

# Momentum

Local people. True stories. Real advice.

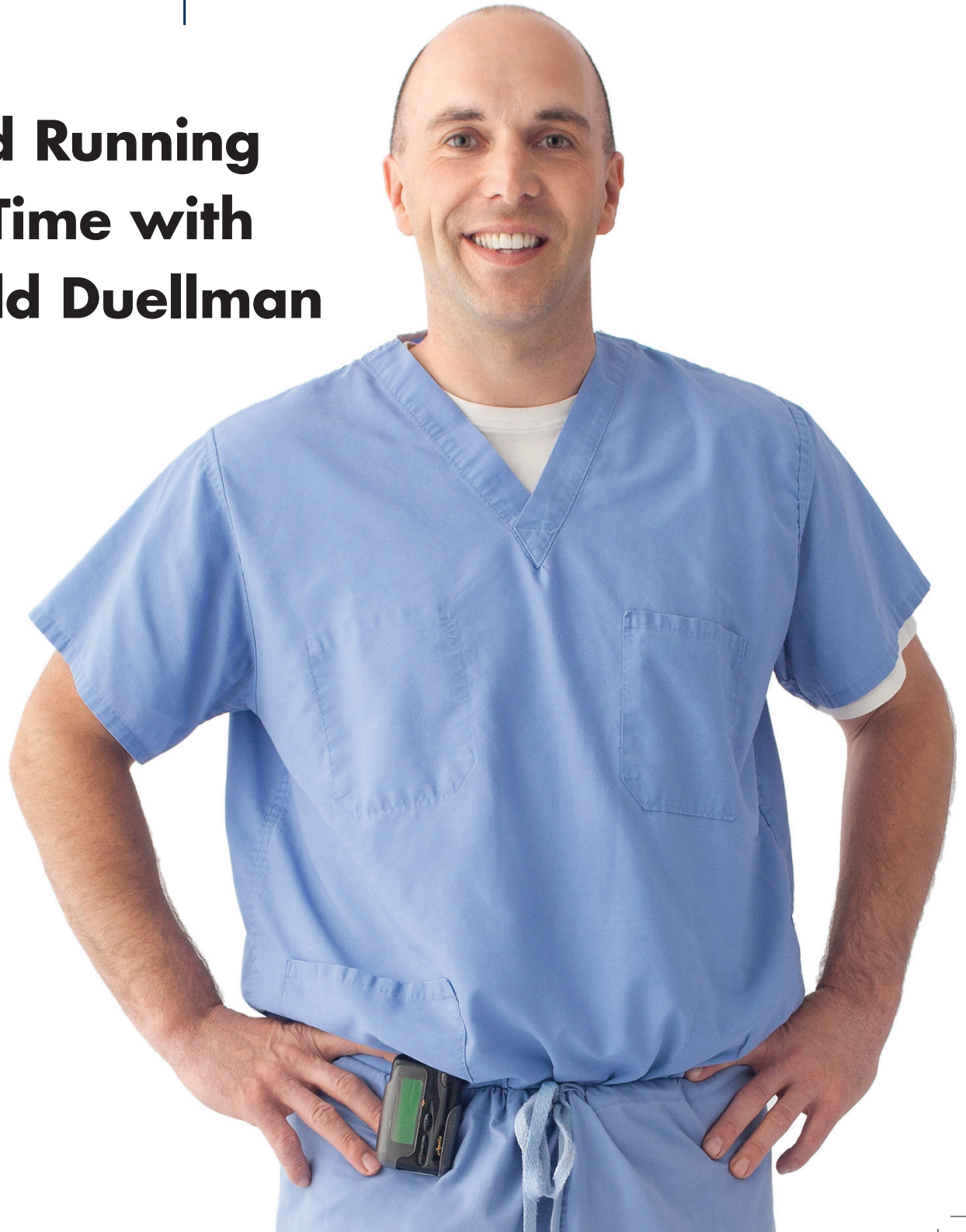


Excellence. Always.

ANNUAL REPORT EDITION

Summer 2016

## Up and Running in No Time with Dr. Todd Duellman



# Up and Running in No Time

For many, pain is a fact of life. Those knees aren't what they used to be. Hips lock up and ache. But at Black River Memorial Hospital (BRMH), there are solutions, thanks to a strong and cutting-edge orthopaedics team.

"I pursued orthopaedic surgery because it allows me the ability to restore people; to fix their structural problems, helping them regain function and reduce pain," says Dr. Todd Duellman, orthopaedic surgeon. Dr. Duellman cites the team approach at BRMH as one of the reasons patients find so much success and satisfaction with their procedures.

"We have an impressive team here," he says. "It's a refined, more personalized approach." This approach helps get patients mobilized sooner – a critical part of recovery. Although this may sound surprising for someone who just got a new knee or hip, getting up and active as soon as possible is vital. Patients are up walking the day of their joint replacement and return home the next day.

"We treat patients like healthy people, not sick people," says Dr. Duellman. "They're healthy people who need their knee or hip replaced so they can return to their active self."

Dr. Duellman and Dawn Tammen, RN emphasize patient education. They are careful to answer all the patient's questions so they have as much information about their surgery as possible. "When patients know what to expect, what is going to happen and why, they do better," Dr. Duellman says. "Educated patients are happier and have a better outcome."



The personal touch is just another example of the unique care patients receive from Dr. Duellman and his team. Patients are given a direct phone number to call if problems develop after surgery. Dr. Duellman and Dawn often make house calls if necessary. It's a method of care that he knows doesn't happen at many other places. Knees and hips – not to mention everyday life – can be restored at BRMH, and thanks to Dr. Duellman and the surgical team, patients are happier as they quickly return to being active and pain free! ■



Go online to hear about **Paul Schneider's** full hip and knee replacement experience at BRMH with **Dr. Todd Duellman**, at [brmh.net/perspectives](http://brmh.net/perspectives).





# Up in Smoke

Everyone knows smoking is harmful to your health. But quitting is no easy task. On average, a person tries to quit seven times before finally succeeding. But there is reason to be hopeful: The physical withdrawal from nicotine that quitters experience is actually short-lived. Four days without it and the worst is over, with remaining symptoms gone within a month.

## Below are some facts about the importance of stopping smoking for good:

- 90% of lung cancers arise as a result of tobacco use.
- The risk of lung cancer increases with the number of cigarettes smoked and the time over which smoking has occurred.
- Among those who smoke two or more packs of cigarettes per day, one in seven will die of lung cancer.
- The vast majority of patients who are diagnosed with lung cancer caused by smoking are at an advanced and incurable stage.
- Even if lung cancer does cause symptoms, many people mistake them for other problems, such as an infection or long-term effects from smoking.
- Screening is the use of tests or exams to find a disease in people who don't have symptoms, and only recently has a study shown that a test called low-dose CT (LDCT) scan can help lower the risk of dying from lung cancer. To learn more, talk to your primary care provider.

Quitting smoking is one of the most important things you'll ever do. Fortunately, you don't have to do it alone. It starts today - call **(715) 284-3670** to schedule an appointment. We are here to help. ■



## The 411 on Health Insurance

Insurance can be a headache and a bit overwhelming, but a little information can prevent you from getting caught off guard. Black River Memorial Hospital participates in a variety of health plans.

### Health Insurance Common Terms:

**Copay:** The amount you owe for each outpatient visit or drug prescription. For example: Your doctor prescribed a medication that costs \$50. The copay assigned by your health insurance company is \$20. You will pay \$20 and the insurer will pay the remaining \$30 for the \$50 prescription. A generic version may save you money, as copays for generic medication can be much lower than brand names.

**Deductible:** The amount you are responsible for before your insurance company will make payment. For example: Your procedure was \$5,000. After you pay \$1,500, the insurance company will pay \$3,500.

**Premium:** The amount you pay to keep your insurance active, usually monthly. Sometimes the premium is paid by your employer or a portion is paid by your employer and a portion is paid you.

Visit us online for more information:  
<http://www.brmh.net/marketplace>

### Is the Health Insurance Marketplace Right For You?

**First, make sure Black River Memorial Hospital is in your health plan.**

- **It might be for you if:**

You are on Medicaid (such as Badgercare in Wisconsin), you think your insurance is not affordable, or you are a veteran.

- **It is definitely for you if:**

You are UNinsured or UNDERinsured.

1. What you pay for insurance is based on your total income.
2. You can apply for coverage in four different ways: online, by phone, with in-person help, or with a paper application.
3. If you don't have health insurance, you may have to pay a fine.
4. You may qualify for a Special Enrollment Period due to a life-changing event like getting married, losing other coverage, or having a baby. ■



# Greet the Heat—Safely!

As temperatures increase, so do opportunities for staying safe in the sun.

With warmer weather comes more time outside, and as much as we in Wisconsin love our time outdoors, it's important to remember to stay safe when the mercury rises. Here are some tips to keep your health in check during high temperatures:

- ✔ **Stay Hydrated:** Whether you're out in direct sun, or just enduring prolonged periods of toasty temperatures, dehydration can sneak up on you. Keep a bottle of water handy and take sips throughout the day.
- ✔ **Sign Up for Swimming Lessons:** Every child deserves to know how to stay safe in the water. And every parent deserves the peace of mind that comes with knowing his or her children are capable swimmers. Sign your kids up for swimming lessons; it's a fun and essential summer activity.
- ✔ **Watch Your Physical Activity:** As tempting as it might be to stay outside, try to take a break in the middle of the day, when the sun is at its most scorching level. Save jogs for morning and evenings, and don't exert yourself without rehydrating.
- ✔ **Check In:** The elderly especially can have a hard time when it's hot out. Increased temperatures bring forth a new set of health risks, including stroke. Check in on older neighbors and loved ones to make sure they are staying cool.
- ✔ **Shun the Sun:** Okay, so of course you don't have to live like a vampire all summer, but be careful. The sun can do lasting damage to your skin. Wear sunscreen with a minimum of 30 SPF and reapply often. Hats, sunglasses and long-sleeved shirts are also keys to staying safe under the rays.

When it's finally warm enough to ditch your winter gear, don't get burned by being ill-prepared. With a few smart decisions and some planning ahead, you can make your time in the sun enjoyable and safe. ■



## EMPLOYEE SPOTLIGHT

### Nurse, Teacher, Innovator

"I'm a lifer," laughs **Nancy Engebretson**, Clinical Educator at Black River Memorial Hospital. "I was born and raised here, and I'm on my 24th year with the hospital."

Nancy attributes her longevity to a great team at work and a wonderful community in Black River Falls. An RN by trade, she has spent most of her career in the medical/surgical unit at Black River Memorial Hospital. But two years ago, when the clinical educator position became available, Nancy jumped at the chance.

*"It was time for a change," she says. "And I couldn't be happier with the decision. I've always enjoyed teaching and education. This is a perfect fit."*

Much of Nancy's role involves educating the clinical staff at Black River Memorial Hospital. She tracks certifications and makes sure staff is trained on new procedures and equipment. She also does crisis intervention training, is a CPR instructor, helps with annual regulatory training, and coordinates student clinical training.

"When you can teach people something they didn't already know and see the light bulb go on in their heads, it's really rewarding," she says. Nancy facilitates more light bulb moments by making the training fun. "I try to make it hands-on and interactive; more simulations, less sitting and looking at a screen. That's more fun for me and more fun for the people I'm teaching," she says.

In her personal life, Nancy is approaching a time when she herself might learn something new or take up a hobby. Her children, a daughter Megan (18) and son Ryan (16), are growing up. "I like to garden and read, and I sing at our church, but I'm in the process of trying to explore new things to do for this next part of my life."

Nancy and her husband Adam enjoy watersports like fishing and waterskiing, which - with her love of reading, gardening, and church involvement - might seem like enough to keep Nancy busy. But even so, she's eager to take up something new.

"Maybe I'll learn how to play golf," she says. "Or take up hunting!" Whatever is next for Nancy, chances are she will learn as well as she teaches. ■





## COMMUNITY SPOTLIGHT



### Paying It Forward

**Mary Jo Radcliffe** may be retired, but when it comes to serving the community, she's just getting started. There's never been any doubt in her mind about the importance of giving back.

"I feel the need to give back to the community that supported me throughout my working career," she says. "As a teacher, I would take my students out to local businesses and attractions as much as possible. The people welcomed my classes and so many volunteered to help my students and the schools. Now I am able to return the kindness."

And return the kindness she does. After retiring from a 33-year career as a second grade teacher for Black River Falls, Mary Jo is keeping busy. She's vice president of the school board: "I can happily say that our district is in a fabulous place!" she says. Additionally, she serves as chairman of the Educational Enrichment Fund, heading a board of 11 trustees.

"Each year we receive grant requests for equipment or programs that are not able to be funded through the Black River Falls school system budget," she explains. This initiative holds particular importance for Mary Jo because she herself received a grant when she was teaching.

"I remember how much that grant meant to me and my students," she says. "Now I am able to help pay it forward." With the support of the community via fundraisers like brat barn sales and the Tiger Pride Race/Walk, over \$50,000 has been awarded to area teachers.

Growing up in West Salem, the importance of education was instilled in Mary Jo from an early age. The family traveled a lot, and her mother was a teacher. "I'd help her correct papers," she recalls. Her father owned the bakery that eventually became Linda's Bakery. "It makes me proud to know my family had a part in that," she says.

Mary Jo lives with her husband Loren at their home on the Black River. They have one son, Mark, a daughter-in-law, Becky, and three grandchildren, Vance, Max, and Charley. "The grandchildren keep us young and are the joy of our lives," she says.

"It's been immensely gratifying to have had my whole career in Black River Falls," says Mary Jo. "I get to see my second graders as adults and see the productive citizens they have become. It's such a wonderful community, with generous citizens that support the caring and compassionate people who volunteer for those in need." ■



# BLACK RIVER MEMORIAL HOSPITAL 2015 ANNUAL REPORT



## Report from the Chief Executive Officer Mary Beth White-Jacobs

Reflecting on the highlights of 2015 leads me to focus in amazement at what a group of engaged, committed individuals can accomplish! Here are some of the "wins":

- Review and modernization of our Mission, Vision, Values and brand
- Full computer system upgrade
- State and National recognition as a strong and successful community hospital

Our hospital exists to serve the community. Our mission (*why we exist*), vision (*where we are going*) and values (*what we believe and how we behave*) are the lens we use to keep that focus. Simplifying the language and resetting baseline expectations for our team were the driving force behind the changes. We want everyone to understand, believe and support the direction we are taking. Along with this reaffirmation of our beliefs is a desire to ensure our patients and community can recognize our services and support at a glance.

We are excited and proud of the look and feel of our new logo and updated mission, vision and values:

### MISSION

*Serving you with excellence.*

### VISION

*To be the best community hospital in the nation.*

### VALUES

*Excellence  
Progressive  
Integrity  
Collaboration  
Compassion*

In 2015, the BRMH team converted our patient care and financial records to an advanced organization-wide system. As most of us can attest, getting a new computer system is often a mixed blessing. The reason we made the switch is to remain **progressive** in managing the information needed to provide excellent care and continuity for our patients. My appreciation goes out to the leaders, providers and staff that completed the project while maintaining excellent care and services for our community.

Recognition and accolades continue to validate our commitment to maintaining local control and direction of this hospital. I invite you to visit our website at [www.brmh.net](http://www.brmh.net) to see how we compare to state and national measures of "Excellence. Always."

Finally, take a look at the employees and community members that are highlighted in our quarterly Momentum magazines. They are people that possess the **integrity, compassion** and volunteer spirit that support our community. If you know an individual that deserves some recognition, please contact us with your nomination by email at [excellence@brmh.net](mailto:excellence@brmh.net) or by visiting our Facebook page. Our **collaboration** with the community is a key factor in our success and sustainability. Thank you for supporting Black River Memorial Hospital in 2015 and we look forward to continuing our journey to "Excellence Always" as we provide our community with quality, local care and services.



## 2015 Board of Directors



Dennis Eberhardt,  
Chair



John Drace,  
Vice-Chair



Lea Coville,  
Chief of Staff



Ellen Moldenhauer,  
Treasurer



Mary Beth White-Jacobs,  
Secretary



Brad Chown



Elliott Garvin



Paul Millis



Shelly Severson



Beth Smetana



## Report from the Chief of Medical Staff Dr. Lea Coville



Taking care of the patient is a doctor's number one priority, even when regulations and technology are also required. The new electronic health record has changed some of the things we do behind the scenes, but citizens of Black River Falls and the surrounding area experience personalized care by our medical staff every day. In addition to primary care, a number of medical staff serve in leadership roles in the hospital and community to ensure excellent care no matter where patients are in

their healthcare journey. In 2015, we welcomed Michelle Clark-Forsting, MD, Family Medicine and Doug Moericke, PA, Emergency Medicine to our rural healthcare medical staff team. We are recruiting additional physicians to beautiful Jackson County to help us improve the health and well-being of those we serve.



Michelle Clark-Forsting, MD,  
Family Medicine



Doug Moericke, PA,  
Emergency Medicine

## Report from the Partners President — Ann Pederson



The Partners of Black River Memorial Hospital has 128 members, plus 26 Volunteers. Partners participate in the following areas: Ambulatory Services, Mail and Coffee Cart, Gift Shop, Registration Desk, Fundraising Events, Respite Care,

Personal Emergency Response Systems, Telecare, Blood Drives, Sewing, Community Health Education and Concierge. Together, these volunteers contributed 9,665 hours of service to the hospital and community in 2015, contributing \$222,971.55 worth of time to BRMH.

In October, eight Partners attended the State Convention in Madison where members from medical centers throughout Wisconsin gathered and renewed their commitment to their facilities. Our Partners organization qualified to receive the "Honor Point Award" given for outstanding services during the past year.

The Partners also offer specialized community education for area students. Teens Against Tobacco Use, Poison Prevention and Truly Me are all programs the Partners take into the local schools throughout the year.

The Partners have several fundraisers throughout the year, netting \$24,007.01, which is used to donate in many ways to the hospital, patients and community. New in 2015 was the addition of the pay it forward "Helping Hands" program. The Partners voted to designate \$10,000 for paying toward the hospital bills of those who, for reasons beyond their control, could not pay off their balance. We were able to pay off the balances of six people and pay down the balances of five others. Those five then qualified to have their balances handled through the Community Care program. The Partners are a perfect addition to Black River Memorial's mission of "Serving You With Excellence."

### Partners Officers 2015

President.....Ann Pederson  
President-Elect.....Mary Bue  
Secretary.....Barb Hanson  
Treasurer.....Nancy Hinde

# BLACK RIVER MEMORIAL HOSPITAL 2015 ANNUAL REPORT

## Report from the Chairman Dennis Eberhardt, BRMH Board Chair



Being an independent community hospital in today's healthcare industry is challenging, but the numbers we are reviewing as board members show that our hospital staff is up to the challenge. Our patient satisfaction scores are some of the

highest in the region, our financial position is solid, and our staff reports that Black River Memorial Hospital is a great place to work.

The partnerships that have been formed this year allow BRMH to best serve the community. Collaboration with Jackson County Health and Human Services and other agencies, local school districts, non-profit organizations and other healthcare providers allow BRMH to meet its vision to be the best community hospital in the nation.

We are fortunate to have a hospital of this caliber in Jackson County. Our goal as a board is to ensure that our county has access to excellent healthcare now and for years to come.

### Statement of Operations (Year Ended December 31)

	2015	2014
<b>Revenue</b>		
Net Patient Service Revenue	\$43,991,000	\$41,167,000
Other Operating Revenue	\$1,286,000	\$1,266,000
<b>TOTAL REVENUE</b>	<b>\$45,277,000</b>	<b>\$42,433,000</b>
<b>Expenses</b>		
Salaries & Wages	\$19,883,000	\$17,430,000
Employee Benefits	\$7,052,000	\$7,253,000
Professional Fees	\$2,767,000	\$3,509,000
Supplies & Other	\$11,021,000	\$9,861,000
Depreciation	\$2,172,000	\$2,294,000
Interest	\$583,000	\$583,000
<b>TOTAL EXPENSES</b>	<b>\$43,478,000</b>	<b>\$40,930,000</b>
<b>Net Income from Operations</b>	<b>\$1,799,000</b>	<b>\$1,503,000</b>
<b>OTHER INCOME</b>		
Investment Income (Loss)	(\$8,000)	\$389,000
Contributions	\$6,000	\$16,000
<b>TOTAL OTHER INCOME (Loss) - NET</b>	<b>(\$2,000)</b>	<b>\$405,000</b>
<b>Revenue In Excess of Expenses</b>	<b>\$1,797,000</b>	<b>\$1,908,000</b>

### Community Benefits For the year ended, December 31, 2015

Unreimbursed Medicaid and Other Government Programs	\$3,338,809
Community Health Improvement Services	\$79,460
Community Health Education	
Healthcare Support Services	
Health Professionals Education	\$103,086
Nursing and Medical Students	
Subsidized Health Services	\$1,930,361
Emergency and Trauma Services	
Women and Children's Services	
Subsidized Continuing Care	
Financial and In-Kind Donations	\$123,281
Community Building Activities	\$71,236
Community Benefits Operations	
Community Collaborations and Partnerships	
<b>Total Community Benefits</b>	<b>\$5,646,233</b>



## 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	84%	83%	80%
Patients who reported that their doctors "Always" communicated well	87%	83%	82%
Patients who reported that they "Always" received help as soon as they wanted it	80%	73%	68%
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	77%	69%	65%
Patients who reported that their room and bathroom were "Always" clean	81%	79%	74%
Patients who reported that the area around their room was "Always" quiet at night	69%	65%	62%
Patients who reported that YES, they were given information about what to do during their recovery at home	96%	90%	86%
Patients who "Strongly Agreed" they understood their care when they left the hospital	60%	56%	52%
Patients who gave their hospital a rating of 9 or 10 on a scale from 0 (lowest) to 10 (highest)	82%	77%	71%
Patients who reported YES, they would definitely recommend the hospital	78%	75%	71%

## Facts and Statistics for Fiscal Year Ending December 31, 2015, 2014 and 2013

	2015	2014	2013
Total Number of Patients Served (all patients, regardless of type)	20,915	18,438	19,630
Number of Employees (end of fiscal year)	323	329	317
Total Charity Care	\$810,129	\$697,664	\$756,000
Number of Births	168	153	135
Number of Procedures in Surgical Services	1,237	1,219	1,098
Number of Rehabilitative Therapies	37,128	41,266	33,826
Number of Respiratory Therapies	13,410	14,065	18,854
Number of Diagnostic Exams (tests performed in Laboratory: 99,506 and Imaging: 10,862)	110,368	95,718	99,190
Emergency Room and Urgent Care Visits	11,139	10,578	10,995



Licensed by:

Wisconsin Division of Health

Accredited by:

The Joint Commission

Certified by or Member of:

Provider Hospital Health Insurance

Program (Medicare)

Rural Wisconsin Health Cooperative

Shared Health Services Corporation

Western Hospital District

Wisconsin Department of Health and  
Social Services

Wisconsin Hospital Association



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

## HOSPITAL EVENTS 2016

### American Red Cross Blood Drive

Wednesday, June 29, 10 a.m. – 5:30 p.m.  
Comfort Inn & Suites, BRF

### Sunrise Yoga

July 5 – 28  
Tuesdays and Thursdays, 5:30 a.m. – 6:30 a.m.  
Lunda Park Bandshell, BRF  
Register by calling 715-284-1330

### Senior Stay Fit Yoga Classes

July 5 - 28  
Tuesdays and Thursdays, 9 – 10 a.m.  
NEW Lunda Community Center, BRF  
Register by calling 715-284-1330

### Breastfeeding Class

Tuesday, July 12, 6:30 – 8 p.m.  
BRMH – Dorothy Halvorson Conference Room  
Register by calling 715-284-1324

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

Wednesday, July 13, 10:30 – 11:30 a.m.  
BRMH – Dorothy Halvorson Conference Room

### Yoga Fundamentals

July 18 - August 24  
Mondays and Wednesdays, 10 a.m. – 11 a.m.  
American Legion, Melrose, WI

### Better Breather's Club Meeting

Monday, August 1, 10:30 a.m. – 11:30 a.m.  
BRMH – Dorothy Halvorson Conference Room

### Senior Stay Exercise Classes

August 2 - 25  
Tuesdays and Thursdays, 9 – 10 a.m.  
NEW Lunda Community Center, BRF  
Register by calling 715-284-1330

### Onward & Upward Chair Yoga

August 2 – 25  
Tuesdays and Thursdays, 11 a.m. – 12 p.m.  
NEW Lunda Community Center, BRF  
Register by calling 715-284-1330

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

Wednesday, August 10, 10:30 – 11:30 a.m.  
BRMH – Dorothy Halvorson Conference Room

### Two-day Childbirth Education Class

August 12 - 13, 6:30 – 9 p.m. & 9 a.m. – 1 p.m.  
BRMH – Dorothy Halvorson Conference Room

### Heartsaver® CPR and AED Training

Tuesday, August 30, 4 – 7 p.m.  
BRMH – Dorothy Halvorson Conference Room  
Register by calling 715-284-3626

### Senior Stay Fit Yoga Classes

September 6 - 29  
Tuesdays and Thursday, 9 – 10 a.m.  
NEW Lunda Community Center, BRF  
Register by calling 715-284-1330

### Breastfeeding Class

Tuesday, September 13, 6:30 – 8 p.m.  
BRMH – Dorothy Halvorson Conference Room  
Register by calling 715-284-1324

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

Wednesday, September 14, 10:30 – 11:30 a.m.  
BRMH – Dorothy Halvorson Conference Room

### Partners Purse Sale

Thursday, September 15, 9 a.m. – 4 p.m.  
BRMH – Dorothy Halvorson Conference Room