

Remarks
Gateway Announcement
David Herman, M.D., Gateway Project Leader
Member of Mayo Clinic Rochester Executive Board
and Past Chair, Mayo Clinic Clinical Practices Committee
Mayo Clinic Rochester
Mall of America®
2:30 p.m., June 17, 2009

(Dr. Herman follows the Gateway to Mayo Clinic video. Running time should be 2 minutes)

Thank you Dr. Forbes.

As one of our founders Dr. Will Mayo once said — “the glory of medicine is that it is constantly moving forward. There is always more to learn.”

And that’s why we are standing here today. There is always more to learn about how we treat and care for patients. It’s a principle at Mayo Clinic that dates back to the late 1800s when the father of Drs. Will and Charlie, W.W. Mayo, partnered with the Sisters of St. Francis to open St. Marys Hospital. It’s a philosophy that Drs. Will and Charlie took to heart as they focused on the needs of the patient first in creating their unique model of caring for patients.

Mayo Clinic innovations throughout the years have transformed the practice of medicine. Mayo’s strength has been focusing on the needs of the patient while continually searching for ways to improve care delivery.

We are redefining the delivery of health care. It's not just something that you get when you meet with a doctor, nurse or other care provider. Many of the things that we can do to improve our health can be done right at home if you have the appropriate knowledge and ability to do that. We need to get past the idea that care delivery is something that just happens in a clinic or hospital.

We don't want Mayo Clinic to be just a place where you go when you are ill. We want to help you stay healthy and control the factors that can affect your health. Mayo Clinic wants to make a better medical model — a gateway to better health. An investment in people's health and wellness rather than just an investment when people become ill is a good investment. If America is going to realize its potential in decreasing health care costs, it's important to engage and empower patients to maintain their own health.

Some initial, possible concepts for Mayo's presence at Mall of America include:

- **New models for screening and prevention:** Focus on testing, counseling and screening with prevention plan development.
- **Services for new and returning Mayo Clinic patients:** Helping patients with access, appointments, logistics and other questions related to Mayo Clinic services.

- Programs that ease/speed access to core Mayo Clinic programs, such as transplant.
 - Comprehensive programs that meet the unique needs of international patients.
 - Connecting existing and potential patients with Mayo Clinic at a convenient location through increased interactivity, new access concepts, and use of new communication tools.
- **Education/input opportunities:** Unique, new ways to get broad input around new models for delivering care to patients; new products and service prototypes; and deliver health education to the general public.

These are just some initial concepts to get our thinking started. Over the course of the next 12 months, we will define specifics of our plans and look forward to the opportunity to sharing them with you in the month ahead. I'd now like to turn it over to Dr. Forbes to introduce Governor Tim Pawlenty.

Thank you.