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Visit our website at [www.brmh.net](http://www.brmh.net) for a full list of hospital events and to view our latest videos.

## HOSPITAL EVENTS 2013

Monday, October 7, 12 – 1 p.m.  
**Better Breather's Club Meeting**  
Dorothy Halvorson Conference Room

Wednesday, October 9, 10:30 – 11:30 a.m.  
**Diabetes Education & Support Group (DESG) Monthly Meeting**  
Dorothy Halvorson Conference Room

October 11-12, 6:30 – 9 p.m. and 9 a.m. – 1 p.m.  
**Two-day Childbirth Education Class**  
Dorothy Halvorson Conference Room

Tuesday, November 12, 5 – 6 p.m.  
**Waterbirth Class**  
Dorothy Halvorson Conference Room

Tuesday, November 12, 6:30 – 8 p.m.  
**Breastfeeding Class**  
Dorothy Halvorson Conference Room

Wednesday, November 13, 12 – 5:30 p.m.  
**Partners of BRMH Blood Drive**  
BRF Armory

Thursday, November 21, 9:30 a.m. – 3 p.m.  
**Partners of BRMH Holiday Tea**  
Black River Memorial Hospital

Thursday, December 5, 7 – 9 p.m.  
**Evergreen Memorial Service**  
Dorothy Halvorson Conference Room

Sunday, December 8, 5:30 p.m.  
**Love Lights Tree Lighting Ceremony**  
Black River Memorial Hospital

Monday, December 9, 12 – 1 p.m.  
**Better Breather's Club Meeting**  
Dorothy Halvorson Conference Room

December 13-14, 6:30 – 9 p.m. and 9 a.m. – 1 p.m.  
**Two-day Childbirth Education Class**  
Dorothy Halvorson Conference Room

Friday, December 20, 10 a.m. – 3 p.m.  
**Partners of BRMH Blood Drive**  
Dorothy Halvorson Conference Room

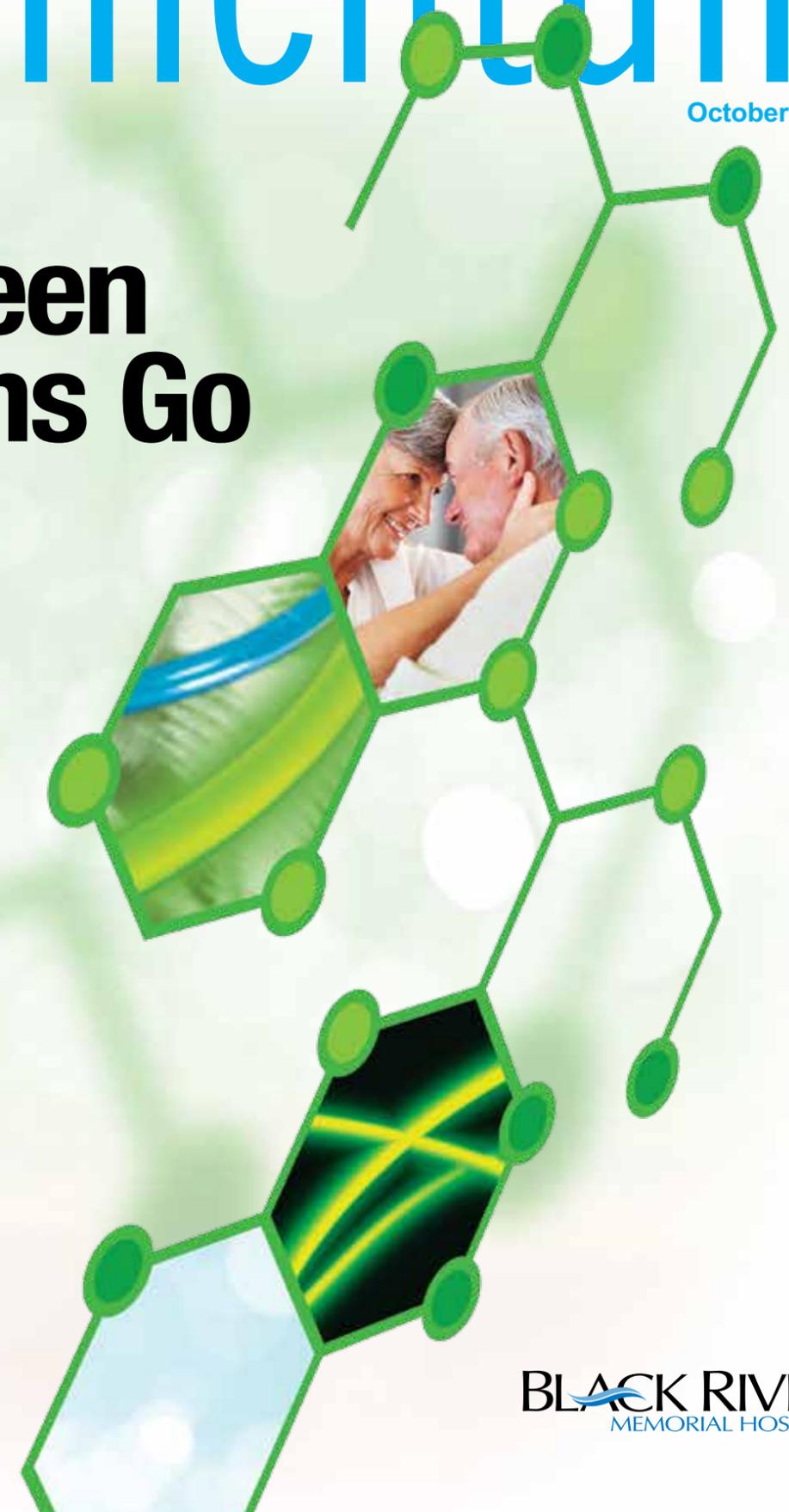
Momentum is published by Black River Memorial Hospital. The information contained in the magazine is to educate consumers about various health subjects and is not intended to replace professional medical advice or service. Personal health concerns should be brought to the attention of your physician or health professional prior to any change in medical treatment, routine exercise or diet.

# Momentum

Local people. True stories. Real advice.

October 2013

## Green Means Go



# TAKING AIM AT PROSTATE RELIEF



**Finding THE big buck in the woods can turn a hunting trip from good to perfect. But finding out you have a “big” prostate can have the opposite effect.**

**Reason 1:** Hunters need a good night’s sleep to wake up early and be alert throughout the day.

Having to go to the bathroom multiple times during the night isn’t conducive to restful sleep.

**Reason 2:** Hunters need to be able to sit still and stay quiet for long periods of time.

Frequent urges to urinate while you’re in the woods will make sitting still difficult.

**Reason 3:** Hunters need to hide their scent to stay “invisible.”

If you do go each time the urge strikes, your “scent” will be hard to miss.

over time, such as urinary tract infections, bladder stones, incontinence and acute urinary retention (inability to urinate).

But guys, you don’t have to live with it—several treatment options are available right at Black River Memorial Hospital, including a less-invasive procedure called GreenLight Laser Therapy.

## A BRIGHT SOLUTION

GreenLight Laser Therapy is the most technically advanced treatment available for an enlarged prostate. It uses laser energy to vaporize the enlarged prostate tissue and create a more open channel for the urethra, so no incisions are required. This means less post-procedure pain and a quicker recovery.

“Because there are no incisions, there also is a significantly lower risk of bleeding or other complications,” says Josiah Nelson, MD, BRMH’s urologist. “This allows for most patients to return home within a few hours of completing the procedure.”

In addition to GreenLight, BRMH offers the traditional surgery option known as TURP. It’s an inpatient procedure that typically requires a two to three-day hospital stay. Medication therapy is another option to relieve the symptoms of an enlarged prostate.

These close-to-home treatment options let you focus on spotting your next 12-pointer and NOT on hunting for the next place to “go.” ■

*GreenLight Laser Therapy may be a simpler and faster method to treat an enlarged prostate; however, it is just as effective—and in some cases more effective—than traditional surgery options.*



## Here Again?



If you are experiencing the symptoms of an enlarged prostate, shed more light on your situation by taking an online risk assessment at [brmh.net/prostate](http://brmh.net/prostate) or scan the code below with your smart phone.

Through the assessment, you can learn how likely you are of having an enlarged prostate. If your score reflects a “very likely,” you’ll be connected with an urologist to determine if GreenLight, or another treatment option, is right for you.

All of those who do the online assessment will receive a FREE “hunting survival kit” that includes a compass, whistle, mirror and flint in a waterproof container. Plus, you’ll be entered into a drawing for a \$300 Moe Hardware gift certificate! To qualify for the drawing, complete your assessment by November 15, 2013.



**SCAN WITH YOUR SMARTPHONE TO TAKE THE ONLINE RISK ASSESSMENT.**





Not only does telestroke offer exceptional patient benefits, Dr. Tingelstad also appreciates the ability to collaborate and consult with other physicians to ensure the best care is provided.

## TIME SAVED IS BRAIN SAVED

It happens every 40 seconds.

It kills two million brain cells every minute.

It is the leading cause of serious, long-term adult disability.

It is...a stroke.

A stroke occurs when the brain is cut off from vital blood flow and oxygen, typically because of a clot or plaque build-up in the blood vessels. The result: rapid damage to the brain.

But diagnosis is complicated.

There isn't one single identifying symptom to diagnose a stroke. It can present itself in a variety of ways and with a combination of symptoms, including vision loss, slurred speech and inability to move a limb.

Combine the complexity of diagnosis with the fact that most rural communities don't have direct access to a neurologist, and you'll find a significant road block in fighting a brain attack that can dramatically change—or end—a life.

To overcome the obstacles to quick treatment, Black River Memorial Hospital has started a telestroke program to ensure the Black River Falls and surrounding communities have immediate access to specialized stroke care.

### VIRTUAL CARE

At its most basic level, telestroke is an audiovisual conference call. It instantly connects the BRMH Emergency Department (ED) with a stroke specialist in La Crosse, providing stroke patients the immediate care they need.

Through the telestroke equipment, which includes a high-speed connection, high-definition camera and visual display, the stroke specialist can perform a virtual, full-clinical assessment and review CT scans. In fact, the camera's quality is so high that the neurologist can examine a patient's pupils. This enables the most accurate diagnosis of a stroke and allows the ED physician to consult with specialists to determine if a clot-busting medication can be used.

"Because the neurologist can actually see and interact with the patient, he or she can more easily pick up on the abnormalities that indicate a stroke," says Kaare Tingelstad, MD, Medical Director of BRMH's ED. "From this exam, we may be able to start advanced medication treatment at our facility—if needed—instead of waiting to start it at a tertiary facility."

Besides the ability to start treatment right at BRMH, telestroke prepares the tertiary facility for a stroke patient's arrival. So, when a patient is transferred out of BRMH, the tertiary team will be ready the moment the patient arrives.

### MORE THAN TIME SAVING

While the biggest benefit of telestroke is that stroke patients can be directly connected to the critical care they require, and receive treatment when applicable, it also allows the patients' family and friends to remain close during those first frightening moments.

"Residents in our community won't need to be afraid that if they or a loved one has a stroke there is no immediate, close-to-home care for them," Dr. Tingelstad says. "They can be reassured that they now have 24/7 access to virtual stroke specialists right at BRMH." ■



## KNOW THE SIGNS

Remembering the most common symptoms of a stroke is as easy as remembering to act FAST when one is suspected.

The FAST test from the National Stroke Association



**F** FACE. Ask the person to smile. Does one side of the face droop?



**A** ARMS. Ask the person to raise both arms. Does one arm drift downward?



**S** SPEECH. Ask the person to repeat a simple sentence. Does the speech sound slurred or strange?



**T** TIME. If you observe any of these signs (independently or together) **call 9-1-1 immediately.**

### KNOW THE RISK FACTORS

While many of the risk factors of a stroke are out of your control—being over 55 years old, being male or having a history of stroke in your family—some can be controlled through medical intervention or lifestyle changes.

These include:

- High cholesterol
- High blood pressure
- Smoking
- Being overweight
- Drinking too much alcohol

## Curtis Tessman

Medical Lab Tech  
Black River Memorial Hospital

### Honor. Discipline. Respect. Integrity.

These are the words Curtis Tessman lived by as a member of the U.S. Army, and they are the values that keep him at Black River Memorial Hospital.

### From Military to Civilian

Trained as a medical lab technician in the army, when his duty ended in the 1990s, Curtis moved back to his hometown of Neillsville, Wisconsin and



In addition to his family and his military service, Curtis has another passion—pizza making! In fact, he used to own a pizza restaurant and still makes them as a major fundraiser for the American Legion.

started working weekends at Black River Memorial Hospital's lab. When a full-time position opened up in 2008, he gladly took the job.

"The hospital's dedication to its 'Excellence Always' journey is one of the reasons I've continued to enjoy working here," Curtis says. "If you are always striving for excellence, you can never be anything less than your best, which is something that stayed with me from my military service."

As a lab tech, Curtis spends much of his time helping with direct patient care. Whether it's a complete blood count for an emergency room patient or a urinalysis order from a primary care physician, Curtis performs tests for outpatients and inpatients. He also performs routine follow-up tests with surgical patients and ensures results are ready for doctors when they come in.

"In the military, my job as lab tech would be similar to intelligence—the doctors are on the front lines, but the lab collects and provides valuable information to help find the root cause of an illness or condition," Curtis says.

Curtis also is involved with BRMH's occupational health program. He coordinates and performs pre-employment and required random drug screenings as well as employee health risk assessments for area businesses.

### Always Serving

During his 20-year break from active military duty, Curtis continued to serve his community through the American Legion—an organization that raises money to support local veterans as well as community programs such as Boy Scouts.

Then in 2010, inspired by two of his children who decided to join the military, Curtis re-enlisted as a member of the Wisconsin National Guard. And in 2012, he completed a deployment in Afghanistan.

Now back home, once again, Curtis loves spending time with his wife remodeling their home and being a cheering section at his 11-year old son's sports games. ■

Whether it's Albert Schweitzer, a 20th Century physician who built hospitals and treated the people of Gabon in Africa, or a college mentor who was a Peace Corps member, **Dr. Jeff Polzin** has always been inspired by those who live to serve the underserved.

So throughout his life, he's applied this passion of caring for others to his own community.

### Smaller Population. Bigger Need.

As a family physician at the Krohn Clinic in Black River Falls, Dr. Polzin is especially aware of the current and projected shortages of primary care doctors in rural areas.

Nationally, only 10 percent of physicians practice primary care in rural areas, even though one fourth of the total population lives there. Plus, only 25 percent of new doctors go into primary care at all and less than five percent of them go on to practice in a rural setting.

To increase interest in rural practices among future doctors, Dr. Polzin oversees the Krohn Clinic education program. In the 1970s, the clinic started the program with UW-Madison to bring medical students to the clinic for a family practice rotation. When Dr. Polzin joined in 1981, he expanded this program to include his alma mater, The Mayo School of Medicine in Rochester, Minnesota.

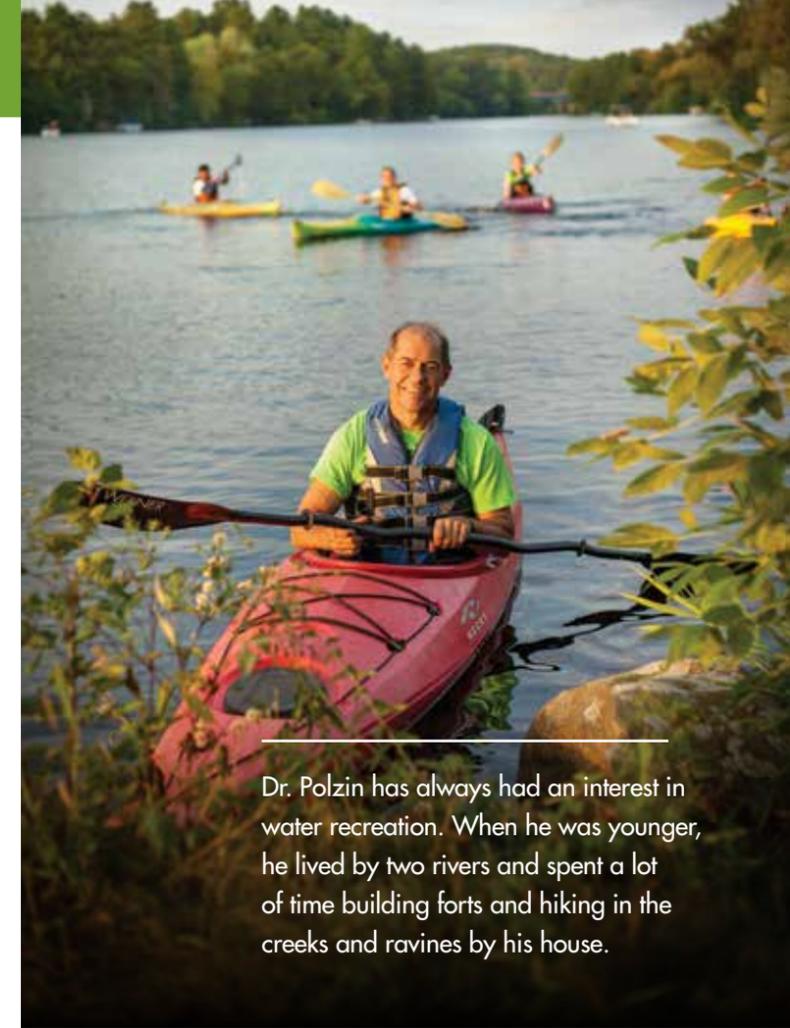
"A lot of medical students are never exposed to small town medicine," Dr. Polzin says. "But after seeing all of the different sides of it—pediatrics, geriatrics, OB and ER—most reverse their negative perceptions. In fact, many of our current providers either went through the clinic's education program or were referred here by a student who went through it."

### Caring for an Unspoken Community

Not only is Dr. Polzin caring for the people of Black River Falls, he also is keeping the environmental "community" of the Black River healthy.

He is actively involved with Friends of the Black River, a group formed by the Department of Natural Resources that works to keep the Black River a clean, natural resource as well as a place for recreational activities.

Before the group formed, Dr. Polzin would organize small cleanups around the river, and he's been building trails



Dr. Polzin has always had an interest in water recreation. When he was younger, he lived by two rivers and spent a lot of time building forts and hiking in the creeks and ravines by his house.

in the surrounding land for several years. So, when a formal group was organized, Dr. Polzin saw it as a great opportunity to expand his efforts.

"The second year after Friends of the Black River formed, we organized a huge cleanup project with volunteers from all over Black River Falls, the Ho-Chunk Nation and even a correctional camp," Dr. Polzin says. "It took hundreds of hours, but we ended up removing 150 tons of trash from the areas around the river—that's about 30 giant dumpsters full of garbage."

Through the group, Dr. Polzin also teaches kayaking lessons and introduces people to other water sports. And each month he organizes a community educational session. These sessions range from lectures on topics like invasive plant species, to meeting falconers and bird photographers as well as activities like hiking or snowshoeing.

"The Black River is an important resource for our community, especially for recreation and tourism," Dr. Polzin says. "So keeping it clean, well-maintained and open to the public so everyone can enjoy it, is the reason I stay so involved." ■