

FALL 2020

MOMENTUM

LOCAL PEOPLE. TRUE STORIES. REAL ADVICE.

INFUSED BY HOPE

Chemotherapy
coming soon

ADDRESSING COMMUNITY NEEDS

Dr. Promila Timothy helps lead new clinic effort
to integrate primary care & behavioral health

NAVIGATING COVID-19

Our agility through
the pandemic

AVOIDING A FALL

Tips from our own
expert physical therapist

Letter from our CEO



Mary Beth White-Jacobs
Chief Executive Officer, BRMH

“BIGGER ISN’T BETTER; BETTER IS BETTER”

While I can’t claim it as my own, I love that saying. And I’m so proud that Black River Memorial Hospital continues to get better while providing quality care close to home—even during a pandemic.

COVID-19 has been a challenge for all Jackson County residents. But thanks to our agility as an independent, community hospital, we have been able to continue to offer you the same level of high-quality care in a safe, efficient manner while preparing for whatever the future might hold. You can read the article on page 9 for more on how we’ve been able to quickly adapt even as the pandemic continually changes how we all live.

I’m equally excited about how we were able to respond quickly to community needs by introducing chemotherapy services at our new Infusion Center. As some of you may know, I understand firsthand the importance of having chemotherapy close to home, with my 4-year-old grandson Caleb battling leukemia. The challenge of travel to an outside community for treatment can be exhausting for families. I think the Infusion Center is going to have a huge impact on people who are trying to live as normal a life as possible while undergoing cancer treatment. Check out more details about the Infusion Center on Page 3.

Oh, and Caleb? We recently celebrated his 4th birthday, and he loved the Minion toy we gave him! He’s a strong guy. We are confident he is going to beat this.

Finally, this issue of Momentum magazine features a fresh, new design. I hope you enjoy it while reading about how to properly set up your home office space (Page 13) and a new pain-relief option for laboring moms (Page 11).

Excellence Always,

Mary Beth

NEW LOOK! SAME GREAT CONTENT



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EMPLOYEE SPOTLIGHT



BART KINTZINGER

Bart Kintzinger left the church to become the nutrition services director at Black River Memorial Hospital—but not in the way you might think.

From 2003 to 2006, Bart owned and operated a successful restaurant called Rafter’s, which was located in an old church.

“I found the 1930s blueprint and converted it to quarter-inch scale and redesigned it,” Bart says. “I worked with the contractors to build it out and owned and managed the restaurant for three years. It was a lot of hard work and also lots of fun. But that was then—this is now—and I’m very happy where I am!”

Bart joined BRMH in 2017, after working at two senior living centers in foodservice operations. Today, he applies his well-rounded experience to leading a staff of 18. Together, they make sure Nutrition Services is up and running 365 days a year.

Bart and his team come through with flying culinary colors every day, serving patients, approved visitors, and staff at the hospital. “But what many people don’t realize is that Nutrition Services also does a fair amount of catering outside of the hospital,” Bart says. “We contract with Meals on Wheels, and we also generate three meals a day for inmates at the Jackson County Law Enforcement Center.”

Bart is excited about the recent renovations in his department, which include a new kitchen, dining, and serving area on the first floor of the hospital. “The equipment these days is much more advanced,” Bart says. “We were able to redesign the kitchen for better efficiencies and workflow and give patients and visitors an even better experience with a wide variety of selections.”

The café is always open for breakfast, lunch, and dinner Monday through Friday, and lunch and dinner are served on the weekends. However, due to the pandemic, only staff, patients, and approved visitors are allowed at this time.

“We have a lot of new options: an extensive selection of pre-packaged salads, pizza by the slice, two hot entrees and fresh soup every day,” Bart says. “As soon as we can open our café to the public, I’d like to invite everyone to come to check out our new space!”



4 TIPS FOR AVOIDING A FALL

Winter is around the corner, and with it comes the increased risk of a fall. A slip on the ice or snow is particularly dangerous because it more often leads to a fracture or head injury, according to **Katie Larkin**, a doctor of physical therapy at Black River Memorial Hospital. She advises to keep a shovel near your door, light the area around your home properly and wear appropriate footwear. Here are her additional tips for reducing the possibility of a fall:

1 MAKE YOUR HOME SAFE

A clean home is a safe home, so get rid of any clutter. Ensure your rooms have proper lighting and light sources are easily accessible. Install nonslip mats in the shower and, especially for seniors, consider grab bars or handrails where needed.

2 STAY ACTIVE

Physical activity increases your strength, balance, coordination, and flexibility—reducing your chance of a fall.

3 PROPER FOOTING

The biggest problem is getting too comfy with your shoes and wearing them too long. Check the soles for wear regularly.

4 MEDICAL MANAGEMENT

Schedule an appointment with your primary care provider to assess your risk of a fall. Discuss your health status, the medicines you are taking, and other potential factors to create a risk-management plan. Don’t forget to have your eyes checked annually.

You can find fall prevention items at our B-Home Services and Supplies retail store such as canes, walkers, grab bars, safety rails, slip-resistant shoes, and more.

INFUSED WITH HOPE

Chemotherapy is coming to Black River Memorial Hospital. Taking only about a year to build, our new Infusion Center blends convenience with comfort to give our local cancer patients a treatment option close to home. You can learn more about the center by visiting brmh.net/infusion.

A WHOLE NEW APPROACH

Primary care clinic addresses community need by combining mental health, substance misuse treatment, and primary care



Patients now have access to primary care, behavioral health services, and substance misuse counseling in one facility. BRMH's new clinic includes:

- Family medicine providers
- Behavioral and AODA counselors
- Certified medical assistants
- Outreach specialists

By combining these services, providers from various disciplines can easily share information about a patient and develop an integrated plan of care.

"This team-based approach allows us to treat the whole person," says Mary Beth White-Jacobs, CEO of Black River

Memorial Hospital. "It integrates the expertise of mental health, substance use, and primary care providers, which can lead to a more positive outcome and a greater impact on a patient's overall health and well-being."

Offering these services in a primary care setting also opens the door to patients who may not otherwise seek treatment. "If a patient feels there is a stigma associated with going to a mental health facility, it can prevent them from getting help," Mary Beth says. "BRMH can meet all of a patient's needs—both mental and physical—right in our primary care clinic."

"Our new clinic shows the hospital's commitment to meeting the growing and changing healthcare needs of local residents. Our mission of 'Serving YOU with Excellence' means that everything we do, every day, is focused on our patients, their families, and our community."

"We regularly review our services and engage the community in a unified effort to improve the overall health of our area."

COMMUNITY'S INPUT DRIVES CLINIC PROJECT

If you were asked how many adults in the U.S. suffer from some type of mental health issue, would you think the answer is?

- a. 1 in 50
- b. 1 in 20
- c. 1 in 10

The answer is actually 1 in 5.¹ And, if you look at results from the 2019 Black River Memorial Hospital Community Health Needs Assessment, you'll see that statistic hits close to home.

In a continued effort to meet community health needs, BRMH sought input from local residents to identify any gaps in care or services the hospital offers. Responses from more than 600 Jackson County residents indicated the top three health priorities that needed attention were:

- Drug abuse (78% of respondents)
- Mental/behavioral health (65%)
- Alcohol abuse (43%)

Also, the assessment indicated the needs of many patients who use emergency and urgent care services would be better met in a clinic setting.

With these insights, BRMH responded—with a new primary care facility designed to immediately address these top health concerns in our community.



Dr. Promila Timothy is the clinic medical director at the Black River Healthcare Clinic. She brings many years of experience and specializes in addiction and family medicine. She went to medical school at American University of the Caribbean School of Medicine in St. Maarten and did her residency at Ascension Medical Hospital in Southfield, Michigan. Two of Promila's three adult children are medical doctors, and the third is studying to be a nurse.

¹ National Institute of Mental Health, 2017



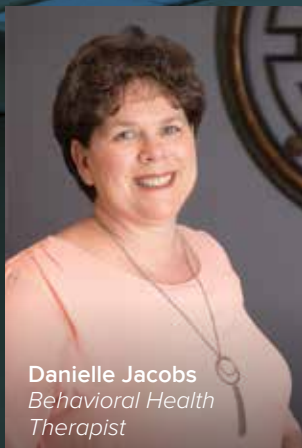
Dr. Promila Timothy
Clinic Medical Director



Tina Opelt
Nurse Practitioner



Jeffery Herried
Physician's Assistant



Danielle Jacobs
Behavioral Health
Therapist



Corinne Billet
Behavioral Health
Therapist



Scan this QR code
with your smartphone
camera to view a
virtual tour video of
our new clinic

To keep healthcare affordable and continue providing the highest level of care possible, we encourage patients to seek care where and when they need it. While our emergency room is equipped with the highest level of equipment and trained professionals to provide the necessary care for serious and time-sensitive injuries and illnesses, this care comes at a much higher cost to the patient. Although no one will ever be turned away from emergency care here at BRMH, as of September 1, 2020, we encourage patients to consider seeking more affordable care in the

Black River Healthcare Clinic, or with your primary care provider, for less time-sensitive injuries and illnesses. Same-day or next-day appointments are regularly available at our new clinic. When needing timely care outside Clinic hours, our emergency room will always be an option, regardless of the severity.

To book an appointment,
please call **715-284-3355**
or request an appointment
through the patient portal.



For more information about our urgent care transition visit brmh.net/rightcare.

COMMUNITY SPOTLIGHT

GIVING BACK IS ALWAYS IN SEASON

While Deb Horan is passionate about helping local families through the Project Christmas nonprofit program, the season of giving doesn't begin in December—at least not for Deb.

DEB HORAN



After teaching special education for 10 years in Illinois and 25 years in Black River Falls, Deb retired in 2011. Although she had volunteered throughout her life, retirement provided the opportunity for her to give back even more.

What started as a short-term commitment to serve on the Merrilan Village Board turned into nearly 10 years of volunteer service. “I started before I was retired,” Deb says. “But once I had more time, I thought, ‘This is a giveback that I could keep doing.’”

Another cause that is close to Deb's heart is serving as president of Project Christmas. Deb, along with the Project Christmas committee, coordinates the collection, packing, and distribution of gifts, nonperishable food, and food vouchers to help low-income families during the holiday season.

In its 37th year, Project Christmas has grown from serving about 30 families to more than 500. “An impressive aspect about this organization is that it's truly community based,” Deb says. “If it weren't for thousands of volunteers doing one little thing to help, Project Christmas wouldn't exist.”

When asked why she volunteers, Deb is reflective and genuine. “I believe everybody has to give back in some way,” she says. “I think that's how our society works. Everybody needs to do a little bit, so I do my little bit, too. I feel very blessed to be able to live the life I have.”

Deb is making the most out of life now that she is retired, or, should we say, partially retired. Her love of gardening—and people—prompted her to take a part-time job at Falls Florist and Greenhouse. “I do it because I love flowers and planting,” Deb says. “I really like the people I work with!”

While many people can't wait to retire, Deb says she “loved teaching kids, so I never really thought about retirement. But now, I have more time to do my little bit.”

Then, drawing on her insights as a teacher—and a volunteer—Deb shares one final thought: “Think of all the people in the world. If everybody did just one little thing—think of what a difference that would make.”

If you would like to participate in Project Christmas, Deb encourages you to give her a call at 715-333-6205 or visit www.facebook.com/ProjectChristmasJC.

If you would like to nominate someone in the community who deserves a spotlight, email us at excellence@brmh.net.



AGILITY IN A PANDEMIC

The advantage of being an independent, community-based hospital

Black River Memorial Hospital did not see the initial surge of COVID-19 patients needing intensive care, as originally feared, but our community can take comfort in knowing the hospital is prepared.

As an independent, community-based hospital, BRMH was able to respond quickly—based on input from community partners—when the COVID-19 virus emerged. That included taking immediate steps to prepare for the future of an unpredictable illness such as COVID-19.

BRMH has had a surge plan in place for many years, allowing the hospital to be prepared in the event of a surge relating to everything from a mass casualty accident to an emerging infectious virus such as COVID-19.

“It is a cornerstone of our culture here at the hospital that we treat each patient as if they are our only patient for that day.”

MARY BETH WHITE-JACOBS, BRMH CEO

“When COVID-19 hit, we activated our incident command team with individuals right from our organization and immediately began making adjustments to our plan so that in the event we had a surge of patients, we’d be ready,” BRMH CEO Mary Beth White-Jacobs said. “I know for some organizations that are part of systems, they were waiting on getting the plan from the lead system hospital and then would have to figure out how and if they would tailor it to their local needs.”

That flexibility allowed BRMH to establish partnerships with surrounding hospitals in the event additional Intensive Care Unit (ICU) capacity was needed for Jackson County residents. “Unless our whole region was at full capacity with highly sick patients, we would be able to transfer people when they need to be transferred,” White-Jacobs said. In the event surrounding hospitals’ ICU units were full, BRMH was prepared to set up a temporary ICU unit within its facility.

Several months into the pandemic, with proper safety precautions in place, patients were able to have one in-person visitor at a time when many hospitals were allowing none. “This truly had an impact on the patients,” White-Jacobs said. “Patients receive so much information while they are here and when they are discharged. This information can sometimes be complex, and having another set of eyes and ears helped.”

Unburdened by directives from a lead system hospital, BRMH has been able to keep its entire staff fully employed



Early in the pandemic, BRMH was able to quickly mobilize its technology so patients could use iPads to have virtual visitors.

during the pandemic—enabling employees to remain financially stable during a very challenging time. At a time when the hospital was seeing low patient volume because of needing to halt elective procedures, BRMH was able to cross-train many of its staff to help meet the ever-changing needs resulting from the pandemic.

Dawn Jacobson, an athletic trainer in the Physical Medicine & Rehabilitation Department, coordinated the logistics and staffing of the COVID-19 screening phone line, which provided an opportunity for members of the community to be screened to determine whether they qualified for COVID-19 testing before they made a trip to the hospital. Jacobson said collaborating with different departments “gives me confidence that I can step in and function in roles throughout the hospital should a surge occur.”

Being a community hospital gives BRMH an edge when it comes to patient care as well.

“It is a cornerstone of our culture here at the hospital that we treat each patient as if they are our only patient for that day,” White-Jacobs said. “Being in a smaller

community, there are some patients that we do get to see more than once, so when they return, a lot of times they’ll have the same providers, same nurse.”

It’s the same kind of familiarity you see in a smaller community such as Black River Falls. And when it comes down to it, it’s the input of community partners that gives Black River Memorial Hospital the agility it needs to provide high-quality, localized care during a pandemic—and beyond.

“We can gather all the information, look at the data, gather the input from the community partners, and make a decision along with our board of directors, who are all residents of our county, on which direction to take the organization and how we can best serve our patients,” White-Jacobs said.

NEW *pain relief* OPTION FOR LABORING MOMS

MOMS-TO-BE WHO DELIVER THEIR BABIES
AT BLACK RIVER MEMORIAL HOSPITAL
NOW HAVE ANOTHER PAIN MANAGEMENT
OPTION AVAILABLE TO THEM

Tessa Sherman delivered her third child, Everly, with the help of nitrous oxide, a new pain relief option for laboring moms at Black River Memorial Hospital. Sherman says “it was an awesome alternative to pain medication.”



“I could concentrate more on letting the contractions do their work instead of how much it hurt.”

TESSA SHERMAN

Nitrous oxide, sometimes referred to as “laughing gas,” is a tasteless and odorless gas that offers a pain-relief alternative for expecting moms who may want a more natural childbirth experience. Although it doesn’t block the pain entirely, nitrous oxide is safe for the mother and baby. It does not affect the alertness of the baby, nor does it interfere with breastfeeding.

“Nitrous used in labor and delivery helps to calm the laboring mother and reduces pain and anxiety,” BRMH Obstetrics Director Cheri Everson says. “Mothers have complete control, as they hold the mask over their own nose and mouth.”

Tessa Sherman recently delivered her third child at BRMH, but it was the first time nitrous oxide was available. Tessa chose to have an “unmedicated” delivery, using only nitrous along with music and aromatherapy.

“Once I progressed to the ‘real’ pain, nitrous helped tremendously,” Tessa says. “It takes a pretty good pull on the system to activate the nitrous and, because of that, you’re forced to take those big, deep breaths. Having something else to focus on and having that gas to help me relax was a game-changer. I could concentrate more on letting the contractions do their work instead of how much it hurt.”

While nitrous oxide has been used in other countries for nearly a century, it more recently became an option in the U.S. Since then, it has continued to grow in popularity as a viable option for laboring moms.

“I’ve heard other women say they liked using it to get them through until the epidural,” Tessa says. “So it has its place there as well. But for me, it was an awesome alternative to pain medication.”

Based on her personal experience and professional insight—Tessa is a registered respiratory therapist at BRMH—she would encourage women to consider nitrous oxide.

“Just try it,” Tessa says. “Have the nurse bring it in so you can get a feel for it. I would do this whole thing all over again, and I wouldn’t change anything. The nitrous oxide helped me stay calmer and more focused, and the pain took a back seat.”

For information on childbirth planning, including pain management options, call 715-284-1329 or visit www.brmh.net/ob.

Create

A COMFORTABLE WORKSPACE AT HOME

A lot of us are working from home these days—so creating a comfortable workspace is crucial to your health as well as the quality of your work.

Failing to do so can lead to shoulder, hand, wrist, and back injuries, as well as discomfort and eye strain, says Barb Carter, a physical therapist assistant and certified ergonomic assessment specialist at Black River Memorial Hospital. “When you can anticipate what activities might cause injuries, you can take steps to prevent them.”

Here are her seven tips for an ergonomically correct work setup:

MAKE THE EFFORT

It’s easy to take a seat at the kitchen table or plop down on your couch, but you need a dedicated workspace that limits your interruptions, puts you in the right frame of mind, and your body in the correct position, to work effectively and comfortably.

DEDICATED LIGHT

If you can, work in a room that offers natural light. Otherwise, make sure you have dedicated light such as an adjustable desk lamp.

SCREEN HEIGHT

Your computer monitor should be eye level so that you are looking straight at it. Looking down, at a laptop, for example, can cause stress on your neck. Consider a second, accessory screen if you primarily work on a laptop.

FLEXIBLE CHAIR

This is where you’ll be spending extended hours each workday, so don’t skimp. Your chair should have adjustments for: floor to seat, seat depth, seat tilt, backrest, and armrest.

KEYBOARD UPGRADE

Consider an ergonomic keyboard that is designed to reduce stress on your hands and wrists, particularly if you do a lot of typing as part of your job.

THE THREE S’s

For every 30 minutes of work, you should sit for 20, stand for eight and stretch or move for two.

LISTEN TO YOUR BODY

If you’re experiencing extended soreness and/or pain while working and immediately afterward—but it goes away on your days off—you likely need to adjust your workspace setup. If pain persists, consider seeing a care provider.

Nutrition

FOR YOUR BODY AND MIND

HONEY GLAZED PORK CHOPS WITH SWEET POTATOES & APPLES



INGREDIENTS

- 6 boneless pork chops
- 3 sweet potatoes, peeled, cut into cubes
- 2 red apples, cored, sliced
- 2 tablespoons oil
- 2 tablespoons honey
- 2 teaspoons thyme
- 2 teaspoons garlic powder
- ½ teaspoon salt
- ½ teaspoon pepper

INSTRUCTIONS

- Preheat oven to 375°F. Spray a baking sheet with non-stick cooking spray or spritz with olive oil spray.
- In a large bowl, whisk together oil, honey, thyme, garlic powder, and salt/pepper. Add in pork chops and sweet potatoes. Toss until all ingredients are evenly coated with glaze.
- Spread sweet potatoes and pork on a baking sheet. Add apples and bake for 25-30 minutes or until sweet potatoes are tender, and pork is thoroughly cooked to 145°F.
- Dig in!

NUTRITION FACTS

Serving size:	1 pork chop
Calories	570
Total Fat	26g
Saturated Fat	6g
Trans Fat	0g
Cholesterol	170mg
Sodium	240mg
Total Carbohydrate	27g
Dietary Fiber	4g
Total Sugars	16g

Recipe provided by Bryanna Grandall, Clinical Dietitian at Black River Memorial Hospital

HALLOWEEN WORDSEARCH

Find all of the Halloween related words in the list below. Words can be found in all directions, vertically, horizontally, diagonally, and backwards.

C	H	I	L	D	R	E	N	M	E	C	E	C	S	Broom
G	F	A	L	L	Y	P	P	A	H	I	T	D	S	Costumes
S	H	R	H	F	U	N	N	Y	M	O	O	R	B	Eyeballs
L	O	O	C	O	N	S	M	N	P	H	I	B	S	Bats
L	D	S	S	O	S	I	S	H	B	S	C	A	N	Monsters
A	S	I	P	T	S	R	K	D	E	M	B	T	R	Fall
B	N	H	H	I	E	T	S	P	B	O	O	S	O	Leaves
E	I	O	I	T	D	L	U	K	M	N	P	G	C	Goblins
Y	L	P	S	G	R	E	H	M	C	U	H	R	Y	Children
E	B	N	D	L	H	A	R	A	E	I	P	I	D	Boo
I	O	O	B	C	I	V	E	S	F	S	R	N	N	Midnight
M	G	U	T	R	B	E	U	I	U	P	S	T	A	Candy corn
W	I	T	C	H	E	S	S	O	E	S	I	B	C	Ghost
T	H	G	I	N	D	I	M	E	E	R	O	I	A	Pumpkin
														Spiders
														Happy
														Tricks
														Funny
														Witches

SUDOKU

Fill in the blanks so that every column, every 3x3 box, and every row, contains the digits 1 through 9 once. There is only one solution.

1		8			6	4		
		6		9		8		7
5								
2	6	9	5				8	
			4		9			
	8				2	7	9	1
								5
6		4		7		2		
		1	2			9		3

Difficulty Rating: ★★☆☆☆

Answers can be found by visiting brmh.net/momentum.



Visit our website at www.brmh.net
for a full list of hospital services.

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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.

BUILDING PROJECT

Our \$14 million building project is finally complete!



Updates included additions or renovations to:

- 2nd Floor Visitor Lounge
- Café
- Clinic
- Emergency Room Lobby
- Front Lobby
- Gift Shop
- Lab
- Physical Medicine & Rehabilitation
- Surgical Services