

FALL 2021

MOMENTUM

LOCAL PEOPLE. TRUE STORIES. REAL ADVICE.

HERE
TO HELP

with financial
assistance

HEALTHIER HALLOWEEN

Tips for a smart celebration

OUTPATIENT SERVICES: THE INSIDE SCOOP

Local, convenient offerings benefit
entire community, says lab director
Timothy Vue

UNIQUE WEDDING GIFT

Donations provide special
moments for hospice patients

Letter from our CEO



Mary Beth White-Jacobs
Chief Executive Officer, BRMH

CONVENIENCE IS A CORNERSTONE OUR LOCAL SERVICES

Starting my healthcare career as a nurse, I can recall checking in patients the night before a gallbladder ultrasound so they could take pills that would ensure they had good visualization for the diagnostic testing the next day. Things have really changed. Now that patient would take pills at home and wouldn't require a hospital stay.

This shift from inpatient to outpatient services has been dramatic, and that's why it's so important for people to know that there is a local, convenient option for outpatient services right here at Black River Memorial Hospital (Page 3).

I also know from personal experience how great it is to have health and wellness products and customer service available locally at B-Home Services and Supplies. My brother lives in a remote area, and it's taken weeks for him to receive troubleshooting help from the manufacturer of his mail-ordered CPAP machine. At B-Home, our knowledgeable staff can provide immediate assistance as well as education for proper usage of the items they sell. It's all about customer service and personal touch at B-Home (Page 6).

A personal touch is paramount to the wonderful last-wish experiences made possible for hospice patients through Kathy's Fund. And so are donations, which provide an opportunity for someone to impact a family in a way they will never forget. BRMH Hospice recently received an amazing donation you'll want to read about (Page 7).

Making a difficult time easier also is the purpose of our financial assistance programs (Page 11). Our patients need to know we will work with them to help get their bills paid in the event of a medical or financial crisis. It's a key responsibility of our organization, and just like our outpatient services, hospice funds and B-Home offerings, it's one we take great pride in knowing it helps make the lives of our friends, family, and neighbors better every day.

Excellence Always,

Mary Beth

WHAT'S INSIDE...



- Employee Spotlight..... **2**
- The New CFO **2**
- Outpatient Services..... **3**
- B-Home Services and Supplies .. **6**
- Unique Wedding Gift..... **7**
- Community Spotlight **9**
- Here to Help **11**
- Healthier Halloween **13**
- Recipe and Puzzles **14**

Family Affair

WITH 130 YEARS OF COMBINED EMPLOYMENT, THE GOLDSMITHS AND BRMH ARE A MATCH MADE TO LAST

A family-like culture defines the working environment at Black River Memorial Hospital. The Goldsmith clan takes it to another level.

Stop by the hospital and you might be welcomed by Krystle Goldsmith, a patient access representative who has been employed by the hospital for 2½ years.

Head over to Nutrition Services and you'll find Krystle's aunt Barb Goldsmith, a diet clerk in her 36th year at the hospital.

Barb's sister Penny Goldsmith is stationed in the Purchasing Department. She's been at BRMH for 23 years beginning with stints in Housekeeping then Surgical Services.

And you never know where you might bump into Wayne Bue, a maintenance worker in his 12th year who is Barb and Penny's brother-in-law.

With a couple more Goldsmith hirings, you'd have a reunion — and that would be just fine with a tight-knit family that enjoys spending time together outside of work too, highlighted by their camping trips.

"It's pretty nice to be able to have family close by," Krystle says. "It really helped when I first started, having people that I knew working here."

So what keeps the Goldsmiths coming back to BRMH? Call it a family tradition. It started with Barb and Penny's grandmother Verda, who worked about a quarter-century (official records don't exist) in Nutrition Services. Then came their mother, Judy, who spent 32 years in the same department, much of the time as head cook.

But it's also a shared love of a place that has treated their family so well over the years.

At BRMH, "Everybody cares about everybody, and it feels like family," Barb says.

Adds Krystle: "It's very family-oriented. They try to keep you as happy as they can."

The Goldsmiths recently grew by one with the addition of Merik Richard, Krystle's fourth child, joining Channing, 11; Avery, 8; and Esmee 5. Barb has two children, Daniel, 16, and Macie, 13, and Penny provides care for her godson DraMontae, 4.

So the future looks promising for another generation to continue the Goldsmith family's special connection with Black River Memorial Hospital.

If you are interested in joining the BRMH family, visit brmh.net/jobs to view our current openings.

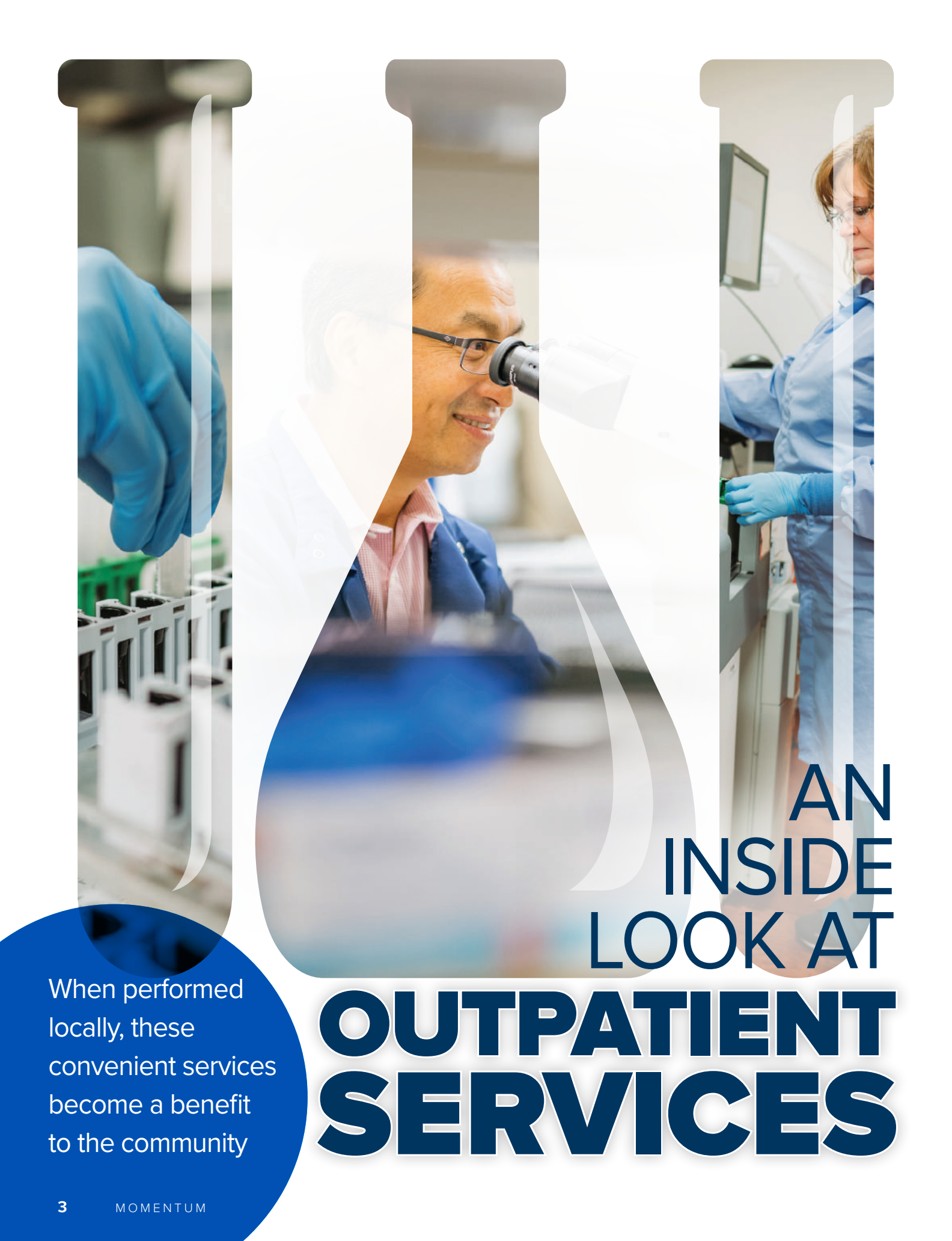


MEET THE NEW CFO



KYLE KOVACEVICH

For the full story visit brmh.net/news



When performed locally, these convenient services become a benefit to the community

AN
INSIDE
LOOK AT

OUTPATIENT SERVICES

In this era of instant gratification, people want things now — it’s almost become a generational expectation. And they want it to be easy. And convenient. That includes healthcare, and Timothy Vue sees a significant change on the horizon in how it’s delivered. He says taking a proactive approach will be key.



“How can we meet them and take the healthcare needs that they want to them instead of them coming to us?” says Vue, Black River Memorial Hospital’s lab director of 13 years. “Our challenge is, how do we make that happen?”

Part of the solution, he says, is making sure people know the options available to them, and that means getting the message out that BRMH has a complete offering of outpatient services that are easily accessible and include lab tests, diagnostic imaging, infusion therapy, rehab, and colonoscopies.

Here are more four things he wants you to know about them:

OUTPATIENT SERVICES MADE SIMPLE

Vue emphasizes the ease and convenience of having outpatient services performed locally at BRMH, noting that a lab test doesn’t require an appointment, making it easier to stop in if you’re running errands or shopping in the area. Also, when a referral for

BRMH’s robust outpatient service offerings include industry-leading hematology testing.

outpatient service is made by your provider, BRMH will take the initiative to contact you to set up an appointment if one is needed.

“Imagine how nice it would be to save yourself a trip to your out-of-town provider and receive services such as lab tests, X-rays, and infusion therapy including chemotherapy closer to home,” Vue says. “We’re here to make your life a little easier and convenient.”

YOU’RE IN THE DRIVER’S SEAT

Vue says it’s important to maintain control over your healthcare, and the ability to have outpatient services done at BRMH provides control and flexibility.



Having a procedure done or an appointment with a specialist at a healthcare facility doesn’t tie you to that organization for all of your healthcare needs. Far from it. All it takes to explore your options is initiating a conversation with your provider, who can make a referral to BRMH or set you up to have lab tests done here.

“We have the services here that people need,” Vue says. “We hope new patients will come and see us so that we can prove to them the benefits of receiving these types of services locally.”

Continued on next page

BUYING LOCAL ... HEALTHCARE

The term “buy local” can bring to mind supporting the local craft shop or grocery store with a purchase. It can be easy to forget a larger service provider such as BRMH is a local business too, and having outpatient services performed here benefits everyone in the community because the hospital can spend the money it makes to consistently provide better care for all.

“We as a consumer or patient sometimes don’t realize the impact that we make,” Vue says. “I believe you buy locally to help your local community grow. We help each other. You help us, we help you.”



Diagnostics Imaging

We hope new patients will come and see us so we can prove to them the benefits of receiving these types of services locally.

TIMOTHY VUE

TOP-RATE TECHNOLOGY

As a rural-based, independent healthcare facility, BRMH sometimes suffers from the perception that its technological capabilities aren’t up to par. Not true, Vue says. The hospital’s lab has industry-leading hematology, chemistry, and molecular equipment for performing a variety of blood tests; nasal-swab testing for respiratory bacteria and viruses including COVID-19; and new,

superior technology — the latest addition runs coagulation tests to determine how well patients’ blood clots.

“We have technology that is as equally sophisticated or better than bigger hospitals or health systems,” Vue says. “We can do 99.9% of the outpatient testing patients require.”



Rehabilitation services

Talk to your primary care provider about receiving your labs, imaging, therapy, and other outpatient services locally. Visit brmh.net/services or call **(715) 284-5361** to learn more.

More than a retailer, B-Home Services and Supplies offers the education you need for health and wellness products

THE Smart CHOICE

There is an abundance of options for purchasing health and wellness items, but will an online retailer help you adjust your walker to the right position? Will a drugstore make sure your CPAP machine is set up properly?

B-Home Services and Supplies will.

“When our customers come into the store, we’re not only selling them a product, we’re educating them and teaching them how to safely use their equipment,” says Mary Beth Olson, patient care coordinator at B-Home Services and Supplies, who oversees Home Medical Equipment and the B-Home retail store.

Part of that is the personal experience of B-Home’s staff. “The majority of the products, all of us have either used it or are using it,” in addition to having received formal training in equipment usage and fitting, Olson says. “We can speak to the effectiveness of the product.”

B-Home is a local, convenient option, and Olson boasts of the thousands of SKUs that are sold — from power

B-Home Services and Supplies is located at **311 County Rd A, Black River**



Be sure to check out our new inventory!
Coming later this year


recliners and foot-care items to braces and respiratory equipment — offering “something for everybody.” Plus, B-Home assesses its inventory every month to make adjustments based on customer needs.

“We may not be able to carry everything, like the Amazons of the world, but we can get customers what they need,” Olson says.



A wide variety of health and wellness products can be found at B-Home Services and Supplies, including:

- Pain Management
- Vionic® Shoes
- Foot Care
- Cushions and Pillows
- Personal Protective Items
- Mom & Baby
- Activities of Daily Living Items
- Braces
- Bath Safety
- Power Recliners
- Compression Socks
- Mobility Items and Accessories
- Respiratory and Positive Airway Pressure Machines



A wedding day gift

FROM THE HEART

COUPLE'S HOSPICE JOURNEYS PROMPT GENEROUS DONATION TO BRMH

Jeff Wensel and Lynn Martalock-Wensel have an intimate understanding of how important the hospice care provided by Black River Memorial Hospital is, and that's what made their special donation on their special day such a natural choice.

Jeff Wensel lost his wife of 38 years, Judy, to cancer in June 2017. Judy was cared for by BRMH Hospice and had worked in the department as an administrative assistant for eight years.

Having hospice there to guide him and his family through the dying process was wonderful, Jeff said. They helped “release the fear of death.”

Lynn also experienced the pain of losing a spouse to cancer when her husband, Jeff Martalock, succumbed to Hodgkin’s lymphoma in February 2019. Jeff Martalock spent his final days at Tomah Health’s Hospice Touch.

The two couples knew each other — both Jeffs worked at Tractor Center in West Salem — and shared their cancer journeys together. After Jeff Martalock passed, Jeff Wensel said he and Lynn formed what felt like a two-person therapy group as they grieved their losses. The relationship eventually progressed to a romantic one, they got engaged and, Lynn said, “the rest is history.”

But not before they decided to celebrate their wedding day May 21, 2021, with a generous gift showing



their appreciation for the end-of-life care provided for their loved ones. The newlyweds asked their guests to donate to hospice instead of buying gifts, and about \$700 was given.

“When we got the first check and I figured it out, it really touched my heart,” said Sue Lindberg, who handles billing for BRMH Hospice and worked many years with Judy. “I was just very, very happy for the two of them.”

It’s the kind of story that encourages others to donate to BRMH Hospice’s three funds: Kathy’s, Lidy’s, and the general fund, Lindberg said.

Kathy’s Fund is dedicated to providing comfort and meeting the last wishes of hospice patients and their families. Among so many great experiences enjoyed by patients, Lindberg said her favorites include:

- a hunting enthusiast who spent a day with his son and friends riding 4-wheelers on his favorite hunting grounds;
- a patient who fulfilled a dream of going on a train ride, traveling to Wisconsin Dells for a nice dinner with family;
- a horse lover who was able to spend some quality one-on-one time with one owned by BRMH’s hospice director.

Lidy’s Fund provides homecare items such as grab bars, bed pads, braces, and bedside tables to enhance the quality of life and safety of patients who could not otherwise afford such equipment. The general fund offers financial assistance to hospice and home care patients.



David Riemer’s last wish for a round of golf and lunch with his son Jonathan and daughter-in-law, Michelle was accomplished through Kathy’s Fund.

“The experience that I’ve had and seen from patients, and the thank you notes I’ve gotten from families because of what we have given to their loved ones to provide the last chance to have a wonderful experience with them” is so special, Lindberg said, “and it would not have been possible without the funds that are donated.”

Exactly the kind of impact Jeff Wensel and Lynn Martalock were hoping to have with their generous wedding day gift.

Because of her love of horses, a special wish through Kathy’s Fund was granted allowing Vickie Holmen to spend time with one of her favorite animals.



If you are interested in supporting granting last wishes for local hospice patients or providing home medical supplies to those in need, please email excellence@brmh.net or call 715-284-3662.



CLEANING UP

COMMUNITY SPOTLIGHT

Stephanie Zabel is using her thriving housecleaning business to help cancer patients

Supporting someone who is battling cancer can take many forms, from cooking a meal to providing company during chemotherapy to simply listening. But Stephanie Zabel saw an unmet need.

“A lot of people don’t think about housecleaning when they think, how can I help my friend or family member who’s going through cancer treatments?” Zabel says, noting the physical toll taken by chemo.

That’s why her quickly growing company, Serene Clean, partners with Cleaning for a Reason to provide two free cleanings per month for someone undergoing chemo. A coupon for Serene Clean also can be found in the Chemo Care Bags provided to patients having chemo at Black River Memorial Hospital’s Infusion Center.



Because our homes are where we feel safe and protected, it means a lot to us if “We can clean their house and give them a nice, peaceful haven,” Zabel says.

The 25-year-old began cleaning homes as a side hustle to working at her father’s company, U.S. Solar Mounts, in Black River Falls, after graduating from Western Technical College in La Crosse with a marketing degree. But it quickly became clear an entrepreneurial spirit runs in the family.

“I like to clean,” Zabel says, “and it just started expanding incredibly quickly.”

Serene Clean opened in April 2019 as a solo venture in Black River Falls. It now employs 25, has 160 recurring residential and commercial clients, and a second location that opened last year in Sparta.

“I feel like I was made to run a business, just the entrepreneurial side of it. I’m super passionate about it,” Zabel says while giving much of the credit for the success of the business to her managers, Krystal Davidson and April West. “That’s what I enjoy, helping people. Cleaning just happens to be the thing I help people with.”

She’s been especially impacted by the benefit her service provides to people’s mental health.

“We can clean their house and give them a nice, peaceful haven.”

STEPHANIE ZABEL

With office locations in Black River Falls and Sparta and over 160 clients, Stephanie’s schedule is non-stop.



During an uncommon quiet moment, Zabel poses with one of her managers, Krystal Davidson, along with their faithful office companions.

“There’s so much pressure we put on ourselves to have a picture-perfect home, and that’s almost impossible to do,” Zabel says. “Most of our clients are incredibly busy and have jobs or work outside the home with really busy family lives, so I really enjoy that aspect of it: the stress relief and taking some weight off their shoulders.”

While Zabel (formerly Pipkin) calls herself a workaholic, she says her husband, Andrew, “is trying to pry me away from that mentality.” The pair married in October 2020, are renovating their new home in Sparta, and enjoy spending time with their dog and two cats.

As far as Serene Clean, Zabel thinks it provides a great example for other young people looking to follow her path. “I do think that thinking outside the box and maybe pushing entrepreneurship onto younger people would be great, and to communicate that it is an option.”

“Owning a business can really change your life and your community, and have a really big impact.”



A BETTER WAY TO PAY

FINANCIAL ASSISTANCE PROGRAM OFFERS SOME **PATIENTS FLEXIBILITY** WITH MEDICAL BILLS

Black River Memorial Hospital offers a variety of payment plans and financial assistance for patients who need help paying their medical bills. The problem? Not enough people know it.

Shirley Londre is determined to change that.

A patient financial advocate at the hospital for 26 years, Londre says it happens “very frequently” that patients don’t realize they can apply for financial help. “They are relieved to know that we’ll work with them and help them through the process.”

It begins with taking a closer look at your bill, which contains information and phone numbers regarding the hospital's financial assistance program that helps low-income, uninsured, or under-insured patients who need help paying for all or part of their medical care. But Londre emphasizes BRMH is proactive when it comes to notifying patients about the assistance they may be able to receive.

The hospital runs a report each morning containing the names of every person without insurance who had a service performed the previous day, and those people are contacted about the financial assistance program and other resources available. Also, when a service is scheduled for a patient who doesn't have insurance, a patient financial advocate will reach out to set up a payment plan ahead of time to "give them some peace of mind," Londre says.

Patients who enter the hospital during business hours can connect with a patient financial advocate upon request. Londre says she and other patient



Our financial assistance team is waiting for you. Come see us at **775 North 8th Street, Black River Falls.**



financial advocates view these conversations as teaching opportunities that allow patients to better understand future billings.

When it comes to assisting patients, Londre says the hospital tries to adapt as much as possible to the circumstances.

"We really try to work within a patient's means. We do have policy guidelines, but we try to be as flexible as we can to work within their individual situation," she says. "We're very creative and very flexible."

Londre encourages patients seeking financial assistance to fill out the form at brmh.myfa.app to determine their eligibility. If they qualify, they

immediately can fill out an application. The site directs people to connect with Londre or one of her peers for help if needed.

"I hear from patients all the time how grateful they are for these services," Londre says. "We have been able to help patients who are going through a tough time in their life seek the care they need without being trapped by the financial burden. It's a service we are proud to be able to provide to our patients as we know how deep of an impact it can have on them."

“They are relieved to know that we’ll work with them and help them through the process.”

SHIRLEY LONDRE

Visit brmh.myfa.app to check your eligibility or fill out an application for Black River Memorial Hospital's financial assistance programs. Call **715-284-1368** or visit brmh.net/financial-assistance for more information.



3 TIPS FOR A HEALTHIER (HAPPIER)

Halloween

For parents and dentists, the scariest thing about Halloween might be the amount of sugar eaten by children after a night ringing doorbells for treats. Wendy Barth, registered dietitian at Black River Memorial Hospital, has a few tricks for a healthier Halloween without taking all the fun out of the traditions:

1 THE RIGHT AMOUNT

Portion control is important, Barth says, and she encourages parents to allow children to enjoy a few of their favorite candies on Halloween and set aside the rest to ration it, enjoy it on special occasions, or even donate some of it. Parents can set a great example by modeling this behavior.

2 CANDY CHECK

Physically inspect candy received trick-or-treating to ensure it's factory wrapped, hasn't spoiled and doesn't contain anything dangerous inside of it.

3 HEALTHIER TREATS

"The only way we can all take a step toward being healthier is by doing something to help others," Barth says, and that can be done by handing out healthier alternatives to candy to trick-or-treaters. Pre-packaged options that are easy to hand out include: whole grain cheddar crackers; fruit snacks made out of 100% fruit juices; fruit "leathers"; sugar-free gum; animal-shaped graham crackers; mini rice cereal treats; cereal bars with fruit; fruit cups (real fruit, not syrups); mini 100% fruit juice boxes; low-fat pudding cups; and pretzels. Or you can opt for fun non-food items such as pencils, stickers, pens, or temporary tattoos.

Nutrition FOR YOUR BODY AND MIND

AUTUMN BAKED OATMEAL



PREP TIME: 10 MINUTES
COOK TIME: 45 MINUTES
SERVINGS: 6
CALORIES: 245 PER SERVING

INGREDIENTS

- 2 cups rolled oats
- ½ teaspoon baking powder
- 1½ teaspoon ground cinnamon
- ¼ teaspoon nutmeg
- 1 pinch salt
- 1 large egg (beaten)
- 2 cups almond milk (or milk of choice)
- ⅓ cup real maple syrup
- 1 teaspoon vanilla extract
- 2 apples (chopped)
- Desired add-ins

INSTRUCTIONS

1. Pre-heat oven to 350°F
2. In an 8x8 inch baking pan, mix all dry ingredients.
3. Add almond milk, pure maple syrup, vanilla extract, beaten egg, chopped apple, and additional mix-ins.
4. Mix it together well, scraping the sides to catch any dry pieces.
5. Bake in oven for 45 minutes
6. Let it rest for 5 minutes and serve.
 Try adding almond milk and a drizzle of maple syrup over top or eat it the way it is!

Recipe provided by BRMH Registered Dietitian, Wendy Barth.



AWESOME AUTUMN WORDSEARCH

Find all of the Autumn related words in the list below. Words can be found in all directions, vertically, horizontally, diagonally, and backwards.

H	Z	L	B	Y	E	L	L	O	W	Y	Y	W	U	K	J
A	Y	L	N	A	V	W	V	O	Q	A	O	R	S	X	P
R	W	I	N	D	Y	A	A	E	H	R	A	B	J	J	S
V	G	M	O	R	A	N	G	E	C	Z	C	O	Z	J	Q
E	Z	Q	U	Z	G	H	Y	E	Z	Q	O	N	H	X	U
S	L	C	U	M	J	W	R	G	D	J	R	F	D	O	I
T	U	C	Z	L	E	A	V	E	S	G	N	I	A	U	R
U	Y	R	O	H	C	I	N	R	D	X	R	R	R	Z	R
G	H	A	H	S	R	T	S	W	E	A	T	E	R	D	E
F	L	K	V	A	P	P	L	E	R	P	Y	A	P	B	L
W	L	E	E	I	Q	T	L	L	I	T	U	R	K	E	Y
K	C	P	F	Q	P	U	M	P	K	I	N	L	D	H	U
S	J	C	I	B	V	L	N	B	C	Y	F	L	Q	X	O

1. Apple
2. Scarecrow
3. Turkey
4. Hay
5. Rake
6. Acorn
7. Pumpkin
8. Windy
9. Harvest
10. Squirrel
11. Bonfire
12. Pear
13. Orange
14. Yellow
15. Leaves
16. Sweater

SPOOKY SUDOKU

Fill in the blanks so that every column, every 3x3 box, and every row, contains the digits 1 through 9 once. There is only one solution.

4		5	6	9				
		9			2	4		
5					3		8	
		7	8		9	6		
	9		2					3
		4	7			1		
	6			4	1	7		8
7		3						

Difficulty Rating: ★★★★★☆

Answers on the website: brmh.net/momentum



Visit our website at brmh.net
for a full list of services.

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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.

WALK-IN AVAILABILITY

**Walk-ins now
available!**

3:00pm-6:00pm
Monday, Tuesday,
Thursday, and Friday

8:00am-12:00pm
Saturday

