



NEWS RELEASE

For Immediate Release

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AIR ST. LUKE'S TRANSITIONS INTO THE MAGIC VALLEY

Twin Falls, ID (November 2, 2007) – Wednesday, November 7 is the first official day *Air St. Luke's* will have a permanent presence in the Magic Valley. The public is invited to view the helicopter and meet the crew at 12 noon on November 7 at the helipad located directly north of the St. Luke's Magic Valley campus (650 Addison Avenue West, Twin Falls). There will be refreshments and a brief presentation by *Air St. Luke's* staff.

The changeover of medical air transport providers from Saint Alphonsus Life Flight to *Air St. Luke's* in the Magic Valley area was made to increase service integration, efficiencies, and collaboration across St. Luke's Health System. "The transition to *Air St. Luke's* will not result in an interruption of air transport services to the Magic Valley," said Mark Schwartz, CEO of St. Luke's Magic Valley Regional Medical Center. "As always, patients who require medical air transport will be taken to the hospital most appropriate for their medical needs."

Residents who own memberships in the Life Flight program will have their memberships honored by *Air St. Luke's*. Many medical transport services throughout the northwest share reciprocal relationships so memberships are honored regardless of the organization that provides the transport. *Air St. Luke's* will offer a first year \$45 annual membership rate, which is good through 2008 for memberships in the Magic Valley.

A variety of medical air transport providers will continue to still serve the entire Magic Valley region and will continue to be integrated with ambulance services and local Quick Response Units.

Air St. Luke's is a service provided by St. Luke's Health System, which is Idaho's only locally owned, not-for-profit health system. The system offers a full continuum of care through its four hospitals and more than 30 outpatient centers and clinics. St. Luke's Health System's 7,170 employees, 970-member medical staff, and more than 850 volunteers are committed to delivering the highest quality care to those in medical need regardless of their ability to pay. With a mission "To improve the health of people in our region," St. Luke's Health System provided \$138 million (including capital) in community benefit during its 2006 fiscal year. The hospitals of St. Luke's Health System have earned numerous national awards and recognition for excellence in patient care. For more information about St. Luke's Health System, visit www.stlukesonline.org.

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