

Momentum

Local people. True stories. Real advice.

Winter 2018

CELEBRATING

50
YEARS

Black River
MEMORIAL HOSPITAL

**Connecting
Physical Therapists
to Patients**





New Year's greetings from our CEO

CELEBRATING

50
YEARS



This year marks the 50th anniversary of Black River Memorial Hospital. Starting my career as a staff nurse here 35 years ago, I've had the privilege of being a part of our growth, from delivering babies to serving as director of nursing to now leading the organization. I've seen my share of changes throughout the years, but the one area that remains constant is our commitment to excellence. This isn't something we just say; our mission at Black River Memorial Hospital is the foundation of every decision we make, whether it's in a patient room or the board room. We're driven by demonstrating genuine compassion, empathy, respect and dignity. It's who we are.

As we celebrate this momentous time, it's a joy to reflect on the differences we've made in the lives of our patients and their families. I'm so grateful for the incredible employees, volunteers and providers here at BRMH, and for the amazing leadership and support of our board of directors. It's only because of this team effort that Black River Memorial Hospital received the 2017 Excellence in Patient Care Award and for the seventh consecutive year was selected as one of the Best Places to Work in Healthcare by Modern Healthcare magazine.



Fifty years is just the beginning. As we start this year, look for even more innovation, services, and ways we focus on you and your health. Thank you for your continued support of Black River Memorial Hospital, and for your faith and trust in serving as your healthcare partner.

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



DOOR
PRIZES!

Gardening For Your Health

Join author Melinda Myers on March 8, 2018

at Black River Falls Middle School

Co-sponsored by Karner Blue Garden Club and Black River Memorial Hospital

Pre-registration is recommended, go online to www.brmh.net/gardening or call **715-284-3629**.

5:00 p.m.

Book signing and
booths

6:00 p.m.

Vegetable Gardening
Success

7:00 p.m.

Simple Landscape
Makeovers



Stephanie and baby Camden

Finding strength & support at BRMH

Having your first baby involves a lot of important decisions, but for Stephanie Nortman and her husband Jordan, Black River Memorial Hospital was an easy choice.

"I've lived in Black River Falls almost my entire life and have received care at BRMH, and it has always been exemplary. BRMH and their OB Department specifically have been recognized for their excellent quality of care and extent of services available," says Stephanie.

Stephanie describes her prenatal experience as a great foundation for her labor and delivery experience. "We went over all of the options for labor and delivery—things like the birthing ball, being able to get up and move around throughout the process, warm bath, massage, and what could be done to manage my pain."

Calmness under pressure

Everything had been going smoothly, until after about an hour and a half into labor when the tone in the room took a bit of a turn. The baby's shoulder got stuck and he was unable to breathe properly. Quickly, it went from a few nurses and the doctor in the room, to all hands on deck.

After a few anxious minutes, the doctor was able to re-position and maneuver and Camden James Nortman

was born – with a head full of dark hair. Following his arrival, Camden received respiratory therapy to get his oxygen levels to where they were supposed to be.

Says Stephanie, "The medical staff handled the situation so well and communicated with me through every step. There is no doubt that the OB Department at BRMH will be where all of my children are born."

Labor of Love



An informed patient is an empowered patient. That's why BRMH's OB Department equips expectant parents with the knowledge and tools they need for a happy and healthy delivery, says Cheri Everson, OB Nurse Director.

"We're proud to provide on-site prenatal classes for all phases of childbirth. We have Internationally Certified Lactation Consultants who provide breast-feeding support and education. Birth plans are also encouraged, so that we can tailor care around the patient's wishes," says Cheri.

"I love working with the OB staff because we all share a passion for mother and baby care," she adds. ■



Our therapists, nurses, and doctors take a full team approach with Swing Bed patients

Getting Back into the *Swing of Things*

Care team works in harmony to help patients go home

Swing Bed is the term Medicare uses to describe when a patient's status switches from acute care to skilled care. The actual bed or room does not change. What changes is the level of care that the patient in that room receives. Acute care is for those who suffer from an acute condition, like pneumonia, heart attack, etc. The Swing Bed program is an example of skilled care.

Private rooms, excellent service, and expert staff are just a few of the reasons patients appreciate the Swing Bed program at BRMH. For patients who are not quite strong enough to go home, but no longer need hospitalization, Swing Bed is ideal.

The program provides many services like physical therapy to help patients get ready to live at home again. A big advantage is the comfort of continuing their stay at BRMH in a private room and being surrounded by the familiar faces of their care team.

According to Patient and Family Services Director, Kathy Laudon, "The Swing Bed program gives patients the individualized care they need. It decreases the need to be moved to another facility like a nursing home."

Team approach is a win for patients

Everyone from therapists and dietitians, to social workers and hospitalists, work together to help patients reach their rehabilitation goals.

This team approach is so successful—and popular—that patients at other hospitals request to come to BRMH to participate in the program. To qualify for Swing Bed, patients must:

- Require skilled occupational or physical therapy, or nursing care, prior to going home
- Have Medicare or an insurance plan that covers Swing Bed
- Have been hospitalized for at least three consecutive nights as an inpatient
- Be well enough to recover and return home within 20 days. The average amount of time for most Swing Bed patients is 3-5 days.

When patients are ready to leave the hospital, BRMH's Patient and Family Services will arrange for home-based services or other living arrangements, if needed. They also coordinate community services, family help and the purchase of home medical equipment and supplies, such as a walker, wheelchair, or shower bench, all found at BRMH's B-Home store. ■

Get Better Faster with Direct Access

Physical therapists are experts in how your body moves. They are highly educated professionals who can help maintain mobility and quality of life often without the need for surgery or medication. Physical therapists focus on restoring function, reducing pain and preventing injury. Gaining access to physical therapy usually depends on a physician's referral – until now.

Black River Memorial Hospital (BRMH) is pleased to introduce a faster way to get physical therapy: **Direct Access**.

"We're removing as many barriers as we can. This helps patients get better access to healthcare," explains Bill Larkin, PT, DPT, a physical therapist at BRMH. "Patients can make an appointment directly with the physical therapy department. We can usually get an idea of your goals and we will make sure your insurance plan offers this benefit," says Bill. "Therapists will share the findings of your evaluation with your primary care physician and are able to work with them when needed to provide the best possible care."

Bill says not every condition or patient will qualify for direct access. The physical therapist can evaluate both acute and chronic injuries to determine if treatment is right for the patient.

Another use of direct access, says Bill, is in the case of someone starting a new exercise routine or a patient looking to build strength and mobility. "If you're looking to get in shape or train for a 10k, we can make sure you're getting a good start," says Bill.

“We can help those who don't feel as confident with their balance or strength, and we can also help with injury prevention and health promotion.”
-Bill Larkin, PT, DPT



Teamwork

Direct access removes the need for a referral, but a primary care provider will still be in the loop. A primary care provider is a doctor, nurse practitioner or physician assistant. BRMH physical therapists work with providers to make sure the patient has the best plan for care. Your providers will be contacted if you need an x-ray, MRI or have other health care needs.

Is Direct Access for you?

Not all patients or conditions qualify for direct access. Medicare and Medicaid do not cover direct access. Insurance plans vary and change. To see if direct access is right for you, call the BRMH physical therapy department directly at **715-284-1330**. ■

A Thankful Heart and a Willing Spirit

When you think “maintenance technician,” you may think of traditional tools of the trade: mops, carts, hammers, and coveralls. For **Wayne Bue**, however, the profession looks a bit different.

“It’s a lot of technology,” he says. “I love my job because there are always new opportunities to learn. We’ve just started a preventative maintenance initiative, which involves using a computer program to keep track of all our equipment. It’s about knowing how to keep our machines and equipment running smoothly and catching problems before they start.”

Clean slate

Wayne has been with Black River Memorial Hospital (BRMH) for eight years, but before that, he worked in the manufacturing industry. When he found himself looking for a new direction for his career, Wayne recalls feeling humbled.

“It was scary to start over,” says Wayne. “But it helped that the people here at BRMH are good people who are easy to work with.” In addition to his evolving role as preventative maintenance technician, Wayne says he enjoys the variety of work each day brings.

“Every day is an adventure,” says Wayne. “You never know what you’re going to get into. You think you have a plan and then you’re forced to shift gears in the middle of the day. It makes things interesting.”

Problem solver

Another aspect of the BRMH work culture that Wayne appreciates is the approach to problem solving. “Everyone works together constructively. We rarely run into a problem that can’t be solved,” he says.

Wayne applies his proactive, problem solving philosophy to all aspects of his life. “My wife Beth and I help out at our church,” says Wayne. “I think, ‘If I don’t do it, who will?’ and I look at the big picture. If something needs to be done, I’ll go and get it done. Same with at home. Beth runs a

daycare, so there are always jobs to do around the house, keeping it up to code and safe for the kids.”

Family man

When Wayne and Beth allow themselves some downtime, they enjoy camping and being outdoors. They have two cats, two dogs, and two boys who both live nearby. Wayne also enjoys hunting, four-wheeling, and woodworking—though he claims not to be very good at woodworking. With his ability to learn new things and fix just about anything, the sure bet is that sooner or later, Wayne Bue will become an expert at woodworking, too. ■





A Strong Foundation Lifts Up a Community

Jone and Peter Hoffman have been all around the world, but Black River Falls will always be home.

"We've done a lot of traveling," says Jone. "We've been everywhere we want to go, and we've always been happy to come home to Black River Falls."

Jone and Peter are both natives of the area and are graduates of Black River Falls High School. They have been married for 63 years. "It's a give and take," says Jone on the success of her marriage. "It isn't all easy!"

One thing that does come easy for Jone and Peter is their dedication to the community. "We believe we are here on this earth to take care of each other," says Jone. "We are able to help, so we help."

From Peter's participation in the Rotary, to Jone's involvement with the Aquatic Center, plus a commitment from both in supporting the Boys and Girls Club, Boy Scouts, and their church, one theme unites most of the Hoffmans' charitable endeavors.

"We put a majority of our resources towards organizations that care for children," Jone, a retired schoolteacher, explains. "They have to have a chance."

Jone and Peter had three sons. One passed away at age 42. "We've known sorrow," says Jone. "My twin passed away this summer. But that's life. It's important for us to go on, to keep working, and to continue to do what we can."

The Hoffmans credit their financial well-being to working hard, being frugal, and saving.

"Our bucket is full," says Jone. "We have eight grandchildren and three great-grandchildren. We want to leave a legacy for them as well as for the town."

Jone and Peter consider themselves fortunate to be part of a caring community. "The people of this town are so generous," she says. ■

“There will always be a need for people to help. Peter and I are fortunate enough to be in a position to help, so we are glad to do it.”



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

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For full disclosure, visit www.brmh.net/nondiscrimination/english.

HOSPITAL EVENTS 2018

FEBRUARY

Partners Lionne Jewelry Sale

Thur. Feb. 1, 2018 8:30 a.m. – 4:00 p.m.

BRMH – Dorothy Halvorson Conference Room #1

Senior Stay Fit Onward & Upward Chair Yoga

Feb. 1 – March 22, 2018

Thursdays 10:30 a.m. – 11:30 a.m.

Lunda Community Center, BRF

Register by calling 715-284-1379

Better Breathers Support Group Meeting

Mon. Feb. 5, 2018 10:30 a.m. – 11:30 a.m.

BRMH – Dorothy Halvorson Conference Room #1

Senior Stay Fit Yoga

Feb. 6 – March 1, 2018

Tuesdays & Thursdays 9:00 a.m. – 10:00 a.m.

Lunda Community Center, BRF

Register by calling 715-284-1379

Childbirth Education Class

Fri. Feb. 9, 2018 6:30 p.m. – 9 p.m. &

Sat. Feb. 10, 2018 9 a.m. – 1 p.m.

BRMH – Dorothy Halvorson Conference Room

Diabetes Education & Support Group (DESG) Monthly Meeting

Wed. Feb. 14, 2018 10:30 a.m. – 11:30 a.m.

BRMH – Dorothy Halvorson Conference Room #2

MARCH

Black River Memorial Hospital's 50th Anniversary

BRMH first opened its doors on March 1, 1968.

Thur. March 1, 2018

Senior Stay Fit Strength

March 6 – 29, 2018

Tuesdays & Thursdays 9:00 a.m. – 10:00 a.m.

Lunda Community Center, BRF

Register by calling 715-284-1379

Breastfeeding Class

During a single session evening class, you will learn the benefits of breastfeeding for mom, baby and the family.

Tues. March 13, 2018 6:30 p.m. – 8:00 p.m.

BRMH – Dorothy Halvorson Conference Room

Diabetes Education & Support Group (DESG) Monthly Meeting

Wed. March 14, 2018 10:30 a.m. – 11:30 a.m.

BRMH – Dorothy Halvorson Conference Room #2

Partners Scrub & Shoe Sale

Thur. March 22, 2018 7:00 a.m. – 3:00 p.m.

BRMH – Dorothy Halvorson Conference Room #1

Doctors Day

Fri. March 30, 2018

Brunch with the Easter Bunny

Sat. March 31, 2018 8:30 a.m. – 11:30 a.m.

BRF Middle School

APRIL

Better Breathers Support Group Meeting

Mon. April 2, 2018 10:30 a.m. – 11:30 a.m.

BRMH – Dorothy Halvorson Conference Room #1

Senior Stay Fit - Yoga - April 4 – 26, 2018

Tuesdays & Thursdays 9:00 a.m. – 10:00 a.m.

Lunda Community Center, BRF

Register by calling 715-284-1379

Senior Stay Fit - Tai Chi for Rehabilitation

April 9 – 27, 2018

Mondays & Fridays 10:30 a.m. – 11:30 a.m.

Lunda Community Center, BRF

Register by calling 715-284-1379

Diabetes Education & Support Group (DESG) Monthly Meeting

Wed. April 11, 2018 10:30 a.m. – 11:30 a.m.

BRMH – Dorothy Halvorson Conference Room #2

Babysitting Clinic – Free Event

Sat. April 21, 10:00 a.m. – 3:00 p.m.

Black River Memorial Hospital, Advance registration is required by April 13, 2018. www.brmh.net/babysit

Momentum is published by Black River Memorial Hospital. The information contained in the magazine is to educate consumers about various health subjects and is not intended to replace professional medical advice or service. Personal health concerns should be brought to the attention of your physician or health professional prior to any change in medical treatment, routine exercise or diet.