



ANNUAL REPORT

YEAR AT A GLANCE



257
Unique Pain
Clinic Visits

Number of Wound Care Center visits

1,839

Total number of patients served

9,784



\$179,620

Value of employee hours
donated by volunteers

2,433

Number of behavioral
health visits in 2022

↑152%

from the previous year

“In 2022, the Black River Healthcare Clinic (BRHC) earned a Rural Health Clinic Accreditation with zero deficiencies - a critical step towards sustainability, preserving access to local care, and meeting the behavioral health needs of our community.”

Angie Marciulionis, Clinic Director



REPORT FROM THE CEO

2022 presented a challenging and unprecedented post-pandemic healthcare environment that impacted health systems of all specialties and sizes. Increased inflationary pressures in addition to lower reimbursement rates, increased regulations, and healthcare workforce shortages led to a year of intense pressure on a majority of healthcare facilities and their staff – Black River Memorial Hospital (BRMH) was no exception. To provide some perspective, BRMH was among one-half of the U.S. hospitals that finished 2022 with a negative operating margin – confirming Kaufman Hall’s most recent data that 2022 proved to be the worst financial year for hospitals and health systems since the start of the COVID-19 pandemic. With the increased financial burdens mentioned above and the halt of relief funding, our organization’s only option was to adapt and do our best to navigate this “new normal” healthcare environment to ensure our community continues receiving the quality care it deserves.

Since 2005, there has only been one rural hospital closure in Wisconsin. However, the heightened industry hurdles of this “new normal” healthcare environment put facilities in a difficult spot, forcing them to re-evaluate and consolidate service offerings to keep their doors open. We saw this play out firsthand when two Wisconsin facilities made the tough decision to no longer offer labor and delivery services after relentless OB-GYN recruitment efforts and with another Wisconsin system ending a regional obstetrics and gynecology program due to declining birth rates and an aging population. Here in rural Jackson County, we are certainly not exempt from these challenges and deeply empathize with all impacted. We recognize the burden service-line closures place on a communities’ access to care and remain dedicated to upholding our commitment of providing excellent care, close to home – even if that requires us to think outside of the box and deliver care in a new way.

To ensure we can support our commitments to the community far into the future, we have equipped ourselves to be able to pivot and adapt. BRMH developed a 2023-2025 strategic plan aimed to optimize access to care, operations, and service offerings. We also developed a multitude of operational plans to decrease our expenses and increase efficiencies, leading to an approved 2023 budget with a positive operating margin. Continuing to relook at our operations through this complex and ever-changing lens will be vital as we expect to experience these financial and environmental impacts far into 2023.

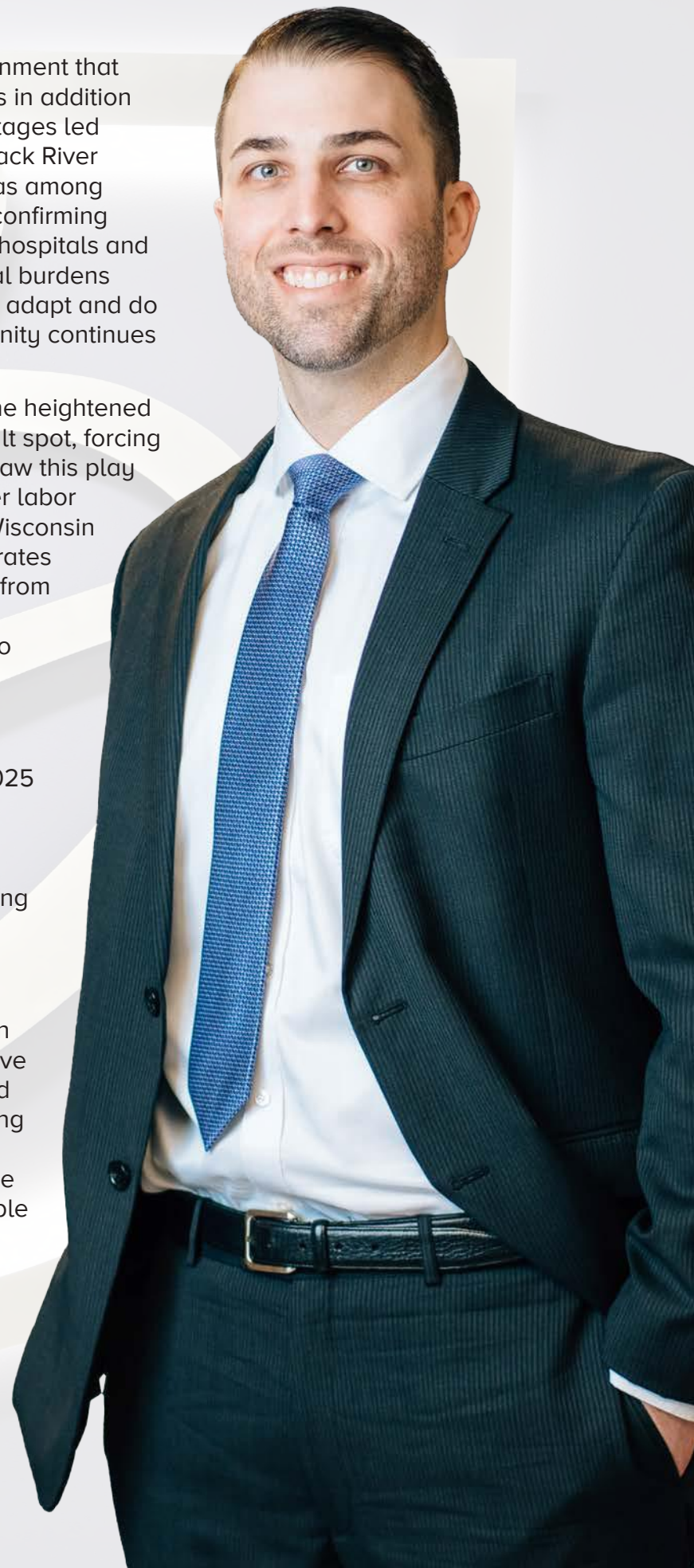
BRMH is fortunate to have the cash reserves, along with a talented group of people to weather the financial headwinds of this “post-COVID” era. Having a career spent in independent and rural organizations, I can clearly say organizations such as ours have been in this situation many times over and will be here many times again. We will find our pathway forward the same way we always have – by keeping care local, investing in our workforce, and aligning ourselves in ways that meet community health needs. Because at the end of the day, that is why we are here. As the 2022 chapter ends, we remain optimistic that with the continued support of our community and our remarkable team of health professionals, we will rise through industry challenges and be a stronger organization and community because of it.

Thank you for being a part of the BRMH journey.

Sincerely,



Carl Selvick
President & Chief Executive Officer



CARE PROVIDERS

“In the ever-evolving landscape of healthcare post-COVID, our workforce has displayed remarkable adaptability and unwavering determination. Collectively there is a forward-thinking mindset in place that has allowed for strategic expansion, both of our services and talented professionals. Our team continues to surpass expectations and advance the health and well-being of our community every day. I am eager to see what we can accomplish together in the years ahead.”

Dr. Carol Martin, Chief of Staff

WELCOME, NEW PROVIDERS

Rebecca Blank, PA

Hospitalist

Robyn Brown, APNP

Hospitalist - Emergency Medicine - Primary Care

Taylor Cunningham, PA

Dependent Medical Affiliate

Toni Finch, PA

Emergency Medicine

Lee Hofer, MD

Ophthalmology

Anton Kidess, MD

Pulmonary/Sleep Medicine

Shelby Nykiel, MD

Obstetrics

Sheryl Obernberger, APNP

Hospitalist

Robert Rosenthal, CRNA

Anesthesia

Alicia Strong, APNP

Primary Care

Casey Totten, DO

Hospitalist

BOARD OF DIRECTORS



Brad Chown
Chair



Shelly Severson
Vice-Chair



Carl Selvick
Secretary



Michelle Greendeer-Rave
Treasurer



Dr. Carol Martin
Chief of Staff



Christine Hovell



Tim Kunes



Dr. Thomas Walker



Kathy Potter



Tim Tranberg

THANK YOU

“2022 marked a significant leadership transition for BRMH as a robust and inclusive candidate search was conducted to identify a new CEO. Our community is fortunate to have such a talented team focused on and dedicated to ensuring BRMH remains a sustainable and independent hospital, while delivering the high-quality, compassionate care patients deserve, now and into the future.”

Brad Chown, Board Chair



Thank you to **John Drace**, who served on our board of directors from 2013-2022. John's contributions to our board are commendable and we are appreciative of his service.

STATISTICS & FINANCIALS

STATEMENT OF OPERATIONS

REVENUE	2022	2021
Net Patient Service Revenue	\$57,906,000	\$56,844,000
Other Revenue	\$2,077,500	\$996,000
Net Assets Released from Restrictions Used for Operations	\$9,900	-
Total Revenue	\$59,993,400	\$57,840,000
EXPENSES		
Salaries and Wages	\$25,772,000	\$25,084,000
Employee Benefits	\$10,443,800	\$11,892,000
Supplies and Other Expenses	\$21,394,800	\$18,932,000
Depreciation	\$3,420,400	\$3,686,000
Interest and Amortization	\$719,000	\$752,000
Total Expenses	\$61,750,200	\$60,346,000
Loss from Operations	(\$1,756,800)	(\$2,506,000)
OTHER INCOME		
Investment Income (Loss)	(\$3,255,900)	\$1,387,000
Contributions	\$16,300	\$17,800
Gain on Forgiveness of LT Debt	-	\$5,486,000
Gain on Sale of Investment	\$28,900	\$2,500
Other	(\$7,800)	\$31,700
Total Other Income	(\$3,218,500)	\$6,925,000
Increase (Decrease) in Net Assets Without Donor Restrictions	(\$4,975,200)	\$4,419,000

COMMUNITY BENEFITS

Financial Assistance	\$974,798
Unreimbursed Medicaid and Other Government Programs	\$5,336,317
Community Health Improvement Services* Community Health Education Healthcare Support Services	\$12,227
Health Professional Education* Nursing and Medical Students	\$22,338
Subsidized Health Services* Emergency and Trauma Services Women’s and Children’s Services Subsidized Continuing Care Palliative Care	\$4,598,357
Financial and In-Kind Donations*	\$4,241
Community Building Activities* Community Benefits Operations Community Collaborations and Partnerships	\$57,601
Total Community Benefits	
\$11,005,879	

*Community Benefits Inventory for Social Accountability (CIBSA) recording tool developed by Lyons Software, reconciliation period 1/1/2022-12/31/2022.

STATISTICS & FINANCIALS

MEDICAL SURVEY OF PATIENT EXPERIENCE

	BRMH	WI Avg.	Nat'l Avg.
Patients who reported that their nurses “Always” communicated well	82%	82%	79%
Patients who reported that their doctors “Always” communicated well	85%	81%	80%
Patients who reported that they “Always” received help as soon as they wanted it	74%	69%	66%
Patients who reported that staff “Always” explained medication before giving it to them	67%	65%	62%
Patients who reported that their room and bathroom were “Always” clean	79%	76%	72%
Patients who reported that the area around their room was “Always” quiet at night	63%	65%	62%
Patients who reported YES , they were given informatrion about what to do during their recovery at home	93%	90%	86%
Patients who “Strongly Agreed” they understood their care when they left the hospital	57%	55%	51%
Patients who gave their hospital a rating of 9 or 10 on a scale from 0 (lowest) to 10 (highest)	75%	75%	71%
Patients who reported YES , they would definitely recommend the hospital	75%	72%	69%
Patient survey overall star rating 4 out of 5*			



FACTS AND STATISTICS FOR FISCAL YEAR

	2022	2021	2020
Number of Employees (end of fiscal year)	334	338	375
Number of New Patients Served	1,684	1,941	1,882
Number of Births	96	123	105
Number of Rehabilitative Visits	8,595**	9,015	7,736
Number of Respiratory Therapies	10,698	11,007	11,593
Number of Diagnostic Exams (tests performed in Imaging)	15,283	14,603	12,341
Number of Emergency Room Visits	9,849	9,420	6,137
Number of Clinic Visits (Behavioral Health, Primary Care, Specialty Clinic)	8,761	7,598	2,427***
Number of Infusion Visits	1,320	954	133†

*Medicare.gov, Reporting period 07/01/2021-06/30/2022.

**Does not include Wound Care Center visits.

***Black River Healthcare Clinic opened in July 2020.

†The Infusion Center opened in August 2020.

