

# Momentum

Local people. True stories. Real advice.

ANNUAL REPORT EDITION

July 2015

## Beyond Expectations



**BLACK RIVER**  
MEMORIAL HOSPITAL  
*Excellence. Always.*



In addition to one-on-one nursing care, BRMH has staff who are trained doulas. Doula is a Greek word that means “to mother the mother,” so our doulas are experienced in providing both physical and emotional support to moms throughout childbirth.

## BEGIN YOUR FAMILY’S JOURNEY WITH BRMH

It’s no secret that childbirth is hard. Contractions. Pushing. Hours of labor. Unexpected developments. But the result of all that work is an exciting new adventure. And when you start this adventure at Black River Memorial Hospital, you’ll have access to innovative birthing options, advanced care and educational resources that will make you feel comfortable and prepared for every step.

### Innovative and Compassionate Care

One of an expecting mom’s biggest concerns is choosing a birth center that will not only be able to meet her physical needs during childbirth, but also her emotional needs.

At BRMH’s Family Beginnings Birthplace, our nursing staff provides one-on-one care to each and every mom throughout the entire labor, delivery, recovery and post-partum stages. And all of our nurses are trained in labor support, neonatal resuscitation, basic life support, advanced cardiac life support and protocols for when birth plans need to change or emergency situations arise.

This high level of experience is what stood out to Erin Goerg during her first childbirth experience. When Erin’s son Miles was born, he wasn’t breathing. So the BRMH OB staff immediately coordinated for him to be med-lifted to the nearest NICU.

“I’m so grateful for how quickly the nurses, doctors and respiratory therapists put together a plan to get Miles the specialized care he needed,” Erin says. “And the exceptional level of care I received never wavered.”

This past April, Erin and her family celebrated Miles’ first birthday.

Amy Furchtenicht, a patient care technician at BRMH also appreciated the clinical and compassionate support from the OB nurses. Her original birth plan was to use no medications, but after 24 hours of labor—and still no baby—the nurses discussed Amy’s options with her and let her decide if the plan needed to change.

“I ended up being in labor for 37 hours,” Amy says. “The entire time, the emotional support from the staff was outstanding, and even though other laboring moms arrived, I continued to receive attentive, hands-on care.”

### Cozy Birthing Suites

“My sisters both delivered their babies at larger metropolitan hospitals and told me there were 20 other moms and babies in the unit at the same time,” says Trisha Wagner, whose first child was born at BRMH in August 2014. “With BRMH, I felt like my suite was truly my space, and it provided a very calm, quiet and relaxing environment.”



This is how we want every mom to feel during her stay with us. To accomplish this, each birthing suite is private, spacious and equipped to handle every step of childbirth—labor, delivery, recovery and post-partum—so moms don't have to stress over switching rooms. Plus, each suite is decorated with warm colors and inspirational sayings to give it a homey feel.

And to further reduce stress, moms can choose from several in-suite relaxation techniques, including:

- Hydrotherapy
- Aroma/herbal therapy
- Massage therapy

## Education and Support

Besides providing the clinical care needed for childbirth, the Family Beginnings Birthplace at BRMH also offers educational and supportive resources. These can help families feel prepared for labor and delivery as well as going home with their new baby.

Education opportunities include:

- Two-day Weekend Childbirth Education Class—Learn what to expect during labor and delivery, build confidence in the body's ability to give birth, discuss pain relief options and receive support-partner tips.

- Online Childbirth Course—Complete the two-day childbirth education class conveniently from your home.
- Breastfeeding Class—A single evening class that reviews the benefits of breastfeeding for mom and baby. Breastfeeding support is also available to moms after their delivery.

"I wasn't able to breastfeed with my first two children, so I was impressed that after my third child was born, my nurse stayed past her shift to help me with breastfeeding," says Amanda Johnson, who has delivered all three of her children at BRMH. "With the extra guidance, the third time was a charm!"

Through BRMH, expecting families and new parents also have access to these online resources:

- Preparing to Parent newsletter
- Parenting newsletter
- Hospital checklist
- Newborn Channel

You can find these resources as well as more information about the Family Beginnings Birthplace at [BRMH.net/birthplace](http://BRMH.net/birthplace). ■



Get comfortable with your OB care. Tour the Family Beginnings Birthplace and meet the OB staff. Then enjoy amazing appetizers, a chair massage and other treats.

## **FAMILY BEGINNINGS BIRTHPLACE OPEN HOUSE**

**July 22 | 6 – 8 pm**

**Black River Memorial Hospital**

**Register online at [BRMH.net/BABIES](http://BRMH.net/BABIES)  
or call 715-284-1325.**

**Please RSVP by July 17.**

# Take Your Workouts Outside

Warm weather. Sunshine. Longer days. These are three reasons why summer is the perfect time to move your exercise from inside the gym to the great outdoors.

Follow these five tips from Todd Intihar, physical therapist at Black River Memorial Hospital (BRMH) to safely take advantage of summer weather in your efforts to be active and healthy.

**1** Proper hydration is even more important when the weather warms up. And don't just hydrate during your activity; be sure to drink plenty of **water** before you even begin.

**2** Early morning or evening is the best time to be active outside because you'll avoid peak temperatures. High-intensity activity during the afternoon hours can increase your risk of heat exhaustion or heat stroke. And don't forget your **sunscreen**!

**3** Wear appropriate **clothing**—light colors and light fabrics. Sweating too much will deprive your body of important electrolytes.

**4** Just because your exercise has moved outside, don't forget your **warm up** and **cool down**. Muscle tears, sprains and strains are more common in the summer because people don't always prepare for outdoor activities the way they would for an indoor workout. Active warm ups involve light aerobic activity to increase blood flow and muscle function. Traditional stretching should be done after your activity when the muscles are still warm. This allows for more effective stretching and helps to prevent injury.

**5**

If you suffer from joint pain, try lower-impact activities like bicycling and **swimming**. Both activities will still provide a good workout without putting too much stress on your joints.

"Summer months offer a variety of new ways to be active and healthy," Todd says. "And if the nice weather isn't motivating enough, find a workout partner who can hold you accountable and make exercising more fun."





"Education is also a big part of what we provide patients," Todd says. "We want our patients to fully understand their injuries, how the exercises work and ways to prevent future injuries."

### Sports Medicine Care at BRMH

Following these summer activity safety tips is the best way to prevent an activity-related injury. However, accidents happen.

If you find yourself with a sports medicine injury like an ACL tear, rotator cuff tear, strain/sprain or joint pain, the therapy and orthopaedic experts at BRMH can help you have a safe return to your athletic activities.

### The Path of a Sports Medicine Injury

During a patient's first visit, the BRMH therapists will conduct a comprehensive evaluation. This involves discussions with the patient as well as specific testing to determine the extent of the injury.

From this evaluation and collaboration with the patient's primary care provider, a treatment path will be determined. There are usually two treatment options:

#### 1. Therapy-Only

In many cases, physical therapy can thoroughly treat a patient's injury, as therapists can provide advice and exercises to:

- Reduce pain and swelling
- Restore range of motion, strength and function

#### 2. Surgery and Therapy

The orthopaedic surgery team at BRMH can perform

procedures for any sports medicine or joint injury except those related to the spine. When deciding if surgery is the best option for treating an injury, several factors are taken into account, including:

- Age
- Previous injury history
- Activity level
- Other medical conditions

Oftentimes, patients who decide to move forward with surgery will do rehab prior to the procedure to increase their chance for a positive outcome. Then, once surgery and the initial recovery are complete, patients will return to rehab to rebuild strength, function and range of motion.

### Our Sports Medicine Team

BRMH also provides athletes with access to a full-service sports medicine team, which includes a physician, athletic trainer and the therapy staff. Together, these providers work with athletes to facilitate a safe return to sports or recreational activities. An important part of this program is concussion management and ImPACT testing.

Learn more about our rehabilitation and orthopaedic services at [BRMH.net](http://BRMH.net). ■

## EMPLOYEE SPOTLIGHT



Growing up as an athlete at a small high school in a small town in Iowa meant **Dawn Jacobson** wasn't exposed to the benefits of athletic training until she went to college.

And once she was, Dawn knew she'd found the perfect career path.

Dawn has been an athletic trainer for many years, but she started at Black River Memorial Hospital (BRMH) in August 2014. She spends most afternoons at Black River Falls High School as well as one hour at Lincoln High School every week. During her time at the schools, Dawn is available for injury evaluations, injury prevention advice and basic injury rehabilitation.

"Athletic trainers are often only available at larger high schools, so I'm excited to bring this service to our smaller, local schools," Dawn says.

In addition to spending time with the athletes during the week, Dawn provides medical event coverage for Black River Falls High School's football, hockey, wrestling, cross country and track teams. This event coverage helps ensure students with injuries have immediate access to expert injury evaluation and treatment.

Dawn's athletic training experience is mostly from a collegiate setting, so she loves how much diversity her role at BRMH has between working with athletes and employees.

"One of the things I love about working with the schools is supporting athletes through the entire injury process," Dawn says. "I know the athletes before an injury, I'm there to guide them through the recovery process, and I'm there when they return to play."

Another component to her responsibilities as an athletic trainer is concussion management. Dawn works in partnership with the schools, BRMH and the Krohn Clinic to ensure proper concussion protocols are followed so athletes can make a safe return to their sports.

In addition to her work with local high school athletes, Dawn plays a large role in BRMH's employee wellness program and the hospital's efforts to promote wellness in the community.

Inside the hospital, Dawn creates fun and unique ways to motivate BRMH employees to live healthy lifestyles. A recent project she implemented was a Fitbit® campaign. Dawn sets up different challenges that encourage participants to get their steps in. At the end of every month, several wellness champions are selected.

Out in the community, Dawn continues to spread the message of health and wellness. She's been involved in the planning and coordination of this year's Pace and Pedal Duathlon, she spoke at the Jackson County Little League meeting about concussion and injury prevention, and she is actively involved in Jackson In Action, a county-wide healthy lifestyles coalition.

"Prevention is the common thread between the two roles I have at BRMH," Dawn says. "With athletes, I'm providing the knowledge and resources to prevent injuries and with employees and the community, my goal is to help people live healthier lives and avoid the development of illness or chronic conditions."

When Dawn is not helping other athletes, she's training for triathlons and is active in her church with her husband. ■





*"To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens."*

This is the mission of the Boys & Girls Clubs of America. It's also the reason why **Diane Moen-Ross** has stayed involved with the organization since 2009.

Diane's first experience with the Boys & Girls Club - Jackson County Center was through her kids. Her family moved to Black River Falls in 2007, and the Club was a great place for her children to go after school. Seeing firsthand the positive experience her own kids were having, Diane joined the Boys & Girls Club Board of Directors in 2009.

Then in 2011, her role expanded significantly when she became the Club's director.

"When I read the job description, it rang true to my heart," Diane says. "I went to college to be a teacher and always wanted to work with children; this presented me an opportunity to make my passion my career."

Even though Diane had a degree in education, she spent 12 years in banking—working her way up from teller to branch manager. So the director position was a perfect combination of her passion for kids and her business skills.

At the Boys & Girls Club, Diane considers one of her main responsibilities to be resource development—managing the Club's budget and overseeing fundraising efforts. One of their big fundraising events is an annual anniversary

dinner in November. Money is raised by selling seats to the dinner, a silent auction and a live auction featuring art pieces created by the kids.

In addition to the business side of the organization, Diane plays a role in the programming created for the Club, which revolves around five core areas:

1. Character and leadership development
2. Health and life skills
3. Education and career development
4. The arts
5. Sports, fitness and recreation

The Jackson County Boys & Girls Club programming tends to focus more specifically on the areas of character, leadership and health and life skills. This is why Diane and the other leaders work side by side with the local schools as well as Black River Memorial Hospital (BRMH).

One of the initiatives BRMH has helped with is interactive sessions on healthy eating, which have included lessons on how to build a healthy snack.

"I truly believe what we do makes an impact on the community overall because our goal is to help kids be better, more-involved members of the community," Diane says. "And knowing that we can make a difference in both the kids' lives and the community is what motivates me to get up every morning and go to work." ■

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Diane is also part of the Together for Jackson County Kids leadership team. This organization provides peer education about drugs and bullying and is also supported by BRMH through funding and volunteers.

# Black River Memorial Hospital 2014 Annual Report

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



As I consider the summary of events in 2014, I take time to reflect on our organization's successful year.

In 2014, Black River Memorial Hospital was recognized nationally for the following:

- Top 100 Critical Access Hospital: This index measures 1,300 hospitals across 66 different performance metrics, including quality, outcomes, patient perspective, affordability and efficiency.
- Becker's 100 Great Community Hospitals: A recognition based on community hospitals' accolades, quality and service to their communities.
- Best Places to Work in Healthcare (top 100 for the fourth year) based on an independent survey of our employees.
- HealthStrong Hospital: A broad performance scorecard that calculates the hospital's strengths in quality of care, financial stability and value.
- Laureate Award (7th consecutive recognition): A measure of workplace excellence.
- Excellence in Patient Care (second year): A recognition based

on employee engagement, patient perception of care and customer service.

- Top Performer, 4-star and 5-star Excellence Awards: Awards based on our patients' perception of care. Black River Memorial continues to have the highest customer ratings of all hospitals in the region.

What does all this mean for our patients, families and community? It means that you receive the best possible care when you come to BRMH. We focus on your needs by making sure we provide the care, education, follow-up and referrals to help you to achieve your goals. Navigating the healthcare system is a challenge, and we are here to help you and your family.

None of this recognition would occur without the people who have committed their careers to helping others and bringing quality healthcare to our area. I could list each person and their contribution but you already know them; they are your family, friends and neighbors.

We have some challenges because healthcare is changing. We will continue to address the needs of each individual patient, while also working to improve the health of our population. We are committed to partnering with our community, and know that in doing so, we will be able to meet these challenges.



2015 Board of Directors

Back Row (l-r)  
Dennis Eberhardt, *Chair*  
John Drace, *Vice-Chair*  
Lea Coville, *Chief of Staff*  
Mary Beth White-Jacobs, *Secretary*  
Elliott Garvin

Front Row (l-r)  
Beth Smetana  
Ellen Moldenhauer, *Treasurer*  
Shelly Severson  
Kay Finch

Not Pictured: Paul Millis



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



Technology affects us all, every day of our lives. With healthcare reform placing a growing emphasis on patient outcomes and experiences, this is especially true in the healthcare industry. In 2014, Black River Memorial Hospital

began the process of choosing a new electronic health record, (EHR). As a member of the multidisciplinary committee tasked with assisting in this decision-making, different options were evaluated based on patient and provider benefits and other

features. Cerner Community Works was chosen. This EHR will help patient become more involved in their healthcare, and allow our providers to easily collaborate and communicate—ultimately, to provide the highest level of personalized care.

The Medical Staff of Black River Memorial Hospital has welcomed the following providers in 2014:

- Dale Quigley, MD, Emergency Medicine
- James Li, PA, Hospitalist
- Jennifer Deziel, FNP, Hospitalist
- Robert DeFatta, MD, Ear, Nose and Throat Surgeon

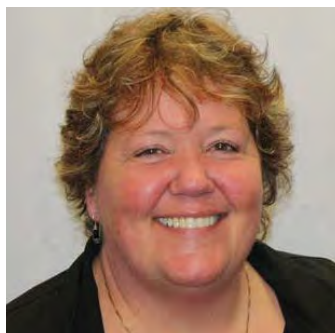
With these new providers joining our team, we are able to expand access to specialized care that will improve our community's health and well-being.



Dale Quigley, MD, Emergency



James Li, PA, Hospitalist



Jennifer Deziel, FNP, Hospitalist



Robert DeFatta, MD, ENT

## Report from the Partners President — Ann Pederson



Our dedicated Partners, made up of 128 members and 26 Volunteers, contribute in many ways to help make the patient experience even better for Black River Memorial Hospital's patients, visitors and families. Partners escort patients

before and after surgical procedures, make visits to patient's rooms and offer coffee, juice, and of course, a smile. They volunteer in the Partners' Gift Shop, at the registration desk, for blood drives and sewing projects as well as with the Personal Emergency Response System (PERS). Through our Telecare program we check on loved ones in their homes. We provide community health education to area students through Poison Prevention, Teens Against Tobacco Use programming and much more. Together, these volunteers contributed 9,175 hours of

service to the hospital and community in 2014, at a dollar value of \$252,405.

Through fundraisers like linen, scrub, purse, candy and jewelry sales; book fairs; the Valentine Dinner; Brunch with the Easter Bunny; the Holiday Tea; Love Lights; and the Maggie Drives, Partners raised \$31,197. At the annual awards luncheon in April, we were able to give BRMH \$23,820 to be used for specialized equipment, gifts to new babies, scholarships and to support various hospital-based programs.

I have had the pleasure of being a Partner since 2004 and invite others to take part in this rewarding organization, making a difference in the lives of those in the Black River Falls area.

The Partners Officers:

President, Ann Pederson  
President-Elect, Mary Bue  
Treasurer, Nancy Hindes  
Secretary, Barb Hanson

# Report from the Chairman

## Barbara Brower, BRMH Board Chair



Black River Memorial Hospital continued to experience growth in 2014. Along with this growth came continual investment in technology, infrastructure and staff. Large financial investments included a new state-of-the-art MRI

system and an upgraded CT scanner. These investments, along with the installation of electronic health record software, keep BRMH on the leading edge of healthcare. Staff and patient-centered programs continue to evolve, providing the very best patient care.

The board of directors and leadership team integrates strategic planning into each monthly board meeting. One key strategic objective is collaboration with community partners to meet the healthcare needs in our area. These needs include:

- High rates of obesity
- Lack of access to care
- Tobacco, alcohol and drug abuse

The board of directors continues to focus on the health of our community and the long-term financial stability of the organization. BRMH has a strong financial status and the organization will continue to invest in the facility to provide the very best healthcare. With strong infrastructure, an outstanding leadership team and exceptional staff, BRMH will continue to provide excellent patient care long into the future.

### Statement of Operations

	2014	2013
<b>Revenue</b>		
Net Patient Service Revenue	\$41,167,000	\$39,946,000
Other Operating Revenue	1,266,000	1,599,000
<b>TOTAL REVENUE</b>	<b>\$42,433,000</b>	<b>\$41,545,000</b>
<b>Expenses</b>		
Salaries & Wages	\$17,430,000	\$16,584,000
Employee Benefits	7,253,000	6,666,000
Professional Fees	3,509,000	3,114,000
Supplies & Other	9,861,000	8,903,000
Depreciation	2,294,000	2,227,000
Interest	583,000	647,000
<b>TOTAL EXPENSES</b>	<b>\$40,930,000</b>	<b>\$38,141,000</b>
<b>Net Income from Operations</b>	<b>\$1,503,000</b>	<b>\$3,404,000</b>
<b>OTHER INCOME</b>		
Investment Income	\$389,000	\$551,000
Contributions	16,000	31,000
<b>TOTAL OTHER INCOME - NET</b>	<b>\$405,000</b>	<b>\$582,000</b>
<b>Revenue In Excess of Expenses</b>	<b>\$1,908,000</b>	<b>\$3,986,000</b>

### Community Benefits For the year ended, December 31, 2014

Unreimbursed Medicaid and Other Government Programs	\$2,618,245
Community Health Improvement Services	\$88,867
Community Health Education	
Healthcare Support Services	
Health Professionals Education	\$80,412
Nursing and Medical Students	
Subsidized Health Services	\$2,151,716
Emergency and Trauma Services	
Women and Children's Services	
Subsidized Continuing Care	
Financial and In-Kind Donations	\$101,797
Community Building Activities	\$60,514
Community Benefits Operations	
Community Collaborations and Partnerships	
<b>Total Community Benefits</b>	<b>\$5,101,551</b>



## HCAHPS Survey of Patients' Experiences

	BRMH	WI Average	National Average
Patients who reported that their nurses "Always" communicated well	89%	82%	79%
Patients who reported that their doctors "Always" communicated well	89%	83%	82%
Patients who reported that they "Always" received help as soon as they wanted	84%	72%	68%
Patients who reported that their pain was "Always" well controlled	80%	73%	71%
Patients who reported that staff "Always" explained about medicines before giving it to them	81%	80%	74%
Patients who reported that their room and bathroom were "Always" clean	82%	79%	73%
Patients who reported that the area around their room was "Always" quiet at night	73%	64%	62%
Patients who reported that YES, they were given information about what to do during their recovery at home	93%	89%	86%
Patients who "Strongly Agree" they understood their care when they left the hospital	63%	56%	52%
Patients who gave their hospital a rating of 9 or 10 on a scale from 0 (lowest) to 10 (highest)	82%	75%	71%
Patients who reported YES, they would definitely recommend the hospital	81%	75%	71%

## Facts and Statistics for Fiscal Year Ending December 31, 2014, 2013 and 2012

	2014	2013	2012
Total # of Patients Served (all patients, regardless of type)	18,438	19,630	20,093
Number of Employees (end of fiscal year)	329	317	309
Total Charity Care	\$697,664	\$756,000	\$737,000
Number of Births	153	135	155
Number of Procedures in Surgical Services	1,219	1,098	991
Number of Rehabilitative Therapies	41,266	33,826	31,448
Number of Respiratory Therapies	14,065	18,854	20,000
Number of Diagnostic Exams (tests performed in Laboratory and Imaging)	95,718	99,190	101,816
Emergency Room and Urgent Care Visits	10,578	10,995	11,056



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 2015

July 7 – 30, 9 – 10 a.m.  
(Tuesdays and Thursdays)  
**Senior Stay Fit Exercise Class**  
Jackson County Bank Community Room  
Register by calling: 715-284-1330

Wednesday, July 8, 10:30 – 11:30 a.m.  
**Diabetes Education & Support Group (DESG) Monthly Meeting**  
Dorothy Halvorson Conference Room

Tuesday, July 14, 6:30 – 8 p.m.  
**Breastfeeding Class**  
Dorothy Halvorson Conference Room

Wednesday, July 22, 6 – 8 p.m.  
**Family Beginnings Birthplace Open House – Obstetrics at BRMH**  
BRMH Obstetrics Department  
Register by calling: 715-284-1325

Monday, Aug. 3, 12 – 1 p.m.  
**Better Breather's Club Meeting**  
Dorothy Halvorson Conference Room

Aug. 4 – 27, 9 – 10 a.m.  
(Tuesdays & Thursdays)  
**JCB Exercise Classes**  
Jackson County Bank Community Room  
Register by calling: 715-284-1330

Aug. 7 – 8, 6:30 – 9 p.m. and 9 a.m. – 1 p.m.  
**Childbirth Education Class (two-day)**  
Dorothy Halvorson Conference Room

Wednesday, Aug. 12, 10:30 – 11:30 a.m.  
**Diabetes Education & Support Group (DESG) Monthly Meeting**  
Dorothy Halvorson Conference Room

Monday, Aug. 17, 9 a.m. – 4 p.m.  
**Partners Purse Sale – Fundraiser**  
Dorothy Halvorson Conference Room

Wednesday, Aug. 19, 11:30 a.m. – 5:30 p.m.  
**Blood Drive**  
Comfort Inn & Suites, BRF

Sept. 8 – Oct. 1, 9 – 10 a.m.  
(Tuesdays & Thursdays)  
**Senior Stay Fit Yoga**  
Jackson County Bank Community Room  
Register by calling: 715-284-1330

Tuesday, Sept. 8, 6:30 – 8 p.m.  
**Breastfeeding Class**  
Dorothy Halvorson Conference Room

Wednesday, Sept. 9, 10:30 – 11:30 a.m.  
**Diabetes Education & Support Group (DESG) Monthly Meeting**  
Dorothy Halvorson Conference Room

Wednesday, Sept. 23, 7 a.m. – 5 p.m.  
**Partners Scrub Sale – Fundraiser**  
Dorothy Halvorson Conference Room