

LOCAL PEOPLE. TRUE STORIES. REAL ADVICE.

MOMENTUM

SPRING 2023



Gifts OF Gratitude

BRMH introduces
new foundation giving
people the power to
change lives | *Page 6*

Letter from our CEO

Nine months ago, my family and I became part of this great community. We have enjoyed infusing ourselves in as many different events and local amenities as possible. My boys ask all the time if we can go to Lunda Park or if it's swimming lesson day at the Lunda Center. My wife, Samantha, appreciates our county's outdoor activities such as visiting Lake Wazee or hiking the local trails, and as for me, I go wherever my wife tells me to go.

In those nine months, I have witnessed and been a part of moments and acts of incredible compassion, kindness, and excellence from our patients, staff, and community members. It is inspiring to be a part of a community that thrives off taking care of one another and to work with individuals who make a difference in the lives of patients every day – oftentimes caring for them in their most vulnerable moments. This is why at Black River Memorial Hospital, we have worked hard to build our 2023-2025 strategic plan around ensuring we can exemplify those same principles with every single person who walks through our door, now and into the future.

Fueled with a passion to ensure we can keep high-quality, independent healthcare in our community for generations to come, our strategic plan also features a revamped mission, vision, and values to reflect and cement our commitment to not only taking care of this community, but continually evolving to meet the ever-changing needs of our patients, community, and the healthcare environment.

Our strategic plan is centered around three main priorities: Financial sustainability and growth, workforce and leadership development, and strengthening community-based care and access. Each priority focuses on action items that will directly benefit our patients, staff, and community today - while safeguarding key services that align with our mission long-term. Infused into these priorities include strategies for not only growing local talent but recruiting high-quality specialty services into our community to address our most critical community health needs.

As mentioned above, guiding our new strategic plan, is a refresh of our mission, vision, and values. Our mission, vision, and values help center our organization around a common goal and provide a roadmap for how we will achieve it.

As we lead through our 2023-2025 strategic plan, I am incredibly confident our future will be filled with many more moments that reflect just what I described above – incredible compassion, kindness, and excellence. Thank you for allowing us the opportunity to serve you.

I look forward to seeing you out and about,

Carl Sebrick

To read more about our strategic plan, visit brmh.net/about

Mission

Helping to improve your life... through compassionate, community-based care

Vision

To advance a healthier community... by providing excellent care, close to home

Values



COLLABORATION

To be an active collaborator and contributor to the communities we serve



RESPECT

To recognize the inherent worth and dignity of all people



COMPASSION

To take care of our patients and visitors as if they were our own family



INTEGRITY

To do the right thing even when it's hard



GROWTH

To continually enhance our services and expertise to best serve our patients and communities now and into the future

Comfort and Care Close to Home

Convenient infusion center helps save patients' time — and lives

When you're not feeling great, the last thing you want to do is travel a long distance for treatment. That's the purpose behind the Infusion Center at Black River Memorial Hospital: to offer care so many rely on, close to home.

Opened in August of 2020, the Infusion Center has supported many community members through their treatments. Chemotherapy patients often do not feel their best after therapy, and having treatment right in their backyard saves them an hour-long or more drive home afterward. That's more precious time away from their home and loved ones during a time when those loved ones provide the best comfort.

An experience in the Infusion Center is sure to be top-notch — pairing top-of-the-line equipment and knowledgeable staff, with equally high-quality care for all patients. The staff of the Infusion Center love what they do, and it shows in their care. "There's an immediate relaxing feeling when you enter, and you can feel they are here for you over anything else," says Diane Steere, an infusion patient. "The staff's kind demeanor and overall actions to immediately take care of you is very meaningful to me."

The BRMH Infusion Center offers the following types of infusions and services:

- Cancer treatment – both chemotherapy and immunotherapy
- IV antibiotics
- Iron infusions
- Blood transfusions
- IV hydration – fluids and electrolyte replacements
- Biologic therapy to treat autoimmune
- Therapeutic phlebotomy (the removal of blood from the body through an IV for medical reasons)
- Allergy shots – treatment for anything from dust, pets, trees, and pollen to anything else one has an allergy to

The Infusion Center also offers simple conveniences such as port flushes, central lab line draws, dressing changes for those doing home antibiotics, and unhooking infusion pumps.

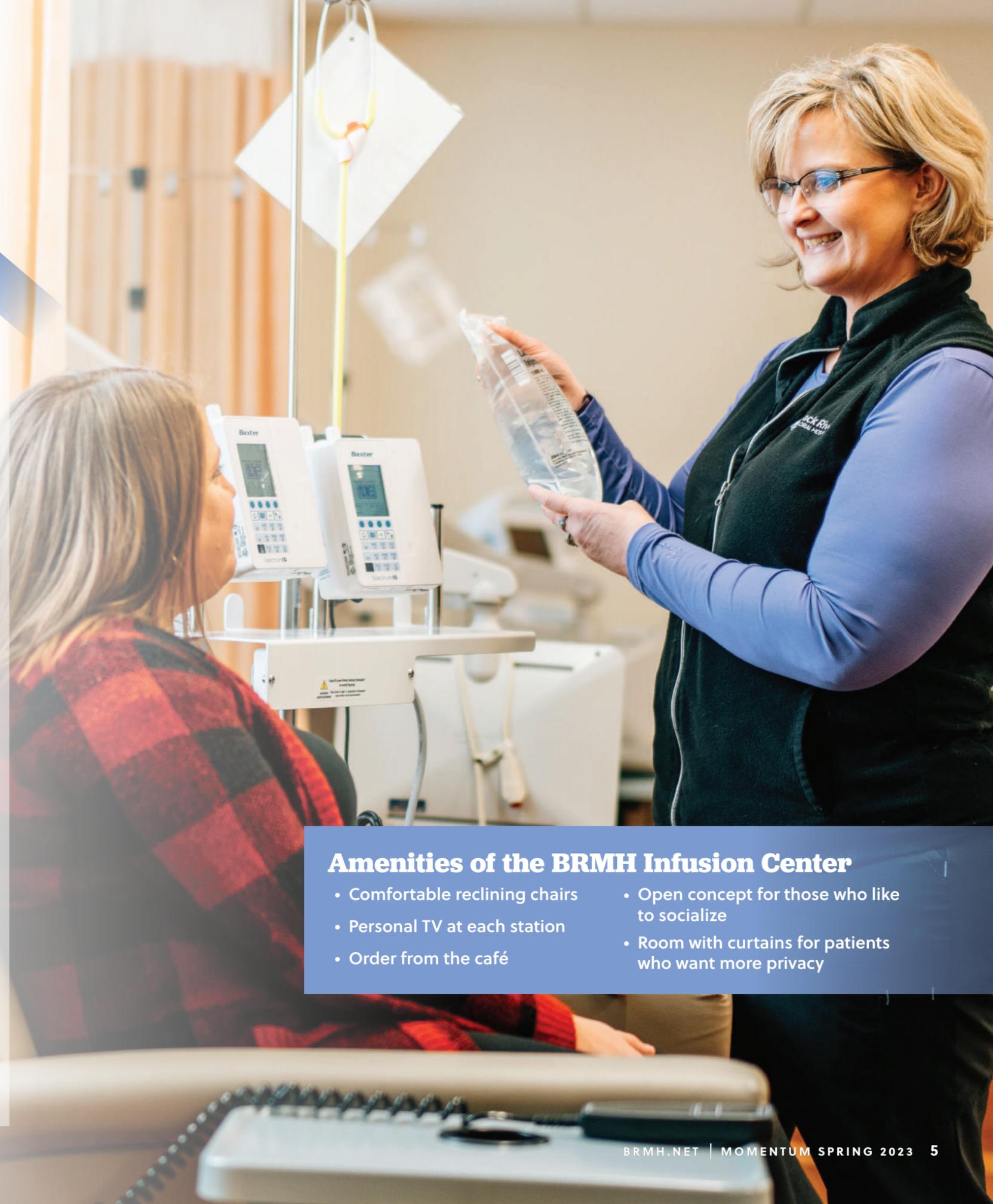
These additional services all save patients travel time. For example, if a patient receives an infusion

from another provider requiring a take-home infusion pump, they can bring that pump to the BRMH Infusion Center after using it to have it unhooked and sent back to the ordering provider.

It is a simple process for a patient to get set up to have their infusion needs met at the BRMH Infusion Center. "All their doctor has to do is send us the orders," says Ashley Fjelstad, Director of OB and Infusion Services. "We take on the insurance piece of it as well as getting their appointment set up. We just need to know they need the treatment, and then we can take it from there."

The BRMH Infusion Center presents an amazing opportunity for patients to request their care stay local, because the staff will gladly work with them to make it happen. And that's what BRMH is all about: ensuring the community has close access to the quality care they deserve.

For more information on our infusion services or to talk about how to transfer your care local, please call us at 715-284-5361 or email us at excellence@brmh.net



Amenities of the BRMH Infusion Center

- Comfortable reclining chairs
- Personal TV at each station
- Order from the café
- Open concept for those who like to socialize
- Room with curtains for patients who want more privacy

GIFTS OF *Gratitude*

Give today for a healthier tomorrow



Most days, Jack lies in his bed looking out the window of his room, occasionally catching a glimpse of his reflection, seeing a man he doesn't recognize. In his mind, his reflection is of a strong, providing father. He's tossing his baby daughter in the air as she giggles. He has strong hands that have earned him many promotions at the factory. He lives in a house that he and his wife put everything into, with a yard he worked on every weekend. In his mind, he sees family vacations, kids' birthday parties, his grandkids being born. But in front of him, he sees no one. He's alone with his cherished memories.

But today, Jack is not alone. Today, Jack's grandkids are flying in from California and Michigan, along with his beautiful daughter, to give Jack one more magical day to share with his family, to visit their childhood home, and have dinner at Jack's favorite restaurant. And all of this was made possible — by you.

Gifts of Gratitude is a new foundation that gives YOU the power to change lives.

A tax deductible charitable gift to our new foundation, Gifts of Gratitude, could grant a last wish for an end-of-life patient, like Jack. It could give a struggling mother the means to provide diapers and cozy pajamas for the baby who she's committed her life to care for. It could even help



Gifts of Gratitude is a new foundation that gives YOU the power to change lives.

a troubled neighbor get sober, stay sober, and realize they have more to live for than they ever knew, giving them the strength and motivation to do big things for the community — or the world. It happens. And it can start in the hands of those who want to make a difference. It can start with you.

Gifts of Gratitude believes any gift is a gift. No matter the size or form of your contribution, you are improving people's lives. Your gift, whether specified for mental health, care at home, technology and innovation, the sustainability of local healthcare, or something else highly personal

to you, will promote the health and well-being of Jackson County for generations to come.

Yesterday, Jack lay alone in his room. Today, he is smiling and laughing, enjoying his favorite meal with his grandkids thanks to the generosity of those who selflessly contributed to Gifts of Gratitude.

Gifts of Gratitude is the first program of its kind at Black River Memorial Hospital.

Visit brmh.net/gratitude to learn more or make a gift.





Diane Aldach has been volunteering at BRMH since 2016. Aside from working full-time, Diane still manages to find time to accompany patients during their stay on her lunch breaks and in the evening. It "warms her heart" to visit with the patients and hear all the stories they share with her! Diane is also an active volunteer through Interfaith Caregivers and the Jackson County Department of Health and Human Services I-Team.

Giving the Gift of Time



How volunteering impacts the whole community

When you give someone a gift, you want to watch them open it, right? That's the best part, watching their eyes and seeing the joy your gift brings.

Giving the gift of time works the same way. When you volunteer, you bring joy to others — and it feels so good. That's the magic of volunteering. In fact, the experience of helping others and making them happy inspires you to give even more. It's invigorating!

For instance, suppose you start volunteering at Black River Memorial Hospital. You're greeting people at the door, helping direct people where they need to go — you're feeling good. The next day you see a flier that your church is looking for volunteers. You recall how impactful your time at the hospital was, so you help out at the church. Next thing you know, you're at a soup kitchen laughing it up with others like yourself, recommending volunteer opportunities to one another. And the whole community benefits.

As a strong advocate for strengthening the community, BRMH offers a variety of convenient and flexible opportunities to give the gift of time. Whether you're a social butterfly or prefer to help out behind the scenes, whether you have lots of time to give or just want to volunteer when you can fit it in your schedule, BRMH has a program for you. "We work around each volunteer's schedule and interests to ensure they have the best, most meaningful experience possible," says Sarah Osegard, Volunteer Coordinator at BRMH.

Here are just some of the ways you can impact your community through BRMH:

Lend An Ear Program

Volunteers visit with transitional care patients (patients who no longer require in-patient care, but are not ready to go home), spending quality time together playing games, going to lunch or dinner in the café, reading the newspaper, and other activities.

Volunteer Program

This program kicks off in the summer and is for teens between the ages of 14 and 18. Volunteers help at the front desk, guiding people where they need to go, acting as a courier between floors, and more. A great opportunity for those interested in a career in healthcare.

Tele-care Program

Participants look forward to receiving phone call check-ins from volunteers on a scheduled basis. These calls can be as simple as, "Hi, how are you doing?", or be an opportunity for the participant to share more of what they have going on! These check-ins benefit the participant and are a comfort to the family, as well.

Greeters

Volunteers welcome patients and visitors to BRMH and escort them around the building, providing a wheelchair if needed. They are often the first friendly face people see when entering the hospital.

The Comfort Shawl Crew

Many volunteers prefer to donate their time from home knitting comfort shawls for end-of-life patients or hats for the newborns at Black River Memorial Hospital.

Homemade Cards

All are welcome to create and donate homemade cards that are made available for visitors or families free of charge when they visit a patient. Any type of card(s) can be donated, as well as cardmaking supplies.

Over 9,000 volunteer hours!

Mary Cooley is the longest standing volunteer at BRMH, starting in 1976 and still volunteering today. When asked why she loves volunteering Mary responded, "It's important for us at any stage in our life to give back to others as we can."



Get involved

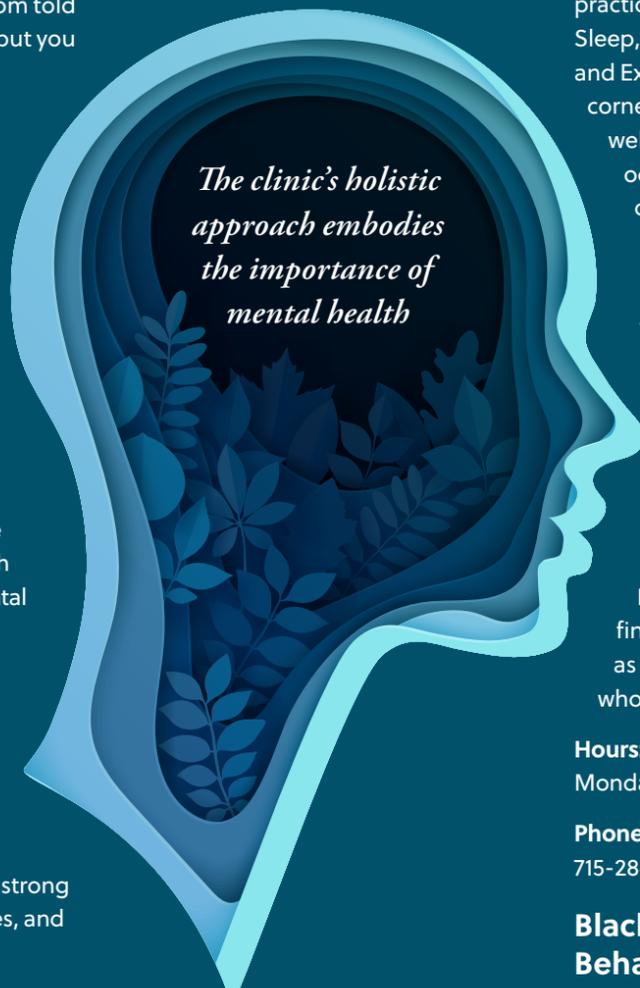
If you're interested in volunteering, apply at brmh.net/volunteer or contact Sarah Osegard at 715-284-3606.

We've Got Your Back ... and Your BRAIN

We've all been told, "Your health comes first." It's what a caring boss says right before sending you home when you're not feeling well. It's what your mom told you when you wanted to go out, but you had a temperature. And it's true, your health does come first. What a lot of people don't realize is this includes your mental health, too.

Black River Healthcare Clinic's philosophy of treating the whole person is the reason behind offering behavioral health services. With a commitment to serving the community's health needs, the services provided by the clinic's therapists are essential. In fact, the Jackson County Community Health Needs Assessment identified mental health as being among the top needs for the area over the past nine years.

With mental illness being such a health concern in our county, it is important we normalize advocating for our mental health — not just for ourselves, but to be strong examples for our peers, loved ones, and the younger generations.



The clinic's holistic approach embodies the importance of mental health

Michelle Goetting, Licensed Clinical Social Worker at Black River Healthcare Clinic, encourages her patients to practice "SANE" living by focusing on Sleep, Activities (hobbies), Nutrition, and Exercise. Goetting says these are the cornerstone components to health and well-being, and it's a good idea to occasionally take inventory to see if or how you're incorporating each of them into your lifestyle.

If you feel you would benefit from talking to someone about your mental health, call to set up an appointment. Depending on your insurance, you may be able to do a self-referral.

Because finances should never stand in the way of receiving high-quality, mental health services, the Black River Healthcare Clinic has a financial assistance program as well as payment plan options for those who qualify.

Hours:
Monday-Friday, 7 am to 5 pm

Phone:
715-284-3355

Black River Healthcare Clinic Behavioral Health Services

- Anxiety
- Attention and concentration challenges
- Behavioral issues
- Depression
- Family problems
- Family stress and parenting
- Grief and loss
- Fears and phobias
- Suicidal thoughts
- Traumas and PTSD
- Work stresses

Nearly
50%
of Americans will meet the criteria for a diagnosable mental health condition during their lifetime

Suicide is the second-leading cause of death among people ages

10-14

50%
of all lifetime mental illness begins by age 14, and
75%
by age 24

Source: National Alliance on Mental Illness

Check In with Yourself

Take a few minutes to assess how you are doing in each of the areas of SANE (sleep, activities, nutrition, exercise) living:

Sleep

Am I getting enough sleep? Is it quality sleep? Why or why not?

Activities

Do I have hobbies? What do I like doing? Am I doing enough activities I enjoy?

Nutrition

Have I been making good choices with my food? What am I not giving my body enough of that it needs?

Exercise

How active have I been lately? What exercises do I enjoy that I could incorporate easily into my life?

Meet our Behavioral Health Providers

We asked each provider, "What is your favorite activity to boost your mental well-being?"



Maggie Evers, LCSW:
"Getting a change of scenery or changing my environment, such as going outside."



Danielle Jacobs, LCSW:
"Prayer, meditation, and reflection are all activities that bring me inner peace and help calm my mind."



Michelle Goetting, LCSW:
"Exercise is my number one go-to activity. I love everything from boxing workouts to practicing yoga. Exercise is customizable, allowing me to listen to my body on any given day."



Stephen Dal Cerro, PhD:
"Running and mountain biking have become pretty indispensable. Also, reading a good book."

OUR PROTECTOR in the Water

One art teacher's love of swimming is matched only by her love for the community



Sandy Paisley's father needed a way to keep her and her five siblings from disturbing their mother while she rested after her third-shift job. So, while most kids only dream of having a pool in their backyard, for Sandy it became a reality.

Little did she know it would instill in her a lifelong passion for protecting the community.

As the family's pool neared completion, Sandy was off to Melrose-Mindoro swim lessons - with the expectation she would bring the knowledge home to teach the rest of her siblings. At 14, she was taking advanced lifesaving classes so she could help instructors with swim lessons. When she turned 17, she earned her water safety

instructor certification allowing her to begin teaching lessons on her own and training people in CPR. Clearly, Sandy was no stranger to the Melrose-Mindoro swim program, so it comes as no surprise that by 1989, she had taken on the role of swimming lessons director at the newly built Melrose-Mindoro Pool.

Melrose has been offering free swim lessons to local children since — well, let's just say they're the same ones Sandy took growing up. And now she, along with the three other instructors, teach an average of 350-400 kids to swim each summer.

There are seven levels of lessons, and Paisley's favorite to teach is the first one, 'Water Exploration,' consisting of 4- and 5-year-olds. "The little ones, when they first come, I love teaching them," she says. "They're just really fun."

Paisley's knack for teaching children isn't limited to the pool. She's also the art teacher for kindergarten through sixth grade at Melrose-Mindoro Elementary School. She loves when the kids slowly put together where they recognize her from. "All summer long, I'm in a onesie," she says. "And then I'm in the classroom and

"The little ones, when they first come, I love teaching them," she says. "They're just really fun."

- Sandy Paisley

I've got regular clothes on. And they're looking at me, and then all of a sudden one of them goes, 'Whoa, you're the swim teacher!'"

Prior to becoming the school's art teacher, Paisley ran a state-licensed daycare out of her home for 11 years during the school year for all of the teachers' kids. "A bunch of the kids I had in daycare became lifeguards for me, so it was like this big circle of kids for me to recruit lifeguards from," she says with a laugh.

So what sparked this passion for spreading water safety and CPR training across the community? Like a lot of good things, Sandy's passion to protect was born from tragedy when a fellow high school student drowned in the river. "I thought, this is so preventable and people need to be taught how to help or save themselves," she says. "That's what drives me to help these kids learn to swim."

Parents are welcome to watch lessons because Paisley believes it's important for them to see their kids learning life-saving techniques so the community never has to experience that type of tragedy again.

Much of Paisley's life has been, and will continue to be, spent in the water. "I swim every day," she says. "I have to swim. It's so relaxing. I have to



have that. It's what keeps my cool and keeps me at an even-keel."

The community sure is lucky Paisley's father put that pool in the backyard all those years ago, spawning Sandy's love of water and allowing her passion for teaching others to swim to flourish. Even though she plays such a monumental role in protecting the community by making water safety and CPR training so accessible, she refuses to take all the credit.

"There is no way I did this job all on my own," she says. "Hundreds of area businesses, local groups and people have helped along the way all through the years. That's what I like about our small community pool: It's about being community-minded and being

a productive member of society. I'm just doing my part so we can all have fun and enjoy water activities safely."

Sandy began transitioning out of the pool manager and director position just last year, marking her 33rd year running the Melrose Area Pool, and turning more than 240 area youths into lifeguards fully trained in CPR. She will phase out of managing and teaching swim lessons, but will continue to instruct CPR training. Sandy's developed love for the water surely made an impactful splash in the community that will live on for many years to come!

To schedule lessons, contact Jamie Koss at koss@mel-min.k12.wi.us

GOT PAIN?

Get Movin'

A healthy lifestyle is key to managing pain

We are living in incredible times. We can put in a full workday from the couch, get dinner and groceries delivered to our front door, and stream new movies to our living rooms, all without leaving the couch. Pretty great, right? Ed Zhovtis, DNAP and Pain Management Provider at Black River Memorial Hospital, would disagree.

"As humans, we were designed to be moving, to be in motion, to be bending, and to be upright," Ed says.

This new normal is a serious issue from a pain management standpoint. Ed's strongest advice regarding chronic pain is to stay active. He explains how when you start experiencing pain, you develop networks of neural "highways" that connect your brain to the point of pain. When you protect the part of your body experiencing pain by not moving it, you're making those highways wider.

So what can you do to help with pain? Ed says living a healthy lifestyle is essential. "People want to get a pill or a shot and have their pain go away, and it may provide temporary relief or provide short-term symptom management, but neither are long-term solutions," he says. "It requires effort and perseverance."



When is it time to talk to a professional about your pain?

The Black River Memorial Hospital Pain Clinic is a self-referral clinic, so you can call for a consultation or to schedule an appointment whenever you have pain you are concerned about. The key is to listen to your body and not stop being active just because something hurts. As Ed says, "There is no 'too soon' to see a specialist. It's always better than too late."



EMPOWER YOURSELF.

When you wake up, take a few minutes to relax your brain, sit in a comfortable position, and breathe a little bit. Learning to meditate is helpful. Say something positive to yourself: "I will have a better day. My pain will not interfere with my daily activities. I will move 10 more steps than I did yesterday."



EXPOSURE TO SUNSHINE.

Instead of grabbing your phone first thing in the morning, get some sunlight on your face. Even if it's cold outside, go to the window and get some UV rays. Numerous studies show it improves your mood.



A COLD SHOWER.

Dopamine is a neurotransmitter that delivers pleasure to the brain, and by turning the shower water as cold as you can tolerate for one to three minutes before getting out, you increase your dopamine level 2½ times what it would be otherwise. That's more than you'd get from chocolate or doing something you love — and it lasts for hours because it's a slow buildup and wind-down of dopamine.

Here are a few of Ed's tips for managing chronic pain:



DISTRACTION THERAPY.

Applying heat, cold, or even gentle massaging to areas that hurt can help ease pain. The principle behind this is that you're occupying the neural pathways with non-painful stimulus, preventing the pain signals from using them.



EXERCISE.

Exercise is associated with the release of natural painkillers in the body called endorphins, which also help improve your mood. Any exercise will strengthen your muscles and improve your sleep, which is essential for a healthy life.



"People often overlook that the best recovery medication is sleep. There is nothing better than sleep," says Ed. And what helps people sleep better?

Drinking less alcohol, not smoking, and losing weight — all factors that allow you to breathe better and live a healthier life.



Visit our website at BRMH.net and check out our Better You Blog!

Nondiscrimination Statement:

Momentum complies with applicable Federal civil rights laws and does not discriminate based on race, color, national origin, age, disability, or sex. ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-715-284-5361. LUS CEEV: Yog tias koj hais lus Hmoob, cov kev pab txog lus, muaj kev pab dawb rau koj. Hu rau 1-715-284-5361. For full disclosure, visit brmh.net/nondiscrimination-english.

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.

Nutrition for your body and mind

Farm Animal Word Scramble

Answers on the website:
brmh.net/momentum

1. eikntt	1. _____
2. rheos	2. _____
3. tiarbb	3. _____
4. cduk	4. _____
5. ipg	5. _____
6. ootesrr	6. _____

7. hpees	7. _____
8. ogd	8. _____
9. ogat	9. _____
10. niechkc	10. _____
11. owc	11. _____
12. oyedkn	12. _____

Asparagus Chopped Salad

This asparagus chopped salad is perfect if you are looking for something easy, colorful, flavorful and crunchy. This salad would be perfect to serve as a side or spring entrée. Serving Size: 1 serving | Yield: 4 servings | Calories per Serving: 310 | Total Time: 40 minutes

Ingredients:

- ¼ lbs. asparagus (approx. ½ a bunch), trimmed and cut into 2" pieces
- 12 oz grilled chicken strips
- 3 cups mixed greens
- 15 oz can of chickpea or garbanzo beans, rinsed
- 1 cup grape tomatoes, halved
- 2 English cucumbers, halved and sliced
- ½ cup red onion, diced
- ½ cup kalamata olives, pitted
- ⅓ cup feta cheese, crumbled

Dressing:

- 3 Tablespoons olive oil
- Juice from ½ lemon
- ¼ cup dried oregano
- ¼ teaspoon salt
- ¼ teaspoon ground black pepper

Instructions:

1. Grill chicken until you reach an internal temperature of 165°F for at least 30 seconds. Remove and let cool. Slice chicken and set aside.
2. Blanch asparagus by bringing a medium pot of water to a boil. Add a dash of salt and the asparagus. Cook for 2 minutes, then remove asparagus and place in a bowl of ice water. Let cool, then drain.
3. In a large bowl, combine mixed greens, asparagus, chickpeas, tomatoes, cucumbers, red onion, olives, feta cheese, and sliced chicken.
4. In a small bowl, make the dressing by whisking together the olive oil, lemon juice, oregano, salt, and pepper.
5. Pour dressing over salad and toss to combine.

CUSTOMIZE: This meal option can easily be made vegetarian by removing the chicken. Additional protein options that can be utilized include shredded chicken, grilled shrimp, salmon, hard boiled eggs, or tuna.

Recipe provided by BRMH Registered Dietitian, Wendy Backaus. Adapted from: *Ahead of Thyme*

