



## Centura Health Corporation Profile

9100 E Mineral Cir  
Centennial, CO 80112 United States  
Phone : +1-303-290-6500  
<http://www.centura.org>

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# Company Overview

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Although Centura Health is in the Centennial State and "centur" is a big part of its name, it hasn't been around for 100 years. The not-for-profit health care system was established in 1996 by Catholic Health Initiatives and Adventist Health System. Its network serves the Denver metro area and surrounding counties through 13 hospitals (about 1,845 total beds), seven senior living communities, medical clinics, affiliated partner hospitals, and home care and hospice services. It also supplies oxygen and home medical equipment. Centura Health partners with local diagnostic imaging and ambulatory surgery centers in rural and mountainous regions to provide those communities with better access to services.

## Key Information

DUNS Number	075762237
Location Type	Headquarters
Subsidiary Status	No
Manufacturer	No
Company Type	Private - Not-for-Profit
Total Employees	3,500
1-Year Employee Growth	0.00%
Employees At This Location	3,096
Year of Founding or Change in Control	1987
Primary Industry	1380:Hospitals
Primary SIC Code	80690201:Cancer hospital
Primary NAICS Code	622310:Specialty (except Psychiatric and Substance
Tradestyle	Penrose St Francis Health Svcs
Latitude/Longitude	39.57616 / -104.883635

## Key Financials

Fiscal Year-End	December
Annual Sales (Estimated)	\$469.92M
Prescreen Score	Low Risk

## Key People

Name	Title
Dana Moore	Senior Vice President And Chief Information Officer
Mr Dennis Buckles	Cardiology
Mr Claude Lavallee	Emergency Medicine

# Company Description

## Operations

Centura Health is Colorado's largest health care system, with some 6,000 affiliated physicians. In 2011 the health system handled more than 1 million outpatient visits, more than 362,750 emergency room visits, and more than 66,130 surgical operations.

Centura Health at Home provides adult day care, independent living, respite care, and home health care, among other services. It also includes a number of senior living facilities and nursing homes.

The health network's senior living communities administer a wide range of care for elderly residents including independent and assisted living, skilled nursing units, long-term care, and Alzheimer's disease care. Along with medical treatments, the system provides a range of community programs such as screenings, assessments, and support groups.

Centura Health also sponsors a free call-in nurse service to provide Coloradans with health care resources, specific illness or disease information, and help with symptom assessment. The Ask-A-Nurse program, which acts as a referral source for the state's hospitals regardless of affiliation or ownership, was almost shuttered in 2008 because it had become too expensive for Centura Health to maintain. The system reversed its decision, however, following a major outcry from the community.

## Geographic Reach

Centura Health operations, facilities, and services reach from Boulder County and the mountain communities and metropolitan Denver, to Colorado Springs, Pueblo, and Cañon City, Durango and surrounding rural communities.

The company also operates a hospital-based air ambulance program which serves nine states in the Rocky Mountain region.

## Strategy

In covering the health care needs of communities throughout the state and providing close-to-home care, the organization has developed what it refers to as its 2020 plan based on three core tenets: "creating systems of care, moving upstream to manage health, and strengthening the foundation."

As part of its integrated health network strategy, Centura develops affiliations to expand health care services to under-served regions. For example, in 2012 it transferred ownership of St. Anthony Granby Medical Center to the 25-bed Kremmling Memorial Hospital District (doing business as Middle Park Medical Center, Kremmling/Granby) for \$2.6 million in 2012. The transaction expanded physician and health care services to residents of Grand County.

To enable Centura to develop its resources for its patient-centered health care delivery network, the organization raised capital in 2012 by selling three medical office buildings in Denver and two in Littleton to New York-based Seavest Healthcare Properties and Denver-based real estate owner and property manager Fleisher Smyth Brokaw for more than \$41 million.

The health system partnered with laboratory services provider Pathology Associates Medical Laboratories (PAML) in 2010 to increase the scope of laboratory services the two offer physicians in Colorado. The partnership, called Colorado Laboratory Services, combined the existing testing capabilities at Centura's hospitals with the esoteric testing and lab outreach services provided by PAML.

## Company Background

Centura Health was founded in 1996. Prior to this, the system's St. Anthony Hospitals founded Flight For Life® Colorado as the first air medical transport program in the US in 1972.

Centura Health merged its Centura Health Senior Services division with its Centura Health at Home operation in 2009 to integrate the two and provide a wider network of home care and senior care services to a seven-county region around Denver.

# Industry Information

## Hoover's Industries

- > Health Care Sector 
- > Hospitals ( primary ) 
- > Ambulatory Health Care Services 
- > Ambulance Services 
- > Anesthesiologists 
- > Home Health Care Services 
- > Kidney Dialysis Centers 
- > Mental Health Professionals 
- > Outpatient Surgical Centers 
- > Nursing Homes & Long-Term Care Facilities 
- > Transportation Services Sector 
- > Charter & Other Nonscheduled Air Transportation Services 

## Primary SIC Code

80690201 : Cancer hospital

## Primary NAICS Code

622310 : Specialty (except Psychiatric and Substance Abuse) Hospitals

 Denotes In-depth Industry Insight by Hoover's Editorial Staff

# People

## Employees

<b>Title</b>	<b>Name</b>	<b>Age</b>	<b>Salary</b>	<b>Bonus</b>
Senior Vice President And Chief Information Officer	Dana Moore		--	--
Cardiology	Mr Dennis Buckles		--	--
Emergency Medicine	Mr Claude Lavallee		--	--

# Biographies

## Dana Moore

### Current Company Titles

Unknown - Present : Senior Vice President And Chief Information Officer

## Dennis Buckles

### Current Company Titles

Unknown - Present : Cardiology

## Claude Lavallee

### Current Company Titles

Unknown - Present : Emergency Medicine



# Company Financials

## Financial Summary

Company Type	Private - Not-for-Profit
Fiscal Year-End	Headquarters December
Annual Sales (Estimated)	\$469.92M
1-Year Sales Growth	--
Annual Net Income	--
1-Year Net Income Growth	--
Prescreen Score	Low Risk
Auditor	

## Competitors List

Company	Gross Revenue	Net Profit Margin	Net Operating Cash Flow
Catholic Health Initiatives	\$11,468.82M	--	--
Denver Health and Hospital Authority	\$1,056.89M	--	--
Exempla Healthcare (Top Competitor)	\$522.14M	--	--
HealthONE (Top Competitor)	\$713.80M	--	--
HealthSouth	\$3,919.00M	6.54%	\$657.20M
Porter Adventist Hospital	\$315.47M	--	--
Presbyterian/St. Luke's Medical Center	--	--	--
Rose Medical Center	\$137.49M	--	--
University of Colorado Hospital (Top Competitor)	\$723.58M	--	--

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