

Local people. True stories. Real advice.

Momentum

Spring 2018

CELEBRATING

50
YEARS

Black River
MEMORIAL HOSPITAL

**Celebrating
50 Years
with BRMH**



Colonoscopies Save Lives



Essential procedure available at Black River Memorial Hospital

Black River Memorial Hospital turns 50 this year—how about you? Starting at age 50, regular colonoscopy screenings can significantly reduce your risk of developing colon cancer.

All about colonoscopies

Colonoscopy is the only colorectal cancer screening option that both detects and prevents colorectal cancer. BRMH is pleased to have the skill and expertise of Dr. Nicholas Kitowski, Dr. Darrin Antonelli and Dr. Kevin Anderson who perform colonoscopies at our facility.

“We offer patients a colonoscopy procedure at a local, high quality and excellent facility,” says Dr. Kitowski.

During a colonoscopy, the doctor gently inserts a colonoscope, which contains a tiny video camera at its tip, through the rectum into your large intestine. The doctor examines the lining along the entire length of your large intestine. If he sees abnormal growths of tissue called polyps, tiny instruments are inserted through the colonoscope to remove them. The tissue samples are sent to a pathologist to evaluate whether they are benign, precancerous or malignant.

“The procedure itself is overall safe, effective, and routine in a majority of patients.”

“It is not as bad as people think,” explains Dr. Kitowski, of the less-than-pleasant reputation colonoscopies have.

“This procedure has been proven to reduce the risk of colon cancer,” he says. “If we can remove colon polyps when they are small, it will prevent them from changing into colon cancer as you age.”

A lot of people aren't aware that early colon cancer does not usually cause symptoms. “We can usually only identify it with a colonoscopy.” What's more, he says, “If you wait until symptoms are present, the colon cancer is more advanced and more difficult to treat.”

Colonoscopies are recommended every 10 years between 50 and 75 years of age. It may be more frequently based on your findings and risk factors. ■





5 Ways to Reduce Your Risk for Colon Cancer



Practice Healthy Habits: Exercise, don't smoke, and cut back on drinking. Not only will these habits reduce your risk of colon cancer, they are good for your overall health in general.



Lose Weight: Even otherwise healthy people who are overweight are at a higher risk for colon cancer—not to mention heart disease and stroke.



Eat Right: Cut back on red meat and load up on veggies. A moderate amount of red meat (*2-3 servings a week*) is just fine; however, studies have shown that a high consumption of red meat can increase your risk of colon cancer by 28%. Save the steak for special occasions and choose vegetables and whole grains instead.



Know Your Family History: If one of your primary relatives (*mother, father, brother, sister or your children*) is diagnosed with colon cancer, you are at higher risk. At the next family gathering, bring up colon cancer; you'll be glad you did.



Get screened: Getting regular colonoscopies is the best way to prevent colon cancer. One of the few "good things" about colon cancer is that it's preventable.

Learn more about how to stay free of colon cancer your whole life long.

Call **715-284-3678** to schedule your colonoscopy or visit **www.brmh.net/colonoscopy**



SATURDAY MAY 19, 2018

Wazee Lake Recreation Area
Black River Falls, WI

**Pace and Pedal Duathlon
5K Wazee Color Fun Run/Walk
Youth Color Race - Free!**

**REGISTER FOR THIS EVENT AT
BRMH.NET/PACEANDPEDAL**



Black River Memorial Hospital is thrilled to once again partner with Jackson in Action to host Pace and Pedal. As in previous years, participants can expect a broad variety of opportunities to get out and enjoy our beautiful community:

- The Pace and Pedal Duathlon - 8:00 a.m.
6 mile trail run & 10.3 mile bike (*chip timed & helmet required*)
Finishers medal for duathlon participants
- Lake Wazee 5K Color Fun Run/Walk - 8:30 a.m.
3.1 mile run/walk
(*fully paved, strollers welcome, no pets please*)
- Youth Color Race - 10:00 a.m.
1.0 mile (*includes participant medal*)
- A shoe drive benefitting the Jackson County Humane Society
Bring your old, worn out shoes!
- Free outdoor fitness classes
Zumba® and yoga classes - 9:00 a.m. & 9:30 a.m.

Women's Night Out Laughter is the best medicine



Black River Memorial Hospital will be hosting our Women's Night Out with comedian Stevie Ray on **May 9th, 2018**. This special event is for women only and will feature entertainment, education, and vendors from throughout our community. Catch up with friends and family and enjoy a night just for you.

You could win a \$300 spa package!

Register online by visiting brmh.net/laughter
or call **715-284-3629**. Space is limited.



The Truth about Endometrial Ablation

What you need to know now



Some women believe that heavy menstrual periods are a fact of life. In reality, the women's health providers at BRMH offer gynecological services and solutions for heavy menstrual periods. One of these solutions is endometrial ablation. Here is what you should know about the procedure:

It's Not a Hysterectomy

There is a perception that a hysterectomy is the only option for women who experience abnormally heavy menstrual periods. Endometrial ablation is an alternative with no overnight hospital stay, no incision, and no hormones.

It's Effective and It Lasts

The majority of women who undergo endometrial ablation report a successful reduction in abnormal bleeding.

At BRMH, It's Personal

BRMH physicians offer personalized care. Having your procedure at Black River Memorial Hospital means you'll be getting the best treatment and won't be lost in the crowd.

Endometrial Ablation is Fast

Typically, this quick outpatient procedure will have you in and out of the hospital in less than six hours.

It's a Better Way

You don't have to live with heavy periods. Endometrial ablation can drastically improve your quality of life.

Talk to your doctor about endometrial ablation to see if it is right for you.



It's *better* to  Home.

Enjoy **\$10 off** your next B-Home purchase

Expires 12/31/18 - Minimum purchase of \$15.00 required

Cannot be used for any insurance billed items, payment of co-pays or towards an outstanding balance



311 County Rd. A, Suite 2,
Black River Falls, WI 54615
(715) 284-3670
Monday - Friday, 8:30 a.m. - 5:00 p.m.



EMPLOYEE SPOTLIGHT

For some people, the realization that they want to go into medicine is profound and transformative. For **Janelle Centanni**, it was not.

"I just always knew I wanted to be a nurse," she says. "There was never a big event that happened in my life or anything. I just always knew."

Janelle began her career while she was still in high school, starting as a CNA. She took time off when her children were young but has been a nurse at Black River Memorial Hospital for eight years and the last six have been in the role as a resource nurse.

"As a resource nurse," explains Janelle, "I'm part of the nursing teams in the hospital—from OB to Med/Surg, ER and Surgical Services. I provide direct patient care, which is my primary role. Resource nurses also have oversight of staffing within the nursing units, so we make sure we have the right people in the right places and help fill any gaps that there are." Janelle adds: "I find the most rewarding part is being a coach and mentor, too."

As a mother of six, being busy is second nature to Janelle, so in addition to her duties as a resource nurse, Janelle is also the chair of the hospital's nursing council which meets on a monthly basis.

"I prepare meeting minutes and lead the meetings, which consist of a nursing representative from each department," she says. "We help coordinate projects with departments and provide the nurse's perspective on those projects. I also serve on many teams, including the Clinical Excellence Team. That team meets monthly to make sure we are providing the best care to patients every day and meet or exceed industry standards."

There isn't just one thing that makes Janelle happiest being a nurse. "I get to make a difference in people's lives," she says. "And every time I see growth in a nurse that I helped mentor, it makes me proud. Every day there's a reward to being a nurse."

“I can't pick just one thing I am most proud of! There is so much to feel good about when you are helping people.”

In her personal life; however, Janelle can easily identify what she's most proud of.

"My family," she says. "I'm the mother of six amazing children (ages 17-25). I have a wonderful husband and two grandchildren who are my pride and joy. ■"



COMMUNITY SPOTLIGHT

When asked if there had ever been a negative that she hadn't been able to turn into a positive, Kathleen Clemons says she certainly has her down days like everyone else, but is able to lift her spirits through humor and her wellness coaching skills.

After even just a brief conversation with Kathleen, it's apparent that the woman does not dwell on the negatives. Indeed, you could say staying positive is Kathleen's life's work.

Always destined to be "one of those people who always has more than one job," Kathleen is an exercise physiologist for the Ho-Chunk Health Department, a diabetes educator, a certified health and wellness coach, and a group exercise instructor. It's no surprise that Kathleen finds joy in all her roles.

"I like all the parts of my job, particularly diabetes education—both diabetes prevention and management. I really like the variety of doing a lot of different things."

An avid participant in sports as a child, Kathleen planned to become a physical education teacher until she discovered another way her love of fitness could become her career. Changing gears, Kathleen started her career in cardiac rehab in Southern California.

Although moving from Southern California might seem like a questionable decision for those of us who are native to this frosty land, Kathleen says she has no regrets and loves it here.

"When I turned 40, I decided to move here," she recalls. "I knew nobody in this area, although my family had been coming to the Minocqua area since I was a little kid."

Kathleen had no trouble fitting in with the community and finding her place. Soon, she was leading outdoor boot camps as part of her business, KC Fitness, organizing snowshoe races, finding likeminded friends, teaching at the Lunda Center, and even starting the Gobbler Giveback, a walk/run on Thanksgiving that benefits area charities.

"I love it here," says Kathleen. "I love the seasons, and the people are wonderful—they are the nicest people and I have a great group of friends, husband and dogs."



Kathleen would discover her strength and resilience in December of 2016 when she received devastating news: she had breast cancer.

"Having been trained as a wellness coach and maintaining a healthy lifestyle helped me with the diagnosis and treatments," says Kathleen. "A quote that I like goes 'Every day may not be good, but there's good in every day.' It's human nature to focus on the negative. I try to look harder and find the good."

Kathleen, even when she's not teaching or coaching, is nevertheless a lesson in finding the good and an inspiration for happier, healthier living. ■

Report from the Chief Executive Officer Mary Beth White-Jacobs

CELEBRATING

50
YEARS



Dear friends, colleagues, and neighbors,

March 1, 2018, marked the 50th Anniversary of Black River Memorial Hospital. Much has changed over the last 50 years; however, one thing remains the same, our team's commitment to providing excellent care and service to our community.



I recently enjoyed reviewing some of the information available from the early days of BRMH ("Then") and compared it to our current status ("Now"). I wanted to share some of the more interesting changes we've experienced this past half a century:

First, our main campus facility has more than doubled in size and we have added off-site space to expand and enhance our care services.

Second, I was pleased to note that the number of patients served has tripled over the last 50 years. Furthermore, we're getting patients out of the hospital and back to their homes faster, as the numbers below show. Advances in the way that we treat conditions and perform procedures now allow you to return home rather than spending several nights in the hospital, which data tells us is better, safer, and more economical.

	Then	Now
Main Facility Size	60,000 sq. ft.	140,000 sq. ft.
Off Site Services	0	26,700 sq. ft.
Total Patients Served	6,725	21,934
Length of Inpatient Stays (Ave)	7 days	2 days
Surgical Procedures	569	1,212
Percentage of Outpatient Services	No documented %	70%

	Then	Now
Employees	141	360
Medical Staff	8	35
Volunteers	44	162

With an increase in patients served comes an increase in the number of employees, medical staff and volunteers we have available to care for you and your family. While this is a good thing for our organization and our patients, the increased number of jobs also has a direct economic impact for the Black River Falls area.



Our team of dedicated people is the reason that BRMH has been recognized by two national agencies as a "Best Place to Work in Healthcare" and a "Laureate Award" winner for top performance in employee engagement and satisfaction. Our team has changed and grown in the past 50 years, but the beliefs and mission of BRMH has endured and will continue to endure for the next 50 years. We are here "Serving You with Excellence" now and look forward to doing so for generations to come.

When our hospital became a reality in 1968, the founders dreamed of it becoming something like what it is today. Congratulations to those who were there then and those who are here now, continuing their legacy and striving every day to be the "Best Community Hospital in the Nation."

Mary Beth White-Jacobs
Chief Executive Officer, Black River Memorial Hospital

Report from the Chief of Medical Staff Michael Mahan, MD



Doctors and nurses care for many different types of patients from different backgrounds, life experiences and generations. This is absolutely true for health care providers in Jackson County. Our doctors and nurses are also from different backgrounds and generations, and I am very proud to be a part of the medical community

in our county. In 2017, we celebrated the retirement of Dr. Jeff Polzin, family medicine physician. We also welcomed several new faces to the team.

2017 New Team Members

- Diana Scharine, Nurse Practitioner, Hospitalist - BRMH
- Kelli Casper, Nurse Practitioner, Hospitalist - BRMH
- Fine Song, MD, Family Medicine - Krohn Clinic
- Braxton Fritz, MD, Hospitalist - BRMH
- Neil Cox, MD, Family Medicine
- Ho-Chunk Healthcare Center
- MeLee Thao, Physician's Assistant, Emergency Medicine - BRMH
- Greg Miller, MD, Emergency Medicine - BRMH
- April Leonardo, MD, Family Medicine - Krohn Clinic
- Katrina McGillivray, DO, Family Medicine - Krohn Clinic
- Timothy Steinmetz, MD, Emergency Medicine - BRMH
- Carolyn Wakeman, MD, Family Medicine
- Ho-Chunk Healthcare Center
- Daniel Zimmerman, MD, Emergency Medicine - BRMH

The opioid crisis continues to impact the people of Jackson County as well as how doctors treat patients. There are several ways the medical community is working with partners locally and at the state level to combat this crisis.

We strive to protect our patients, no matter what season it is. Late 2017 brought on one of the worst flu seasons we have seen since 2010. Handwashing and the flu vaccine are still the best way to prevent or lessen symptoms of the flu.

When Dr. Eugene Krohn, Dr. Richard Holder and Dr. John Noble worked with the community to build the Black River Memorial Hospital over 50 years ago, they knew how important the facility would be as a part of the health care system in Jackson County. The medical staff continues this vision in all the facilities and we look forward to continuing this for years to come.

Report from the Partners' President Mary Bue



At the end of 2017, Partners of Black River Memorial Hospital (BRMH) had 138 members, plus 30 summer Volunteers. Partners are proud to enhance the patient experience. We call to check on people through our Telecare program, serve coffee and juice to patients, coordinate Blood Drives, serve customers in the gift shop, set up those who need a Personal Emergency Response System and sponsor programs like the Babysitting Clinic and

Diabetes Education and Support Group. Together, these volunteers contributed 8,326 hours of service to the hospital and community in 2017. With the value of the volunteer hour set at \$24.14, the Partners contributed \$221,276 worth of time to BRMH.

BRMH Partners attended the State Convention in Green Bay and the Western District meeting in Prairie Du Chien. The focus this year was on opioid abuse and prevention. This is certainly an issue that deserves our attention, not only in our state, but nationwide. 2017 was a very educational year for our group. Our Partners organization qualified to receive the "Honor Points Award" given for outstanding services, again. Partners hold community educational presentations for area students and sponsor Teens Against Tobacco Use (TATU), Poison Prevention and Truly Me programs in the local schools throughout the year.

Partners continued the "Helping Hands" program which provided \$10,000 for paying toward the hospital bills of those who, for reasons beyond their control, could not pay off their balance.

The Partners team works hard on many fundraisers. In 2017, we raised \$21,132. Partners gave back \$20,286 to BRMH to fund specialized equipment, scholarships and to support various hospital-based programs.

I have enjoyed having the role of President of our Partners. I encourage all members to take advantage of the opportunity to be an officer or committee member in our organization. Through these roles you learn a great deal about our local district and state organizations. We have much to be proud of as members of BRMH Partners and would love to see more people join our worthy organization. We must grow our membership to be able to continue all the wonderful work we do for our hospital and the community. We have plenty of opportunities for anyone!

Partners Officers 2017

Mary Bue - President

Nancy Hindes - President-Elect

Linda Nandory - Treasurer

Jackie Shankey - Secretary

Report from the Chairman Dennis Eberhardt, BRMH Board Chair



The Board of Directors of BRMH is made up of community members whose primary role is to ensure that our county has access to excellent healthcare now and for years to come. We meet monthly to hear and see reporting on the performance of the hospital. The board also governs the hospital to ensure that the systems we have in place meet the needs of our patients and families we serve. The leadership of BRMH works very hard to ensure the staff and volunteers are capable and empowered to provide the best care, every day.

Healthcare is complicated and highly regulated and requires agility to quickly make necessary changes. In 2017, we added our Medical Records and Financial Services building on 8th Street in Black River Falls. This project will allow more services to be provided on the main floor of the hospital in a more convenient location for the patient.

BRMH is always working to provide quality care that is more affordable. For the second year in a row, the hospital did not raise rates in 2017. The hospital continues to be financially strong when some hospitals its size are facing major hardships or closing.

Yes, the bottom line is important, and so are the people. Whether you are a patient, visitor or an employee of the hospital, the board knows that the experience is better at BRMH because of the people. They strive to improve processes and services to help our community to be healthier. This community can be proud of its community hospital of the last 50 years and for many, many more.

Statement of Operations* (Year Ended December 31)		
	2017	2016
Revenue		
Net Patient Service Revenue	\$47,698,000	\$48,080,000
Other Operating Revenue	\$1,353,000	\$1,385,000
TOTAL REVENUE	\$49,051,000	\$49,465,000
Expenses		
Salaries & Wages	\$21,850,000	\$21,089,000
Employee Benefits	\$8,618,000	\$8,108,000
Supplies & Other	\$14,860,000	\$14,304,000
Depreciation	\$2,407,000	\$2,358,000
Interest	\$531,000	\$558,000
TOTAL EXPENSES	\$48,266,000	\$46,417,000
Net Income from Operations	\$785,000	\$3,048,000
OTHER INCOME		
Investment Income	\$627,000	\$398,000
Contributions	\$4,000	\$5,000
Net Asset Disposal	(\$10,000)	\$2,000
TOTAL OTHER INCOME (Loss) - NET	\$621,000	405,000
Revenue in Excess of Expenses	\$1,406,000	\$3,453,000

Community Benefits* For the year ended, December 31, 2017	
Financial Assistance	\$770,000
Unreimbursed Medicaid and Other Government Programs	\$3,301,000
Community Health Improvement Services	\$217,000
Community Health Education	
Healthcare Support Services	
Health Professionals Education	\$126,000
Nursing and Medical Students	
Subsidized Health Services	\$10,194,000
Emergency and Trauma Services	
Women and Children's Services	
Subsidized Continuing Care	
Palliative Care	
Financial and In-Kind Donations	\$131,000
Community Building Activities	\$188,000
Community Benefits Operations	
Community Collaborations and Partnerships	
Total Community Benefits	\$14,927,000

Medicare Survey of Patients' Experiences	BRMH	WI Average	National Average
Patient survey summary star rating ★★★★★	5 out of 5		
Patients who reported that their nurses "Always" communicated well	86%	84%	80%
Patients who reported that their doctors "Always" communicated well	89%	84%	82%
Patients who reported that they "Always" received help as soon as they wanted it	80%	74%	69%
Patients who reported that their pain was "Always" well controlled	77%	73%	71%
Patients who reported that staff "Always" explained medication before giving it to them	75%	69%	65%
Patients who reported that their room and bathroom were "Always" clean	80%	80%	75%
Patients who reported that the area around their room was "Always" quiet at night	66%	66%	63%
Patients who reported that YES, they were given information about what to do during their recovery at home	95%	90%	87%
Patients who "Strongly Agreed" they understood their care when they left the hospital	61%	56%	52%
Patients who gave their hospital a rating of 9 or 10 on a scale from 0 (lowest) to 10 (highest)	85%	78%	73%
Patients who reported YES, they would definitely recommend the hospital	80%	77%	72%

Facts and Statistics for Fiscal Year Ending December 31, 2017, 2016 and 2015	2017	2016	2015
Total Number of Patients Served*	21,934	20,915	18,438
Number of Employees (end of fiscal year)	357	350	323
Number of Births	136	137	168
Number of Procedures in Surgical Services	1,206	1,169	1,234
Number of Rehabilitative Therapies	34,928	33,450	37,128
Number of Respiratory Therapies	14,636	13,927	13,410
Number of Diagnostic Exams (tests performed in Laboratory: 117,140 and Imaging: 17,248)	124,253	134,388	110,368
Emergency Room and Urgent Care Visits	11,592	11,356	11,139

*Reporting change from previous years from encounters to unique patients

2017 Board of Directors



Dennis Eberhardt,
Chair



John Drace,
Vice-Chair



Ellen Moldenhauer,
Treasurer



Mary Beth White-Jacobs,
Secretary



Michael Mahan, MD
Chief of Staff



Brad Chown



Elliott Garvin



Shelly Severson



Dan Diehn



Kathy Potter



Visit our website at 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.

HOSPITAL EVENTS 2018

MAY

Senior Stay Fit Strength

May 1 – 24, 2018
Tuesdays & Thursdays 9:00 a.m. – 10:00 a.m.
Lunda Community Center, BRF
Register by calling 715-284-1379

Spring Conference for Hospice

Thurs. May 3, 2018
\$15 – Entire Program (8:00 a.m. – 3:30 p.m.) or
\$10 – Afternoon Only (12:45 p.m. – 3:30 p.m.)
B-Home Services & Supplies –
311 County Road A, BRF
Register by calling 715-284-3662

Breastfeeding Class

Tues. May 8, 2018, 6:30 p.m. – 8:00 p.m.
BRMH – Dorothy Halvorson Conference Room

Diabetes Education & Support Group (DESG) Monthly Meeting

Wed. May 9, 2018, 10:30 a.m. – 11:30 a.m.
BRMH – Dorothy Halvorson Conference Room #2

Women's Night Out – FREE EVENT

Wed. May 9, 2018, Begins at 6:30 p.m.
BRMH – Front Lawn
Register at brmh.net/laughter

BRMH Annual Meeting

Thurs. May 10, 2018, 6:00 p.m. – 7:30 p.m.
BRMH – Dorothy Halvorson Conference Room

2018 Pace and Pedal

Sat. May 19, 2018, 8:00 a.m. – 11:30 a.m.
Wazee Lake Recreation Area – N6302 N.
Brockway Rd, Black River Falls, WI 54615
www.brmh.net/paceandpedal

JUNE

Better Breathers Support Group Meeting

Mon. June 4, 2018, 10:30 a.m. – 11:30 a.m.
BRMH – Dorothy Halvorson Conference Room #2

Childbirth Education Class

Fri. June 8, 2018, 6:30 p.m. - 9:00 p.m.
Sat. June 9, 2018, 9:00 a.m. - 1:00 p.m.
BRMH – Dorothy Halvorson Conference Room

Diabetes Education & Support Group (DESG) Monthly Meeting

Wed. June 13, 2018, 10:30 a.m. – 11:30 a.m.
BRMH – Dorothy Halvorson Conference Room #2

Senior Stay Fit Yoga

June 5 – 28, 2018
Tuesdays & Thursdays 9:00 a.m. – 10:00 a.m.
Lunda Community Center, BRF
Register by calling 715-284-1379

Onward & Upward Chair Yoga

June 6 – August 1, 2018
Wednesdays 11:00 a.m. – 12:00 p.m.
Lunda Community Center, BRF
Register by calling 715-284-1379

JULY

Senior Stay Fit Strength

July 3 – 26, 2018
Tuesdays & Thursdays 9:00 a.m. – 10:00 a.m.
Lunda Community Center, BRF
Register by calling 715-284-1379

Tai Chi for Rehabilitation

July 10 – 26, 2018
Tuesdays & Thursdays 10:30 a.m. – 11:30 a.m.
Lunda Community Center, BRF
Register by calling 715-284-1379

BRMH Anniversary Celebration Picnic – FREE EVENT

There will be food, music, inflatables, games, friends, family; everything needed to have great fun for all ages!
Tues. July 31, 2018
6:00 p.m. – 8:00 p.m.
Lunda Community Park, 1400 Tyler St,
Black River Falls, WI 54615