

Local people. True stories. Real advice.

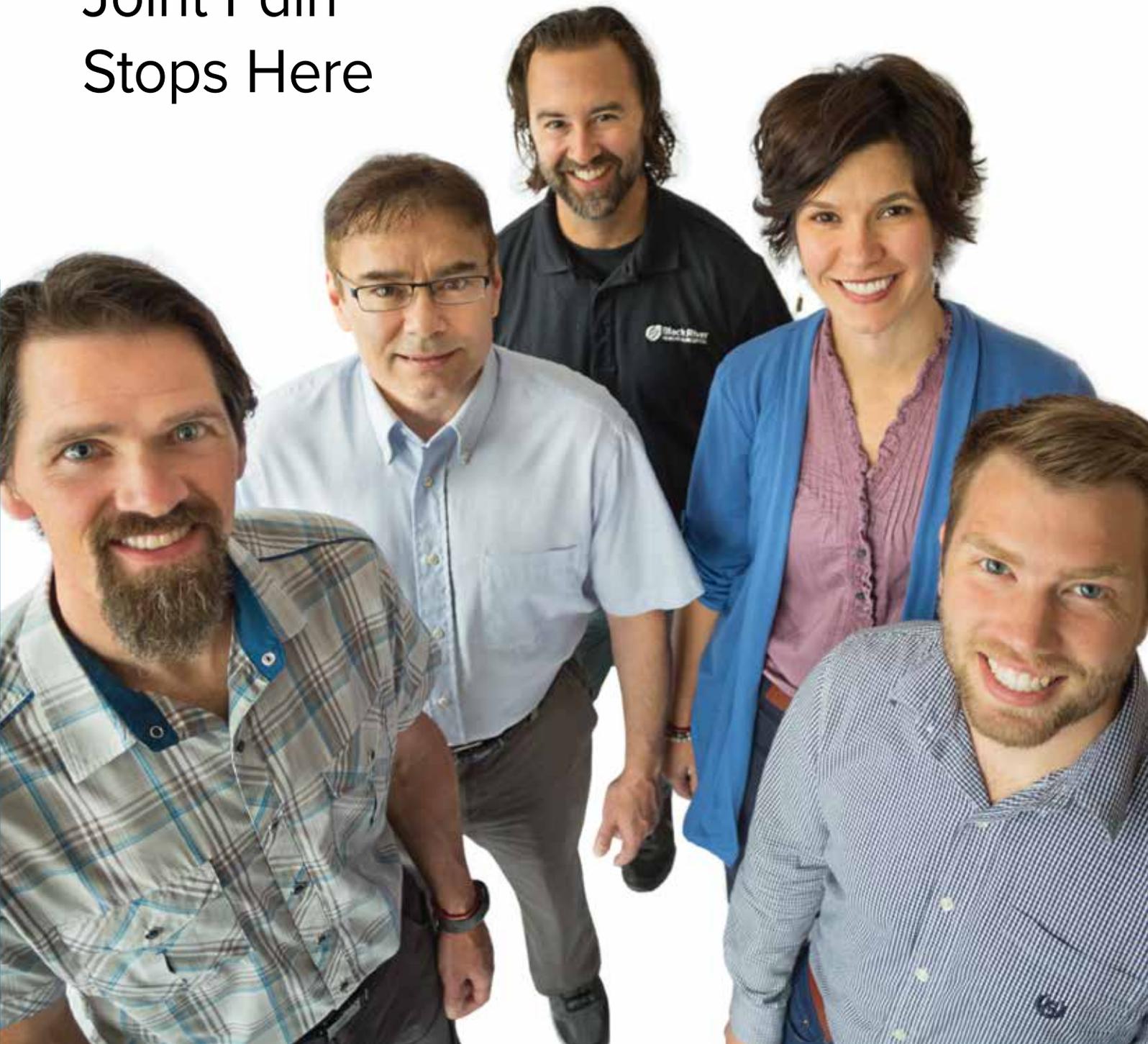
# Momentum



Excellence. *Always.*

Fall 2019

## Joint Pain Stops Here





# Letter From our CEO



**Mary Beth White-Jacobs**  
*Chief Executive Officer*  
BRMH

## Dear Readers, Thank you for your thoughts

As you know, the mission of Black River Memorial Hospital is to serve you, the community, with excellence. As part of that mission, and in conjunction with our vision of becoming the nation's best community hospital, we are devoted to evolving to meet the needs of our patients.

One way we identify areas where we can enhance our services is through a Community Health Needs Assessment (CHNA). This is a way for communities to determine health needs and to plan and act upon those needs. Thank you to everyone who participated in our CHNA-related survey.

### **Our most recent CHNA identified the following areas that we are going to work on:**

- Behavioral/Mental Health Care
- Obesity
- Dementia/Alzheimer's Care

Thank you again for answering the call. Black River Memorial Hospital appreciates you helping us bring you the best in healthcare and services now and for generations to come.

Sincerely yours,  
Mary Beth White-Jacobs

### **What's in a Name? The hospital's name, that is.**

In 1968, we opened our doors as Black River Memorial Hospital, Inc. Since then, many things have changed in how and where we provide care. We have had conversations with our board of directors, leadership team, staff, and advisory council about considering a new name. As a result of these conversations, we have considered multiple names that would allow us to keep our B-droplet to reduce costs of changing our highly recognized brand. In that vein, we are considering changing the name of our business to **Black River Healthcare** to better reflect all of the services we provide.



This would be the second name we have added to our brand family. We added B-Home to encompass all of the home-based services we provide at our Highway A location. Our legal name would remain Black River Memorial Hospital, Inc.



Please take our survey by **November 15th** to let us know what you think as your opinion is very important to us. Go online to

[www.surveymonkey.com/r/BRMHnameComm](http://www.surveymonkey.com/r/BRMHnameComm).



# Doubly Blessed with **Knee** Replacement

Most people wouldn't get both knees replaced at the same time. His doctor told him recovery would be challenging. But **Jim Scholze** isn't like most people. You see, Jim was on a mission – a mission to France.

"I was taking my mother-in-law to Normandy, France, and I wanted both knees done before we left," Jim said. "My doctor advised me to reconsider it, but I really thought I should have them both done at the same time. The doctor's advice was very good and very intuitive. But he knew me well enough to know that I could do it."

Not only did the team at Black River Memorial Hospital allow for collaboration and Jim's preferences on having both knees operated on at once, they were also respectful of Jim's pain management choices. "I said I didn't want to have any opioids," said Jim. "They worked with my decision and made sure I had the right medications."

Jim admits that having two knees replaced at once was a challenge. "I probably should have had them done at separate times. The first couple of days were tough! But it turned out okay—a double success story," he says.

Although the decision to have both knees done at once was a quick one for Jim, the decision to have surgery in the first place took some time. "I agonized over it for about seven years," he says. "I'd been in to see the doctor maybe three times prior to deciding to have the surgery. I had a physically demanding job as an ironworker, so I wanted to wait until I was retired to have the surgery. Two weeks after I retired, I had my knees replaced."

After his surgeries, Jim started physical therapy. "That was tough, too," he says. "But the therapists were excellent. You just have to fight through the pain and it gets better."



Jim with Nathan Swan, PT, DPT

A week after rehab, Jim and his family, with walking sticks in tow, and tips from his physical therapy team in mind, flew to France. "My wife wasn't thrilled about the timing," he says. "She thought I should have had longer to recover. But when we were there, I was able to use a bike to keep up with my recovery."

“*There is no one better for the job than the team at Black River Memorial Hospital. They told me everything that was going to happen. They are a great team, but success means never having to see them again. And I don't think I will.*”

-Jim Scholze



## Caring for Your Financial Health, Too

Black River Memorial Hospital's vision is to be the best community hospital in the nation. That vision is realized through providers who are at the top of their field, nurses who treat you like family, and state-of-the-art technology. Our care goes even further with our Patient Financial Advocates, like **Shirley Londre**.

"You can't heal and recover if you're worried about your bill," explains Shirley. "So we do a lot of work beforehand to communicate with our patients." This communication, says Shirley, includes price checks, verifying insurance and making sure the procedure is approved, and advising patients on resources they may not have known about. She says she and her team will also go over a patient's insurance plan to make sure they are aware of copays and deductibles they may be responsible for.

"It's a proactive approach," she says. "We have patients who don't have insurance and those with not enough health insurance. It gives us the opportunity to discuss their options with them and to let them know how we can help."

And while patients are used to seeing doctors and nurses in their room, Shirley says that patients can

also request a visit from a patient financial advocate. "If they are in a bed in our facility and have financial concerns, we are willing to visit with them face-to-face," she says. Shirley says it helps patients make a personal connection with our financial advocates.

*"We view billing as part of a patient's care. We really try to care for them by helping them get the best options available. We find that we have really good outcomes when we talk and work with our patients."*

*-Shirley Londre*

Shirley says that it's all part of the hospital's mission: "We have not raised our rates for the last three years. As a community hospital, we try to be a socially responsible facility and make things work for our community." This includes connecting patients with community services.

"We work closely with community agencies and have seen great outcomes for the patient from all of us working together," she says.



Our Patient Financial Advocates are available to assist patients with information about healthcare billing, insurance, and Medicare. For more information, call **715-284-3691** or visit [www.brmh.net/insurance-coverage](http://www.brmh.net/insurance-coverage) to review in-network plans at BRMH.



## CINN-FUL APPLE CHIPS

Makes 2 servings (12 chips).  
These sweet but tart treats are bursting with cinnamon flavor!

### NUTRITION FACTS:

Calories – 110  
Total Fat – 0g  
Total Carbohydrate – 31g  
Dietary Fiber – 4g  
Protein – 0g

### INGREDIENTS:

- 2 Large Apples
- ½ Cup Lemon Juice
- 2 Tbsp. Granulated Sugar (or substitute)
- 1 tsp. Cinnamon
- ½ tsp. Nutmeg

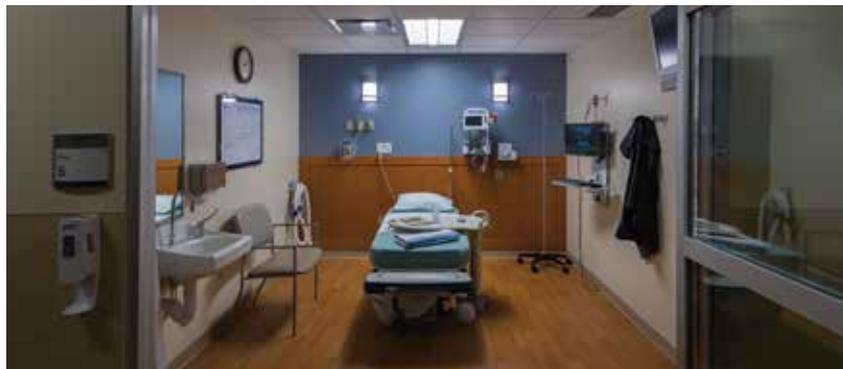
### DIRECTIONS:

- Rinse and cut apples into thin slices.
- Lay slices close together but not overlapping on a parchment paper lined baking sheet.
- Sprinkle lightly with cinnamon sugar mixture.
- Option 1: Bake at 200°F for about 2 hours or until apples are dry and crisp. Flip the slices after baking for 1 hour.
- Option 2: Bake apples in a food dehydrator until dry and crisp.
- Store in an airtight container for up to 3 days.

Note: Crisp apples, such as Ambrosia, Honeycrisp, Fuji, Pink Lady, or Gala, work best for this recipe.

Harvest of the Month is a partnership between Black River Memorial Hospital, Ho-Chunk Nation, Jackson County Public Health, Jackson County Forestry and Parks, local school districts, UW Extension, local law enforcement, Lunda Community Center, Boys and Girls Club, Friends of the Library, Hansen's IGA, Together for Jackson County Kids, and community members.

For more Harvest of the Month recipes, visit [www.BRMH.net/recipes](http://www.BRMH.net/recipes).



## Construction Updates Surgical Services

- Increased the number of patient prep rooms from 7 to 10
- New endoscopy suite
- New post-anesthesia care unit (recovery room)
- Facelift to nurses station
- Procedure room gets a facelift, too!



“There’s a big difference between being cared for in an ambulance versus in the hospital. I love both settings.”

So many factors stood between **Tracy Dobson** and her dreams. But none of them stopped her. “I’ve always been driven to help people any way I can and to make a difference,” she says. Tracy has been doing this all her life, first as a CNA at Black River Memorial Hospital and now as a registered nurse and EMT.

“Nursing has always been it for me,” she says. “There’s nothing I’d rather do.”

Born and raised in Black River Falls, Tracy had her first son, Antonie, when she was just 16. Having a baby to care for was highly motivating. Now a mother of three, thanks to the arrival of Zacharie and Rylie, Tracy says her boys love having a nurse and EMT for a mom. “They think it’s pretty cool,” she says. “They are very understanding about my busy schedule.”

Tracy says her husband David has also been a huge help. “He knew I wanted to go back to school and get my nursing degree,” she says. “He did everything he could to support me in that goal.”

Happy in a fast-paced environment, Tracy works part-time as an EMT and full-time as a nurse at BRMH in the ER and in the medical/surgical department.

“They’re two totally different jobs,” she says. “There’s a big difference between being cared for in an ambulance versus in the hospital. I love both settings.”

In spite of a busy schedule, Tracy finds time for herself and her family. “I love to read. We go camping, fishing, and hunting,” she says. “And we spend a lot of time on the chickens, turkeys, and ducks that we raise. The boys also show animals at the fair.”

Tracy is proud of the life she’s created for herself and her family. “I’m proud of what I’ve become from where I started,” she says. “I could have given up on my dreams and goals, but I went for it, even when it would have been easier to quit.”

As much as she loves her life, Tracy is not quite content to stay where she is. “I’m going back to school for my master’s degree,” she says. “And after that, I might just keep going.” Spoiler alert: She will.

# COMMUNITY SPOTLIGHT

Don't look for **Paul Fischer** at home. Although he's dedicated to his wife Angela and their three children, you won't find the Fischers zoned out in front of the TV binge watching the latest shows. Instead, you'll find Paul and his family out in the community.

Paul is the Superintendent of the Alma Center-Humbird-Merrillan School District, which would keep him busy enough under normal circumstances, but for Paul, there are no "normal circumstances." Acutely aware of the limited time we all have on this earth, Paul is determined to improve and inspire as many lives as possible. That determination shows itself in everything from coaching sports to mentoring 4-H members. It's obvious that Paul is here to make the most of what he has.

"I've been in the field of education my whole life," he says. "It's always been about the kids and serving others. I've been blessed with a lot, so it's important to give back. You realize that life goes by too quickly. I want to give back as much as I can."

Between his commitment to the youth of the community and Paul's involvement with the Knights of Columbus and his church, Paul admits he sometimes wonders if he should be better at saying "no." But that feeling

never lasts long. "If I say 'no,' it means that I'm taking opportunities away from kids. I want them to know that they have people who care and want to give them every chance," he says.

Paul and Angela, his high school sweetheart, are both born and raised in the area. Paul comes from a family of educators. Early in his teaching career, Paul and Angela lived elsewhere, but they came back as soon as they had the chance, living three miles south of Angela's parents and three miles east of Paul's. Angela and Paul, as well as their children, Natalie, Emma, and Luke, have also had the benefit of being close to plenty of aunts, uncles, and cousins.

"That's great for all of us," says Paul. "Being close to family is something that we cherish."

Paul is proud of his professional accomplishments, but it's his connection to family he considers the defining characteristic of his life. "Having been born and raised here, I'm proud that I'm back in this community, leading the school district," he says. "But ultimately, it's all about family. I'm proud of what I am able to do for both my children and the children of this district to positively impact their lives."





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

**Nondiscrimination statement:**

Momentum complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-715-284-5361.

LUS CEEV: Yog tias koj hais lus Hmoob, cov kev pab txog lus, muaj kev pab dawb rau koj. Hu rau 1-715-284-5361.

For full disclosure, visit [www.brmh.net/nondiscrimination/english](http://www.brmh.net/nondiscrimination/english).

## HOSPITAL EVENTS 2019

### NOVEMBER

#### Diabetes & Wellness Fair – Healthy Living Matters

Sat., Nov. 9, 2019  
8:30am – 11:15am  
Lunda Community Center – The Hub, BRF  
Register at [www.brmh.net/diabetes](http://www.brmh.net/diabetes) or  
call 715-284-3629

#### Breastfeeding Class

Tues., Nov. 10, 2019  
6:30pm – 8:00pm  
BRMH – Oak Room

#### Diabetes Education & Support Group (DESG) Meeting

Wed., Nov. 13, 2019  
10:30am – 11:30am  
BRMH – Oak Room

#### Community Blood Drive

Wed., Nov. 13, 2019  
12:00pm-5:30pm  
Comfort Inn & Suites  
W10170 Hwy 54 E, BRF

#### Evergreen Memorial Service

Thurs., Nov. 14, 2019  
7:00pm  
BRMH – Oak Room

#### Holiday Tea

Several local vendors, raffle prizes, bake sale,  
tea table, Love Lights, and brand new holiday  
items in the BRMH Gift Shop. Bring your camera -  
Santa will be here at 11:00am!  
Thurs., Nov. 21, 2019  
9:30am – 3:00pm  
BRMH – Hospital Wide

#### B-Home Open House

Celebrating National Rural Health Day with  
informational booths on health-related topics,  
prizes, refreshments, and in-store sales.  
Thurs., Nov. 21, 2019  
9:00am – 5:00pm  
B-Home Services and Supplies  
311 County Highway A, BRF

### DECEMBER

#### Diabetes Education & Support Group (DESG) Meeting

Wed., Dec. 11, 2019  
10:30am – 11:30am  
BRMH – Oak Room

#### Childbirth Education Class

Fri., Dec. 13, 2019, 6:30pm – 9:00pm &  
Sat., Dec. 14, 2019, 9:00am – 1:00pm  
BRMH – Oak Room  
Register at 715-284-1329

### JANUARY

#### Community Blood Drive

Wed., Jan. 15, 2020  
12:00pm-5:30pm  
Comfort Inn & Suites  
W10170 Hwy 54 E, BRF

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.

What it looks  
like when  
you have  
heartburn



### Download Our Free Guide to GERD

Learn more about heartburn and GERD treatment at BRMH, and see if you're a good candidate for the TIF procedure. Visit [brmh.net/heartburn](http://brmh.net/heartburn).