

the aspen advantage

Building on Aspen's world-wide success, Aspen Medical Canada has developed the following framework to become the healthiest company in the world, and to revolutionize healthcare delivery by focusing on successful health and wellness outcomes:

Efficiency by Design Family Medicine

TARGET MARKETS:

Primary Health, Specialized Secondary Care and Chronic Disease Management

STRATEGY:

New applications within the Canadian healthcare system through a focus on patient outcomes.

ADVISORY:

Glenn Keys (*Managing Director*), Dr. Andrew Walker (*Chair*), Victor Thomas (*Executive Director*), Dr. Al Bagg and Dr. Sylvia Vantomme

ASSETS:

Jan. 2012: Acquisition of Aspen Medical Centre
(University of Regina)

Skills: 43 caregivers

Committed Capital: \$1.570 million

Services:

- General Medicine
- Sports Medicine
- Family Medicine
- Chiropractic
- Massage
- Physiotherapy
- Traditional Chinese Medicine
- Psychology
- Minor Emergency Care
- Educational Services
(*smoking cessation, diet and nutrition and diabetes control*)

Jul. 2012: Launched Aspen Surgery Centre

Skills: 26 caregivers

Committed Capital: 1.7 million

Services:

- General Surgery
- Orthopedics
- Plastics
- LAP-BAND
- Surgery consultation
- Two state-of-the-art operating rooms

Oct. 2012: Launched Diagnostics Centre

Skills: 1 caregiver

Committed Capital: \$240,000

Services:

- X-ray
- Radiology Imaging

Oct. 2012: Launched Aspen Pharmacy

Skills: 6 caregivers

Committed Capital: \$540,000

Services:

- Fully-operational pharmacy focused on wellness education and health outcomes

Jan. 2013: Acquisition of Moose Jaw Medical Centre

Skills: 27 caregivers

Committed Capital: \$950,000

Services:

- X-Ray
- Pharmacy
- Hearing Assessments
- Certified Foot Care
- Family Medicine

Occupational Health & Safety Industry Medicine

TARGET MARKET(S):

Energy, Resources and Public Sectors in Western Canada

STRATEGY:

Secure health and safety projects connected with leading energy, resource and public sectors major infrastructure initiatives.

PROJECTS:

Sept. 2013: Strategic Partnership

- The Insight Group (www.theinsightgroup.ca) - a leading strategic, compliance, research and communication firm focused on the energy and resource sectors in North America, with a specific attention on health and safety.
- Provides a strategic pathway to medical and safety contracts in the energy and resource sectors, with heavy involvement in several upcoming oil and gas pipeline projects which Aspen plans to leverage.
- Insight Interactive (www.insightinteractive.ca) is publishing Aspen's very own popular medical journal, aptly- titled Aspen. This journal employs a seamless integration of print and digital media - a first of its kind (*GQ meets New England Journal of Medicine*).
- 12 full-time employees

Oct. 2013: Acquisition Pipeline

- Oilfield Medical Services (OMS) - Health and Safety service provider to the energy and resource sectors in Alberta, Canada.
- Three full-time employees, two part-time employees and 25 Emergency Medical Technicians (EMT).
- 25 Medical Transport Units operating at full capacity.

Dec. 2013: Workers Compensation Board and Cypress Hills Health Region Pilot Project

Services:

- Three-day executive training workshop focused on fostering an environment of health and safety in the workplace by embracing an Aspen Lifestyle, Transition Game approaches, performance metrics and leadership characteristics.
- 12 month e-learning initiative based on creating a culture of health and safety in the workplace.

aspen medical

the aspen advantage

Building on Aspen's world-wide success, Aspen Medical Canada has developed the following framework to become the healthiest company in the world, and to revolutionize healthcare delivery by focusing on successful health and wellness outcomes:



Transition Game Corporate Medicine

TARGET MARKET(S):

Corporations and Large Organizations Across Canada

STRATEGY:

Transform the corporate landscape, by bringing elite athletes into the boardroom to focus on a philosophy of sport, and on the importance of peak conditioning, rituals, discipline and performance maximization, to build champion companies.

ADVISORY:

Geroy Simon and Darci Anderson

PROJECTS:

Sept. 2013: Work began on the Transition Game book, which will appear in both print & digital forms in 2014.

Skills: 4 authors

Services:

- Transition Game is based on material and data collected over the last decade, combining the philosophy and psychology of sport and business. The focus is on both performance and rituals. We aim to turn great athletes into even greater business leaders, and to create champions out of companies and business leaders. An overall theme of this book, is that a healthy lifestyle and a focus on peak performance fosters groundbreaking business outcomes.

Sep. 2013: Transition Game platform created

Skills: 4 Aspen Athletes and Coaches

Services:

- Using the metaphor of sport, Aspen Athletes (including CFL all-time great Geroy Simon) combine their experience in sport with leadership training they have received from Aspen executives, to encourage corporations and businesses to adopt an Aspen Lifestyle, rooted in a culture that fosters the health and safety. Aspen believes that everyone has an athlete within them waiting to be unleashed.
- In December 2013, the Transition Game framework will be employed during a three-day workshop with the Cypress Hills Health Region, made up of over 1,700 employees.
- 12 month e-learning initiative based on creating a culture of health and safety in the workplace.



Nation Building Aboriginal Medicine

TARGET MARKET(S):

Aboriginal Communities Across Canada

STRATEGY:

Aspen's non-profit model. Mentor 12 Aboriginal Youth to create the Nation's next leaders. The journey will be filmed in a series of documentaries.

ADVISORY:

Chief Darcy Bear and David E. Smith

PROJECTS:

Jun. 2013: *LOWC Project (for profit model)

Committed Capital: \$2.5 million

Oct. 2013: Nation Building

- Through this platform, focus will shift from creating the nation's next labour pool, towards creating the next generation of great First Nation leaders.
- These game-changers will be provided with leadership training, with a specific focus on the health and safety sectors.

Nov. 2013: Whitecap Dakota First Nation, Saskatchewan

- A series of partnership discussions planned with the First Nation to re-define healthcare delivery on reserve in Canada. The aim is to make Whitecap the healthiest First Nation in the world, by maximizing the capacities of their new health centre.

aspen medical