiration of those close enough and astute enough to recognize the significance of their accomplishments.

Every day, the lives of strangers are made better by those professionals, and the definition of what it means to be a hero is expanded.

This month, *Twin Cities Business* and Medica join in honoring eight of Minnesota's outstanding contributors to the quality of health care in our state. The honorees were screened from dozens of nominees, divided into professional categories, and selected by a panel of thoughtful and informed judges who are identified on page 10-12 of this publication.

Turn the page. See what the honorees have done and continue to do. You will be impressed by every one of the judges' choices. You will see why they deserve to be called heroes.



Health Care Heroes AWARDS BREAKFAST

Thursday, June 14, 2007

7:30 a.m. to 9:30 a.m.

Twin City Event Center

2117 West River Road, Minneapolis

\$25 per person/corporate tables available

Reservations are due June 6.

For reservations, call Ashley Jensen at 612-336-9288

or e-mail us at ajensen@tcbmag.com.

Hosted by

Community Health Charities Minnesota

**TwinCities
BUSINESS**

Health Care Hero 2007—Physician

● If ever a person was destined to be a physician, it's Charles Crutchfield III, M.D. In 1963, his mother was the first African-American woman to graduate from the University of Minnesota Medical School. She got pregnant her first year of med school (Crutchfield's father was also a medical student at the time) and the family ended up in the *Star Tribune* as a human-interest story with a newspaper photo of three-year-old Charles pressing a stethoscope against his father's heart.

"People would say, 'Are you going to be a doctor like your parents?', and I learned quickly that the acceptable answer was yes," he recalls.

Sure enough, after a brief foray into the military, Crutchfield followed his parent's example. He's now medical director of Eagan-based Crutchfield Dermatology, and an award-winning professor of dermatology at the University of Minnesota Medical School.

The main body of Crutchfield's research is in the treatment of psoriasis, an inflammatory skin condition that affects about five percent of the population. He has devoted his time to the disease because it is a major quality-of-life issue for so many people.

"I remember when I was a resident, I had a patient who had really bad psoriasis on his elbows and knees," he says. "I got him on a treatment program that cleared him up completely. He came in the office and started crying and crying, and he said, 'I've lived across the



Charles Crutchfield III, M.D.
CRUTCHFIELD DERMATOLOGY, EAGAN

street from Lake Harriet for 30 years, and this is the first time I was able to put a short-sleeved shirt and shorts on, walk around the lake, and let the sun hit my arms and legs."

In recent years, Crutchfield has delved into DNA research, trying to better understand the genes that control psoriasis. He's also interested in ethnic skin conditions. He has co-authored a dermatology textbook, and his Web site (www.crutchfielddermatology.com) won an award for its educational content.

Dr. Crutchfield uses his success to support a wide variety of causes.

"I figure if I am a member of the community and I have the ability to give back, it's my duty to do so," he says. "Honestly, as corny as

it sounds, I stand on the shoulders of giants. I would be nowhere if it wasn't for all the people that came before me."

An ardent baseball fan, Crutchfield helps recruit physician volunteers for the Minnesota Twins' skin cancer screening program. He is a benefactor to the Reading Center, a national diagnostic and educational program for people with dyslexia, and this winter sponsored 18 scholarships for minority premedical students to attend a forum on applying to medical school. Over the past five years, he has also provided full scholarships for approximately 10 nurses to attend the Dermatology Nurses' Association national convention. The scholarships seemed a strange expenditure, but he had an inkling his investment would

pay off, so he implemented it in his typical, enthusiastic fashion: Full steam ahead.

"I love Gomez from the old TV show *The Addams Family*," he says, referring to the show's patriarch. "Any idea that came up, he'd say 'Capital idea! Let's do it! I want to be like him.'"

His zeal has paid off.

"The nurses come back fired up, and they do a better job of taking care of patients," he says. "In the long run you'll make ten times as much as you spend sending them, as far as better patient care and employee retention. That's the nice thing about having a practice. I don't have to ask anybody else if I can do it. I can just say 'Do it!'" ■

"I love Gomez from the old TV show *The Addams Family*. Any idea that came up, he'd say '**Capital idea! Let's do it!**' I want to be like him."



Health Care Heroes

Salute the Heroes Among Us

Join *Twin Cities Business* and *Medica* as they present the first annual Health Care Heroes Awards.

2007 Health Care Heroes

Innovation in Health Care
Incisive Surgical, Inc.

Corporate Achievement in Health Care
City of Maple Grove, "Fit for Life" Wellness Program

Physician
Charles E. Crutchfield III, M.D.
Medical Director
Crutchfield Dermatology, Clinical Associate
Professor of Dermatology and University of MN
Medical School

Nurse
Barbara Unger, RN
Director of Cardiac Emergency Program
Abbott Northwestern Hospital and Minneapolis
Heart Institute

Health Care Staff
Karen Lloyd, Sr.
Director
Behavioral Health, HealthPartners

Administrative Excellence
Steve Vincent & Jim Forsting
Directors
Behavioral Health Services, St. Cloud Hospital

Volunteer
Beth Bennett
Retired Volunteer

Community Outreach
Cathy Tobias
Director
Fairview Multiple Sclerosis Achievement Center

Thursday, June 14, 7:30-9:30 a.m. at the Twin City Event Center in Minneapolis

For tickets and more information call 612-336-9288.

Awards breakfast hosted by:



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