

Momentum

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January 2016



**A New Look
for BRMH**

A NEW LOOK AT NEW YEAR'S RESOLUTIONS

A fresh start. New beginnings. Aspiring to be better. These are the feelings that inspire many people to make New Year's resolutions every January 1st.

Typically, resolutions relate to losing weight, exercising more or eating healthier—all important components of living healthy and happy lives. However, too often resolutions don't become long-term goals, and therefore, are given up—sometimes even before January is over.

So why do many resolutions get abandoned? Usually it's because they weren't attainable to begin with. The most effective way to stick to a resolution is to make it specific and create check point goals to keep you motivated.

Another way to keep a resolution is to create a schedule for it. Plan out gym days and then put them on your calendar. Having a visual reminder will help hold you accountable, and scheduling it will make it part of your regular routine.

Lastly, start slowly. It's not realistic to go from not working out at all to working out five days a week.

However, exercising and losing weight aren't the only resolutions that will help you be healthier in 2016. Here are 10 non-exercise-related resolutions:

1. Don't give up snacks, snack smarter.

Choose fresh fruits and vegetables, unsalted nuts or Greek yogurt.

2. Get outside. It may still be cold, but getting outside and soaking up some sun will increase your vitamin D levels and help alleviate depression symptoms and stress.

3. Stop skipping breakfast. Eating a healthy breakfast boosts your metabolism.

4. Get more sleep. Learn why by reading "Good Health Starts with 'Good Night'" on page 5.

5. Reduce stress. Chronic stress can leave you tired, unable to concentrate and irritable. It can also trigger unhealthy habits like overeating or smoking.



- 6. Unplug daily.** Put the phones, tablets, computers, video games, etc. away for at least an hour every day.
- 7. Reconnect with friends.** Having strong and supportive relationships is a great way to reduce your risk of depression and alleviate stress.
- 8. Volunteer.** Volunteering provides a way for you to meet new friends, develop new skills and find fulfillment in making a positive change.
- 9. Save money.** Having financial security is an important step in reducing stress and anxiety. It also means you can take fun and relaxing vacations!
- 10. Find a primary care provider.** A primary care provider is the ultimate health partner, helping people prevent, treat and manage a variety of health conditions and maintaining overall health and wellness.

SPRING INTO GOOD HEALTH

In 2016, the Black River Falls community will have a new resource for staying committed to exercise and wellness goals.

The Lunda Community Center will open its doors, bringing the community endless opportunities to achieve complete wellness. Local residents will have access to:

- A fitness center with a variety of weight training and cardio equipment
- An aquatics center with lap lanes, whirlpool and water slide
- Racquetball courts



— Rendering of the new Lunda Community Center. Opening in Spring 2016.

- Program gym for member use
- Golf simulator
- Fitness class studios
- Walking track
- Climbing wall
- Meeting rooms for educational programs

“Our goal is to meet the mental and physical wellness needs of every age group in the community,” says Gavin Scray, Director of the Lunda Community Center. “We wanted to fill existing gaps in terms of hours of operation, accessibility and programming.”

The Lunda Community Center was made possible thanks to the Lunda Charitable Fund. To ensure that the center’s mission is achieved, it was important to members of the Lunda Charitable Fund to choose a board for the Lunda Community Center comprised of community members with diverse interests and talents, including Black River Memorial Hospital, The Aging and Disability Resource Center, the School District, athletic directors and members of the Lunda Charitable Fund.

“The new center will allow us to bring many of our community resources under one roof where they are accessible and convenient for the entire community,” says Nicole Schweitzer, board member and rehabilitation services director at BRMH. “It will enable programs like our hospital outreach senior yoga and fall prevention classes to have a permanent home.” ■

New Look for BRMH

Throughout 2015, Black River Memorial Hospital (BRMH) underwent several transformations to further support its position as a progressive healthcare facility. These included a new senior leadership team, updating the mission and vision and purchasing The Calhoun Professional Building which will house hospice, homecare and other related services in 2016.

With all of these changes, it became clear that the BRMH brand no longer properly represented the organization. That’s why the senior leadership and marketing teams embarked on a journey to modernize the BRMH identity—starting with the logo.



The previous logo represented a dated, traditional, rural hospital. It included fonts that have been around for over 60 years and an icon that didn’t distinctly identify BRMH. Together, these elements did not support the new vision of being “the best community hospital in the nation.”



The new logo is inspired by the area’s abundant water sources. The icon is a single drop of water, which is a building block for every lake, river and stream—much like every resident is an important part of the community. The font of the capital “B” mimics the movement of a river, and together with the water droplet, represents BRMH’s spirit of innovation and forward thinking.

Feet: A Foundation for Health



Think about the foundation of a house. If it's solid, the rest of the house is stronger. But if it gets damaged, the structure of the whole house is at risk.

Your feet play a similarly important role for your body, as they are the foundation for the entire musculoskeletal system. However, foot pain and other foot ailments are some of the most overlooked conditions.

"Just like a headache or stomach cramps, foot pain is not normal and can indicate an underlying health problem," says Paul Helstad, DPM and podiatrist at Black River Memorial Hospital (BRMH). "Your feet are the key to mobility and quality of life, so it's important to take care of them."



COMMON FOOT CONDITIONS

Between your two feet, there are more than 50 bones, 60 joints and 200 muscles, ligaments and tendons. So there are a lot of places for pain, injury or other issues to occur. Common podiatric conditions can be grouped into four basic categories:

1. MEDICAL

Many medical conditions can impact the health of your feet. Diabetes and cardiovascular disease can lead to reduced blood flow to the legs and feet, which reduces the amount of nutrients and oxygen in these areas. This ultimately can cause foot ulcers or other skin sores. Diabetes also can lead to peripheral neuropathy, or damage to the peripheral nerve that extends into the toes. This can cause numbness and long-term loss of feeling in the legs and feet.

2. BIOMECHANICAL

Biomechanical conditions affect the structure and function of the foot and ankle, such as tendonitis, heel or arch pain, bunions and hammertoe. These types of problems can impact how you walk, run or perform other everyday activities.

"Because of the role the feet play in the overall musculoskeletal system, when biomechanical issues change the way we move or distribute weight, they ultimately can cause pain or injury in the knees, hips and even spine," says Dr. Helstad.

3. SKIN AND NAILS

In addition to internal and structural parts of the foot, podiatrists can treat conditions that affect the skin and toenails, including:

- Ingrown toenails
- Fungus
- Corns and calluses

4. SURGICAL

Oftentimes, surgery is needed to treat structural conditions like bunions and hammertoe. However, early recognition of foot or ankle issues can prevent the need for surgery. Non-invasive and minimally invasive methods include orthotics, shoe inserts, therapy and injections.

WHEN TO SEE A DOCTOR

We've all probably experienced a night when we come home with sore, tired feet and feel like doing absolutely nothing. That's why chronic foot pain, can affect not only your quality of life but also your health.

Dr. Helstad says, "When you start using foot pain as an excuse to not exercise or do other activities, it can quickly snowball into other areas of life and become detrimental to your physical and emotional health."

That's why Dr. Helstad suggests seeing a doctor about foot pain if symptoms last more than a couple weeks. Call **715-284-1900** to schedule an appointment with Dr. Helstad. ■

Good Health Starts with “Good Night”

The journey to achieving that “Get Healthy” New Year’s resolution may need to start somewhere other than the gym or natural foods section of the grocery store. You may first need to take a look at your sleeping patterns.

HOW SLEEP AFFECTS YOUR HEALTH

Every night while you are sleeping, your body is actively healing heart and blood vessels, rebuilding your immune system, organizing memories and thoughts and regulating hormones. So, when you have an ongoing sleep deficiency, you are:

- Increasing your risk of conditions like heart disease, high blood pressure and diabetes
- Decreasing your ability to fight infections
- Reducing your cognitive function for the next day
- Creating an imbalance of the hormones that regulate metabolism

Other benefits of a good night’s sleep:

- Better memory
- Boosted creativity and productivity
- Healthy weight
- Reduced-risk of sleep-related driving accidents



Start your path to better sleep with the Black River Memorial Hospital Sleep Lab. Call 715-284-3670

Health Inspired by the Community

We are always looking for ways to improve the experience people have at Black River Memorial Hospital. That’s why we conduct community health needs assessments and community surveys, and why we make listening to patients, visitors and local residents a top priority.

In 2015, some of the things we heard from our community were to put a stronger focus on wellness and increase access to specialty care. Throughout this issue of Momentum, you will find some of the ways we are responding to meet these needs.

Our surgical specialists:



Robert DeFatta, MD, PhD
Ear, Nose and Throat



Todd Duellman, MD
Orthopaedics



Nicholas Kitowski, MD, FACS
General Surgery



Chris Buntrock, MD
Ophthalmology



Josiah Nelson, MD
Urology



Paul Helstad, DPM
Podiatry



Suzanne Falkenberry, MD
Ophthalmology



Darrin Antonelli, MD, FACS
General Surgery

EMPLOYEE SPOTLIGHT

Codes and claims. Billing and benefits. These are healthcare terms **Joan Esser** uses every day as a member of the Black River Memorial Hospital (BRMH) financial services team.

Joan is a financial biller responsible for filing Medicaid claims. To do this, she works with different departments throughout the hospital to make sure patient claims include the proper service codes and authorizations. Basically, she needs to make sure she is billing Medicaid for only the specific services a patient received. Joan also works closely with patients to make sure filed insurance claims are understood and remaining balances are paid.

"I love learning, which is one reason I've stayed in insurance billing for almost 30 years," Joan says. "Medicaid, and the whole healthcare industry, is constantly changing, so I'm given the opportunity to always learn more about my field."

In addition to her work in the financial services department, Joan is part of BRMH's workforce committee, where she helps ensure BRMH employees have the best possible benefits and working environment.

As part of this team, Joan has organized doctors' recognition day for the past four years—and she always tries to do something fun. One year, she worked with the Alma Center High School business classes to have Wheaties boxes designed with the doctors on them. And last year, she had bobble heads made.

Through the committee, she also helped implement an internal recognition program called "You're Worth a Million Dollars." Employees can present co-workers with a dollar bill certificate for going above and beyond. Employees can accumulate these "bucks" and use them to purchase BRMH apparel or accessories.

"Once I became involved in the workforce committee, I really saw how much every BRMH employee is valued," Joan says.

When Joan's not at work, she and her husband try to plan as many trips as possible to visit their grandkids in Black River Falls, Madison and Rochester. But, if they are staying home, Joan loves reading and quilting. ■

"The atmosphere at Black River Memorial Hospital is wonderful," Joan says. "Everything from supportive coworkers to an innovative senior leadership team draws you to want to work here."





*Left to Right: Alex Galston, Christine Hovell, Nicole Schweitzer, **Lisa Listle** (center), Monica Lobenstein, Jen Steinke, Kathleen Clemons standing outside the UW Extension office, which provides an office and administrative support for Together for Jackson County Kids.*

Born, raised and still living in Black River Falls, the health and wellness of the community is important to

Lisa Listle—because it's the health of her home.

"The area is a great resource for so many activities like hunting, fishing and hiking," Lisa says. "And it's a really great place to raise kids."

For these reasons, Lisa has made it her career and passion to help the Black River Falls community stay healthy and informed.

Together for Jackson County Kids

One way she does this is through Together for Jackson County Kids—a community coalition that promotes healthy lifestyle choices and aims to reduce alcohol, tobacco and other drug use among youth. Lisa has worked with this organization for about twelve years and has played a role in many of the programs it offers throughout the community. These include:

- **Strengthening Families.** A family skills training that helps reduce problem behaviors and improve social competencies and school performance.
- **Good Drugs Gone Bad.** An educational initiative that shares the dangers of over-the-counter and prescription drug abuse as well as how to properly store and dispose of medications.
- **Raising Kids Who Can Cope.** A series of informational articles and radio segments, created by Jackson County UW-Extension and Together For Jackson County Kids, developed to build skills, knowledge and awareness in adults who play a role in young people's lives.
- **Real Colors.** This program helps identify different temperaments, uncovering the different motivations behind each temperament and gives tools to help strengthen communication between different temperaments
- **Question. Persuade. Refer. (QPR)** A course to help people recognize suicide warning signs, learn how to offer hope and where to turn for help.

- **Helped obtain funding** and sustain partnerships for such programs as Not On Tobacco, Teens Against Tobacco Use, Teens Against Bullying Others, Seven Challenges and Family Treatment Court.

"In addition to QPR, the coalition is working hard on other suicide prevention methods, including finding ways to teach mindfulness and coping skills," Lisa says.

Jackson in Action

A second organization that allows Lisa to positively impact the health and wellness of the community is Jackson in Action.

"About five years ago, a group started talking about obesity due to the fact that Jackson County had fallen to the bottom of the county health rankings," Lisa says. "And I knew I wanted to be involved in doing something about our community's health."

The mission of Jackson in Action is "to promote healthy lifestyles for children, their families and the greater community." The coalition achieves this mission by providing educational resources for healthy eating and staying active as well as sponsoring and implementing events and programs.

Lisa has helped with the Black River Memorial Hospital Pace and Pedal through Jackson in Action, and she's also worked on the coalition's pallet garden project as well as the Harvest of the Month initiative.

"The goal of the pallet gardens was to show residents how fun it is to grow their own healthy food and how nice it is to have easy access to fresh vegetables," Lisa says.

Through both of these organizations, Lisa has seen how important partnerships are to the success of health and wellness initiatives.

She says, "When you can bring different community members and organizations together, you have more power to get more accomplished." ■



Visit our website at www.brmh.net for a full list of hospital events and to view our latest videos.

HOSPITAL EVENTS 2016

January 11 – February 29,
Mondays 11:30 a.m. – 12:30 p.m.

Chair Yoga Class

Evangelical Lutheran Church, BRF

January 21 – March 31,
Thursdays, 5:15 p.m. – 6:15 p.m.

BWELLthy Healthy Living & Weight Management Program

Dorothy Halvorson Conference Room, BRMH
Register by visiting: brmh.net/bwellthy or
by calling: 715.284.1348

Monday, February 1,
10:30 a.m. – 11:30 a.m.

Better Breather's Club Meeting

Dorothy Halvorson Conf Rm, BRMH

February 2 – 25,
Tuesdays and Thursdays, 9 – 10 a.m.

Senior Stay Exercise Classes

Jackson County Bank Community Room
Register by calling: 715-284-1330

Wednesday, February 10,
10:30 – 11:30 a.m.

Diabetes Education & Support Group (DESG) Monthly Meeting

Dorothy Halvorson Conf Rm, BRMH

February 12 – 13,
6:30 – 9 p.m. & 9 a.m. – 1 p.m.

Two-day Childbirth Education Class

Dorothy Halvorson Conf Rm, BRMH

March 8 – 31,
Tuesdays and Thursdays, 9 – 10 a.m.

Senior Stay Fit Yoga Classes

Jackson County Bank Community Room
Register by calling 715-284-1330

Tuesday, March 8, 6:30 – 8 p.m.

Breastfeeding Class

Dorothy Halvorson Conf Rm, BRMH

Wednesday, March 9, 10:30 – 11:30 a.m.

Diabetes Education & Support Group (DESG) Monthly Meeting

Dorothy Halvorson Conf Rm, BRMH

Friday, March 18, 7 a.m. – 4 p.m.

Book Fair

Dorothy Halvorson Conf Rm, BRMH

Saturday, March 26, 8:30 – 11 a.m.

Brunch with the Easter Bunny

Black River Falls School