



# Partners in Health

Winter/Spring 2006

## Hospital Launches New Web Site

All the information you need about local health care is now available at your finger tips. Moundview Memorial Hospital & Clinics has launched a new web site that can be accessed at [www.moundview.org](http://www.moundview.org). It includes information on hospital services, area physicians, news and events, patient and visitor information, employment opportunities, and much more.

The site's home page features a "what's new" section. This will make it easy for people to log on and immediately find the latest information about Moundview (such as new services and upcoming events) without having to search for it on the site. A link to the Memorial Healthcare Foundation's web site is also included on the home page.

Persons who want to learn more about health care providers can view profiles of local primary care physicians and nurse practitioners as well as a list of specialty providers. Details on Moundview's services are available including: nursing and patient care, diagnostic services, memory clinic, emergency services, home health and supportive home care, extended care, rehabilitation and surgical services.

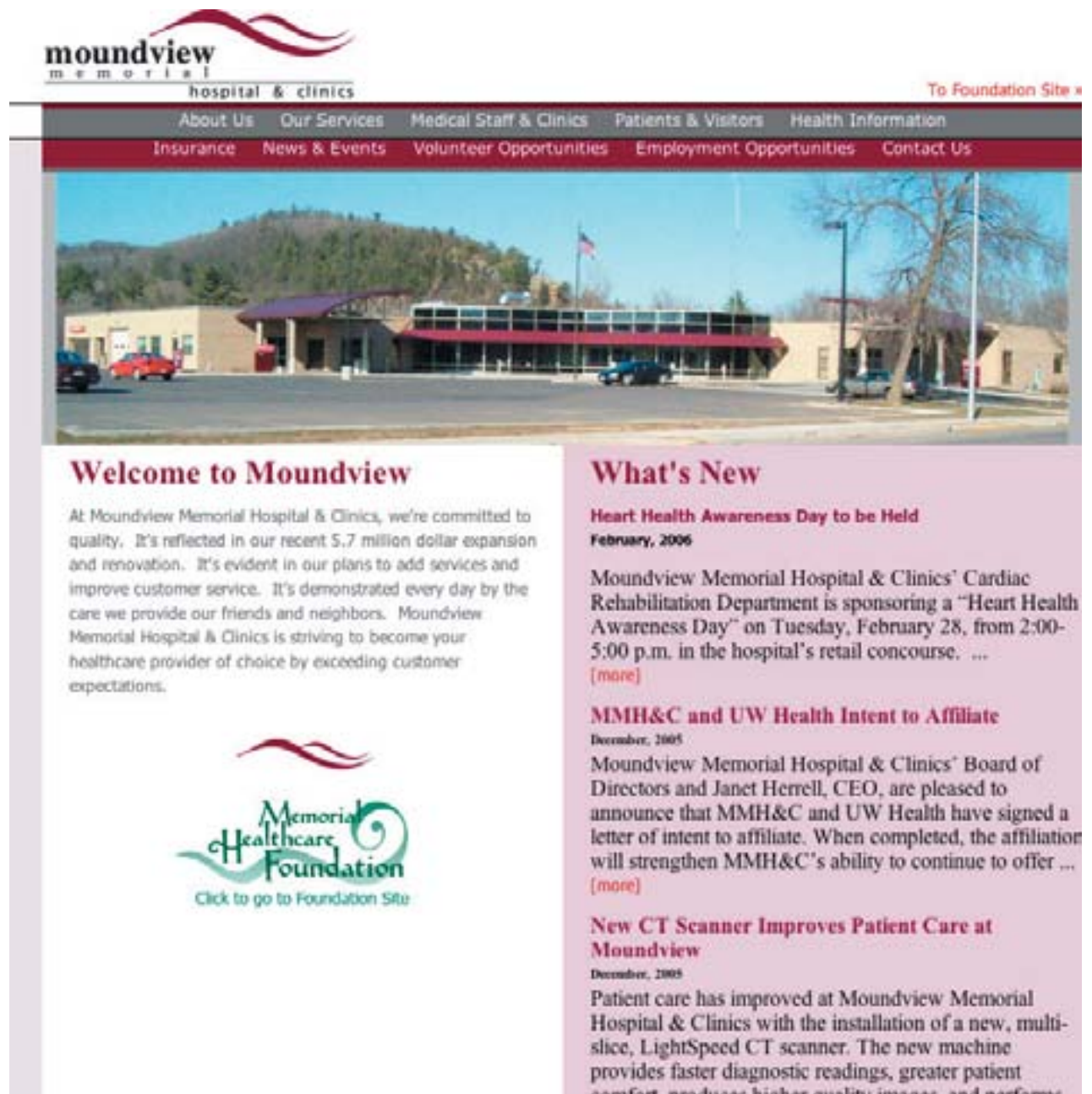
A variety of information pertinent to patients and visitors is offered on the web site including general information such as visiting hours and billing questions, a floor plan of the hospital, and a phone directory. An online customer concern form is available for those who have a complaint about a service.

Persons looking for a new job will find a listing of Moundview's employment opportunities and may submit an on-line job application. Other web site features include a calendar of events for

support groups and wellness programs, monthly articles on health topics, links to health related web sites and a list of volunteer opportunities.

"We're excited to offer this new web site," said Janet Herrell, CEO at Moundview Memorial

Hospital & Clinics. "It's another step we have made to improve our image as we strive to become the community's healthcare provider of choice. We hope it will provide customers with the up-to-date information they need to make informed decisions about their healthcare."



## Giving Back to the Community

What is the true value of the hospital to this community? We have a mutually beneficial relationship. Area residents have supported Moundview Memorial since the beginning, from raising money to help build the hospital in the late 1950s to the recent capital campaign for the 2005 building addition. In return, the hospital has provided the

area with needed health care and much more.

Giving back to our community is a vital part of what we do as a non-profit hospital. From providing essential health services that operate at

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### Partners in Health

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# COMMUNITY CONTINUED FROM PAGE 1

a loss to offering wellness events to improve the health of area residents, serving our community is part of our mission.

During our last fiscal year, Moundview Memorial Hospital & Clinics provided over 7.7 million dollars in unfunded care which represented 33% of our gross revenues. These uncompensated services included forgiving bad debts, providing charity care to qualified individuals, and reimbursement shortfalls from government insurance programs such as Medicare and Medicaid.

Moundview's mission is to provide primary health care services to the community 24 hours a day, seven days a week. No one is denied evaluation for treatment in our emergency department, regardless of their ability to pay. Consequently, we provide a large amount of unfunded services through charity care and bad debts. Last year we forgave over \$839,490 in patient charges.

Moundview also participates in the federal Medicare insurance program for seniors and the state Medicaid program for those at poverty level. These government programs represent 69% of our total revenue. Reimbursement for hospital services through these programs is pre-determined by federal and state law. Our reimbursement shortfalls amounted to over 6.8 million dollars in unfunded care last year.

In addition to the uncompensated care we provide, Moundview offers a number of other community benefits. We partner with other local organizations to identify area health needs, strengthen existing programs, and develop new services. We provide employees with time to serve on various boards and committees.



Janet Herrell, CEO

We also offer a wide range of wellness and outreach services to improve the health of our area residents. Some highlights include:

- Co-sponsor of Adams County Kids Day with A-F Area Schools, and in collaboration with other area organizations. Over 800 children and adults attended this free, family oriented event in 2005.
- Primary sponsor and coordinator of Women's Night Out, an event featuring a keynote speaker, health programs and more. Over 300 women attended in 2005.
- Sponsor and coordinator of "Community Fitness Events", a series of free health and fitness events held annually at A-F High School in January. Approximately 135 people attended in 2006. Events included: health screenings, speakers on exercise and nutrition, and programs on strength training, yoga, and body weight exercises.
- Free athletic screenings for middle school and high school students by the hospital's rehabilitation department. There were 49 students who received screenings in May 2005.
- Support groups for Alzheimer's, cancer, diabetes, fibromyalgia, Freedom From Smoking cessation program, and the Look Good Feel Better program for women undergoing cancer treatment.
- Yoga classes offered every spring and fall since 2001.
- Advance Medical Directive/Living Will Program held in April 2005 with 25 people

attending.

- Diabetes Fair held at the hospital in November 2005 with nearly 100 people attending.
- Corporate sponsor of the American Cancer Society Adams County Relay for Life fundraiser. The hospital's relay team also raised \$2,750 for the event last year.
- Annual flu shot clinics in conjunction with Adams County Public Health
- Health screenings offered periodically during the year such as free blood pressure screenings at the county fair, during hospital week, and on weekdays at Moundview Home Health. Health screenings are also available to local businesses on a contract basis.
- Speakers provided upon request to businesses and organizations that need a speaker on a health related topic.

As you can see, what we give back to the community goes beyond medical services. Moundview is continuing the proud tradition of non-profit hospitals who provide benefits to our communities every day.

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"Partners in Health" is a community information resource published by the Moundview Memorial Hospital & Clinics. Please direct any questions or comments regarding this publication to: Tammy Lowrey, Community Relations, Moundview Memorial Hospital & Clinics, P.O. Box 40, Friendship, WI 53934. Or call (608) 339-8328.

## KIDS DAY TO BE HELD

Mark your calendars for the return of "Adams County Kids Day" on Saturday, April 8, 2006 at the Adams-Friendship High School from 10:00 a.m. – 2:00 p.m. The event features free, fun-filled activities and live entertainment for children and their families. Over 800 children and adults attended last year's Kids Day.

Kids Day is sponsored by Moundview Memorial Hospital & Clinics and A-F Area Schools in partnership with several area organizations. Activities are geared towards children ages toddlers through fifth grade and their families. The event will be held rain or shine with most of the activities taking place inside the school. All children must be accompanied by an adult.

Last year there were over 50 hands-on activities organized by area businesses and organizations including: numerous arts and crafts projects, Child ID cards, games, petting zoo, puppet show, train rides, posture screenings, contests, hammering activity, healthy eating and fitness, dental health, musical instruments, Taekwondo demonstrations and much more. New and similar activities are anticipated for this year.

The "Wacky Woz" is scheduled to perform at this year's event. Woz is a versatile vaudeville variety artist who provides fun for all ages. His



The Wacky Woz is scheduled to perform at Kids Day.

show is filled with juggling, magic, comedy, pantomime, music, clowning and more. The wild, wacky, whimsical, wonderful world of Woz is a rollicking variety of family fun that is a hit with both parents and children.

Businesses and organizations are currently being sought to participate in "Adams County Kids Day" by having a display booth or becoming a financial supporter. All display booths are required to have a hands-on activity for children. Since this is a free event, booths are not allowed to sell any items. However, they are welcome to distribute literature regarding their organization.

The goals of Kids Day include: providing

wholesome activities for children and their parents; promoting healthy lifestyles and habits; exposing families to area resources; challenging parents and children to explore and learn about their environment and each other; providing an opportunity for businesses and community groups to celebrate Adams County's families; and keeping activities free of charge so everyone can participate.

For more information about Adams County Kids Day, please contact Tammy Lowrey at Moundview Memorial Hospital & Clinics, (608) 339-8328.

### In Memory

Friends and co-workers at Moundview Memorial Hospital & Clinics were saddened by the recent loss of two employees who both fought courageous battles against cancer.

Kim Bogseth, Moundview Home Health Aide, passed away on October 1, 2005. She had worked for Moundview Home Health for over 12 years. Nancy Andersen, Hospital Office Clerk/Admitting & Switchboard, passed away on January 11, 2006. She had worked in the admitting department for a cumulative total of over 15 years. They will be missed.

# The Value & Success of Surgical Services at Your Local Hospital

“The pain, tingling, and numbness in my hands were so bad that I couldn’t sleep at night, said Sue Schmidt. “My hands felt weak and I was starting to drop things.”

Sue’s experience is typical of those who have carpal tunnel syndrome. The carpal tunnel is a narrow tunnel on the palm side of your wrist that protects the “median nerve” which



Carpal tunnel release is one of many surgical procedures available at Moundview.

stretches from the forearm to the hand. When pressure is placed on that nerve, it causes the tissues around it to become swollen and inflamed resulting in the symptoms Sue was experiencing.

“Carpal tunnel syndrome is a remarkably common problem,” said Stewart Taylor, M.D., a consulting orthopedic surgeon at Moundview. “It can be caused by many things, from repetitive use or injury of the hands and wrists to other health conditions such as thyroid disorders, arthritis, diabetes, menopause and fluid retention due to pregnancy.”

Treatment for carpal tunnel depends on the severity of the person’s symptoms, how long they’ve had them, and how much it interferes with their lives at home or work. For individuals with mild symptoms, using wrist splints and medi-

cation may be effective. For others, surgery may be the best option.

Sue had been wearing splints on both wrists for many years. As her condition worsened, she and her physician decided on surgery. Dr. Taylor performed carpal tunnel release on Sue’s right wrist on January 4, 2006 and on her left wrist less than a month later.

“Dr. Taylor did a fabulous job,” said Sue. “You can barely see a scar and it has relieved my pain and other symptoms. All of the staff at Moundview Memorial were great. I used to doctor out of town, but three years ago I decided to try Moundview. Since then, all of my experiences at this hospital and Moundview Clinic have been wonderful. I have total confidence in the care I receive at this facility.”

“The results from carpal tunnel release surgery are predictably good,” said Dr. Taylor. The surgery is performed on the same day, with patients leaving a few hours after the procedure. Recovery time varies depending on the person’s job



Dr. Taylor speaks with Sue Schmidt prior to her surgery.

or hobbies and how much they use their hands. Some individuals go back to work within a few days.”

In addition to carpal tunnel release, a variety of other orthopedic surgeries are available at Moundview. These include: knee and/or hip replacement, fracture repair, knee and shoulder arthroscopy, rotator cuff repair and nerve and tendon repair. These surgeries are available weekly, on

a scheduled basis, by either Dr. Taylor or Dr. Douglas Palmer, another consulting orthopedic surgeon at Moundview. The surgeons may also be available for emergency procedures.

For more information about orthopedic surgical services at Moundview Memorial Hospital & Clinics, call (608) 339-8356 or ask your primary physician for a referral.

## Surgical Services at Moundview

A variety of inpatient and same day surgeries are available at Moundview Memorial Hospital & Clinics. Specialty surgeries and procedures are performed on a scheduled basis by consulting physicians.

Same day procedures (which do not require an overnight stay, barring any complications or continued healthcare needs) available at Moundview include:

- cataract surgery (no-stitch with lens implant and secondary laser)
- eye repair
- orthopedics (knee and shoulder arthroscopy, rotator cuff repair

and carpal tunnel release)

- laparoscopic surgery (gall bladder removal, tubal ligation, appendectomy and ovarian cystectomies)
- facial plastic surgery
- podiatry (hammer toe correction and bunionectomy)
- urology (cystoscopy-an exam of the bladder, biopsies, vasectomy, and cryoprostectomy)
- general surgeries (such as hernia repair, and breast biopsy)
- non-invasive diagnostic procedures to examine the bowel (colonoscopy) and stomach (gastroscopy)

Inpatient procedures (requiring a hospital stay) available at Moundview include:

- total knee replacement
- total hip replacement
- bowel resections
- TURP (prostatectomy)
- Achilles tendon repair
- ACL reconstruction
- fracture repair
- mastectomy

For more information about surgical services, call (608) 339-8356 or ask your primary physician for a referral.

## HEART HEALTH AWARENESS DAY TO BE HELD

Moundview Memorial Hospital & Clinics’ Cardiac Rehabilitation Department is sponsoring a “Heart Health Awareness Day” on Tuesday, February 28, from 2:00-5:00 p.m. in the hospital’s retail concourse. Everyone is welcome to attend. Healthy snacks and a chance to win door prizes will be offered.

Information on heart disease and related conditions will be available that day including: risk factors, disease prevention, specialty outreach services, rehabilitation, nutrition, exercise and more. Among the booths at the event will be several Moundview Memorial Hospital & Clinics departments, Meriter Hospital, UW Heart Health and Vascular Care, and UW’s MedFlight helicopter (dependent on weather and availability). Blood pressure screenings will be provided by Phillips Roche-a-Cri Pharmacy. Prior to the Heart Health event, Phillips will hold a cholesterol screening from 7:30 a.m. – 1:00 p.m. outside the pharmacy.

For more information, contact Linda Charles, GNP-C at (608) 339-8370.

## MARCH—NATIONAL COLORECTAL CANCER AWARENESS MONTH 5 STEPS TO LOWER YOUR RISK OF COLORECTAL CANCER

Colorectal cancer is preventable, and it is easy to treat and often curable when detected early.

To reduce your risk for developing colorectal cancer:

1. Get regular colorectal screening tests beginning at age 50. If you have a personal or family history of colorectal cancer, or colorectal polyps, or a personal history of inflammatory bowel disease, you may need to be tested earlier. Talk with your health care professional about when to be tested and the screening options. If you are African American, you may need to begin screening at age 45.
2. Maintain a healthy weight by eating a low-fat diet rich in fruits and vegetables and whole grains from breads, cereals, nuts and beans.
3. If you drink alcohol, drink only in moderation.
4. If you use tobacco, quit. If you don’t use tobacco, don’t start.
5. Exercise moderately for 30 to 60 minutes a day, at least five days a week. Try walking, gardening, or climbing stairs—or any activity that burns 150 calories a day.

To learn more, visit website [www.preventcancer.org/colorectal](http://www.preventcancer.org/colorectal).

Source: “5 Steps to Lowering Your Risk of Colorectal Cancer,” Cancer Research and Prevention Foundation, [www.preventcancer.org/colorectal](http://www.preventcancer.org/colorectal). Reprinted by permission.

# Partners of MMH&C News

## Annual Christmas Luncheon Held

The Partners of Moundview Memorial Hospital & Clinics (MMH&C) held their annual Christmas Luncheon on Friday, December 9, 2005 at Carlson's Rustic Ridge. A donation of \$3,000 was made to the hospital at the luncheon, accepted by Janet Herrell, CEO at Moundview Memorial Hospital & Clinics. This represents the third installment of Partners' capital campaign pledge donation.

A brief meeting was also held and a report was given on the successful Christmas Bake Sale at M&I Bank. Dorothy Frozene was recognized as a designee of a lifetime Partners' membership. Those who attended the luncheon enjoyed good food, socialization and musical entertainment by Country Pals. Several individuals won door prizes donated by area businesses and individuals.

## Membership Drive Underway

Do you know someone who has talents to share, wants to learn, and has a compassion for others? Ask them to join Partners of MMH&C! Partners is currently conducting a drive for new members. A Membership Tea is planned for March 10 at 1:30 p.m. in the hospital's oak room. Anyone interested in learning more about Partners, as well as current members, are invited to attend.

Becoming a member of Partners is a rewarding experience. Your contributions not only help



Janet Herrell, CEO at Moundview Memorial Hospital & Clinics, accepts a \$3,000 check from Jan Fiene, Partners President and Colette Saliger, Partners Treasurer. This represents the third installment of Partners' capital campaign pledge donation.

the hospital, they benefit the community. Along the way you meet new people and learn more about health care issues.

The goal of Partners is to promote and support the hospital and provide service to its patients and visitors. Members help raise funds for the hospital, volunteer at events and more. Each member determines their own level of involvement based on their interest, time, and skills.

Membership is open to men and women over the age of 18. Dues are only \$5. Meetings

are held the second Friday of every month (except August and January) at 1:30 p.m. in the Hospital Oak Room. For more information, call Dee Witcraft at (608) 339-6310 or the Partners Gift Shop at (608) 339-3331, extension 1301.

## Blood Drive

Partners will again provide volunteer assistance at The Blood Center of Wisconsin's upcoming blood drives on Monday, February 27 from 11 a.m. – 4 p.m. at the Friendship Village Hall and Tuesday, April 25 from 8:30 a.m. – 1:30 p.m. at the A-F High School. The Blood Center is the sole supplier of blood for Moundview Memorial Hospital & Clinics.

## Gift Shop News

Don't forget to patronize the shop when you need a present for holidays, birthdays, or other special occasions. You can find various items from candy and cards to numerous gifts and collectibles. Prices are very reasonable and all proceeds benefit the hospital. Hours are: Monday – Friday, 9:30 a.m.- 3:30 p.m. The shop is closed on weekends and holidays.

## Upcoming Fundraiser

The Annual Easter Bake Sale will be held the morning of April 12 in the hospital lobby. There will be a variety of baked goods, but hurry in. Supplies will run out fast. Proceeds benefit the hospital.

## MOUNDVIEW EMPLOYEES DONATE FOOD



Twelve area families received food donated by employees of Moundview Memorial Hospital & Clinics this holiday season. The food drive was organized by the hospital's rehabilitation and admitting departments. Pictured are (left to right): Libby Juedes, Molly Moll, Kari Klaas, Dee Draeger, Kevin Beaver, Sue Moran, Barb Greenan and Marlene Anderson. Not pictured: Mike Fendt, Karen Groskinsky, LuAnn Livingston, Louise Pare, Rick Parolini, Hansa Pistonik, Ann Raabe, Randy Schwanke, Shelley Splinter

Twelve families received food from Moundview Memorial Hospital & Clinics employees this holiday season. The ninth annual employee food drive was organized this year by the rehabilitation and admitting staff.

MMH&C employees brought in non-perishable food from November through mid December. In addition, \$480 was collected in monetary donations by employees which was used to purchase gift certificates for groceries. Potatoes and corn were donated by Wagner Farms and cheese was donated by Grande Custom Ingredients. The names of families who could use extra help during the holidays were obtained from employees and local service organizations.

## WOMEN'S NIGHT OUT WAS A SUCCESS

Were you there? Over 300 women of all ages attended "Women's Night Out" on November 3 at Adams-Friendship Middle School. The event was sponsored by Moundview Memorial Hospital & Clinics, Memorial Healthcare Foundation, Adams-Columbia Electric Cooperative – Your Touchstone Energy Partner, Adams-Friendship Area School District, and Pfizer.

The night included dinner, free gifts, door prizes and displays. A presentation on "Overcoming Life's Obstacles" was given by Dr. William Bitsas, Family Practitioner and Bronwyn Krueger, Family Nurse Practitioner, at Moundview Clinic. The keynote speaker was Donna Kinza Christenson, a popular motivational speaker, columnist, author and TV and radio personality. Her high energy presentation, "Laugh and Live Your Dreams", took the audience on a journey to goal attainment and personal happiness.



Donna Kinza Christenson, a nationally recognized motivational speaker, delivered a high energy presentation "Laugh and Live Your Dreams" at the free Women's Night Out Event.

# Memorial Healthcare Foundation News

## Casino Night a Success

The Memorial Healthcare Foundation held its second Casino Night, on January 28, 2006 at the Lake Arrowhead Restaurant/Banquet Area in Rome. The event was sold out and netted \$1,500 which will go towards the cost of the new, multi-slice CT scanner at Moundview Memorial Hospital & Clinics.

Games at casino night included blackjack tables, slot machines, roulette table, poker tables, 50/50 raffle and pull tabs. Winnings were redeemable for prizes via a Chinese Raffle. Casino Night 2007 is planned for the same January weekend (the weekend before the Super Bowl) at Lake Arrowhead. Only 150 tickets will be sold. Don't miss out on this fun event!

## Annual Meeting Held

The Foundation held its annual meeting on January 23, 2006. New members elected to the board for three-year terms were Bob Benkowski, Manager of Lake Arrowhead, and Patty Schaumburg who works for the A-F School District. Current board members re-elected to their final three-year terms were Marty Hillert, Carol Johnson, Gary Olson and Chuck Spargo. Elected to Vice-chair was incumbent Jim Schindlbeck, DDS, and Christine Ferchoff, OD, was elected treasurer replacing Aletta Grabarski who continues to serve on the board.

## Donors Recognized

A plaque recognizing donors to the Memorial Healthcare Foundation's 2003 "Tradition of Caring" Capital Campaign was recently



This year's "Casino Night" fundraiser was sold out! The event featured several games of chance including poker, blackjack, roulette, slot machines and more. Proceeds went towards the hospital's new CT scanner.

installed at Moundview Memorial Hospital & Clinics. The campaign raised money for the hospital's 5.7 million dollar expansion and renovation that was completed in 2005.

Thanks to the generosity of many individuals and businesses, the Foundation raised \$830,893 for the building project, exceeding its goal of \$600,000. The newly installed plaque recognizes donors who contributed over \$100 to the campaign and identifies those who participated in commemorative opportunities which allowed them to name a room or area within the addition.

Legacies and memorials are important symbols of enduring communities. The Memorial Healthcare Foundation and Moundview Memo-

rial Hospital & Clinics recognize the importance of opportunities to leave signs of lasting significance for future generations.

## Financial Planning Seminar Scheduled

A financial planning seminar will be held in May 2006 with the exact date and location to be determined. The event will host area financial advisors, planners, attorneys, and insurance agents. For more information, contact the Foundation Office at (608) 339-8371.

## Golf Tournament - Lake Arrowhead

The Foundation's Annual Golf Tournament is planned for June 25, 2006 at Lake Arrowhead Golf Course. Proceeds will benefit Moundview Memorial Hospital & Clinics.

The tournament is a four-person scramble, shot gun start. Registration is \$85 fee per golfer or \$500 per team which includes a golf cart, practice balls, awards, tee gift, lunch, and dinner. The event features hole prizes, low gross winners, low net winners, putting contest, and a \$10,000 cash hole-in-one prize (with half to the winner and half to the Foundation).

Hole sponsorships, prizes, or monetary donations are currently being sought for this fundraiser. To register a team or make a donation, call the Foundation at (608) 339-8371.

## Dinner/Auction

Mark your calendars. The date for the Foundation's Annual Dinner/Auction will be October 21, 2006.

## Memorial Healthcare Foundation Profile: Bill Taylor, Chair

"The Foundation is always looking for community members who are interested in volunteering on a committee or helping with a fundraising event," says Bill Taylor, Memorial Healthcare Foundation Chair. "Many hands make light work!"

The Foundation's mission is to support Moundview Memorial Hospital & Clinics through fundraising and public awareness. The organization consists of a large group of volunteer board members as well as other individuals who volunteer on committees. Most recently, the Foundation has been raising funds towards the cost of the hospital's new CT scanner and has purchased new bedside televisions for all hospital patient rooms.

A native of Hillsboro, Wisconsin, Bill Taylor moved to the Adams-Friendship area in 1986 to assume a teaching position in the high school science department. He later became the school's distance learning coordinator while continuing to teach. After a brief retirement (two months), he went back to work in the same capacity, but on a part-time basis.

Bill has been a member of the Memorial Healthcare Foundation since 1996. "When I was asked to serve, I jumped at the chance," said Bill. "It was an opportunity for me to give back to the community and I've always had an interest in healthcare. In the 1970s I volunteered as an emergency medical technician, first responder and fire fighter. Besides high school



Bill Taylor, Chair

science, I've taught CPR and first responder courses at technical colleges."

Bill currently serves as the Foundation's Chair, a volunteer position he has held since January 2004. During his ten years on the board, the organization has seen a lot of changes. In recent years there has been a restructuring of the board of directors and a creation of new committees to redistribute volunteer duties. In 2003, the group coordinated a successful capital campaign to raise money for the hospital's building addition. And, last year a new "casino night" was added to the group's list of fundraising events.

"I think the biggest improvement for the Foundation has been the expansion of the board from eight to 20 volunteer directors," says Bill. "We now have a better representation of community members on our board. This has helped us get the word out about our organization which in turn helps us raise more funds to support the hospital."

Bill thanks the community for its past and present support of the Foundation. He encourages area residents to further the Foundation's efforts by serving as a volunteer on one of the group's committees. If you would like to learn more about the hospital or Foundation, visit our website at [www.moundview.org](http://www.moundview.org). If interested in volunteering, please call Marge at (608) 339-8371.



Kevin Beaver, Physical Therapist at Moundview, demonstrates body weight exercises during the Combat Your Fat Fitness Program on February 2. The hospital is planning to hold a series of these classes this spring.

## COMMUNITY FITNESS EVENTS HELD

Combat "Your Fat" Fitness was one of several community fitness classes sponsored by Moundview Memorial Hospital & Clinics this winter at the A-F High School. Kevin Beaver, Physical Therapist, demonstrated bodyweight exercises that can be performed in one 15 minute workout with no equipment needed. These exercises can help you melt off fat, decrease pain, get fit and increase your strength, flexibility and endurance. The hospital is planning to hold a series of these classes in the spring. If interested, call Community Relations at (608) 339-8328.

Other community fitness events held this winter included: a health fair by Moundview Memorial, UW Health, Phillips Pharmacy and UW Extension; two-part program on diet and exercise by UW Health; trial yoga class; and strength training program.

# WOMEN'S HEALTH & WELLNESS

At Moundview Memorial Hospital & Clinics, we offer a variety of services to meet the unique health and wellness needs of women. For more information about the services listed below, call the contact number listed, consult your physician, or call the hospital at (608) 339-3331.

**Infant & Child Health Care:** Moundview Clinic provides the care and information you need to help keep your children healthy. From immunizations and well child exams to injuries and the common cold, quality children's healthcare is one of our most important concerns. For an appointment call (608) 339-6350.

**Gynecological, Menstrual & Routine Care:** Moundview Clinic can meet your health care needs through your lifespan from routine exams and reproductive health to menopause, osteoporosis and other issues. We have four physicians and a family nurse practitioner to provide you with care and treatment specific to your needs. Call (608) 339-6350.

**Breast Health:** Mammograms are offered Monday-Friday by our ACR accredited Medical Imaging Department. A new, gentler breast biopsy is now available through Dr. Stephen Paulk, board certified surgeon. The Mammotome Breast Biopsy System uses ultrasound technology to pinpoint suspicious breast tissue. A tiny, 1/4 inch incision is made and a probe is inserted to gently remove the tissue for further examination. It requires no stitches, reduces scarring, and recovery is much faster than a surgical biopsy.

**Heart Disease:** Heart disease is the number one threat to women's health. Care for heart related



Moundview Memorial Hospital & Clinics offers a variety of services to meet the health and wellness of women.

conditions is available from visiting cardiologists at our Outreach Specialty Clinic. We also offer cardiac rehabilitation to help you return to an active life following a heart attack, heart surgery, or related procedure.

**Osteoporosis:** An estimated 10 million Americans have osteoporosis, 80% of whom are women. Early menopause, family history, steroid use, a thin body build, and being of Asian or Caucasian race are among the risk factors. Our state-of-the-art LUNAR bone densitometer can detect bone loss at its earliest stages. The test is covered by most insurance carriers and Medicare. Exams are available Monday-Friday.

**Bladder Care & Treatment:** The involuntary loss of bladder control affects millions of Americans of all ages. Some causes include pregnancy, menopause, neurological disorders such as multiple sclerosis, surgeries such as prostatectomy or

hysterectomy, and age. Our rehabilitation staff offers therapy to help individuals strengthen their pelvic muscles to improve bladder control. The treatment is non-surgical and painless and patients are fully clothed. Call (608) 339-8338.

**Memory Loss:** More women have Alzheimer's than men. Memory loss may be triggered by a disease or illness such as Alzheimer's, stroke, diabetes, chemical imbalance or depression. It may also be caused by head trauma, stress, or medications. Many conditions can be successfully treated, especially early on. Moundview's Memory Assessment Clinic is affiliated with the Wisconsin Alzheimer's Institute, a center within UW Medical School's Department of Medicine. Our staff are considered regional experts in the diagnosis and treatment of memory problems. For information, (608) 339-8370.

**Stress Relief:** Moundview offers massage to help you reduce stress, relax and improve your overall health. Call our rehabilitation department to make an appointment at (608) 339-8338. We also offer yoga classes on a regular basis. For information on classes, call community relations at (608) 339-8328.

**Housecleaning Services:** Take some stress out of your life by having us clean your home! Housecleaning services are available to businesses and individuals on a private pay basis by calling Moundview Home Health & Supportive Home Care at (608) 339-7076. We can clean as little as seasonally or as often as daily. Gift certificates are available.

## Treat Yourself to a Massage

You can reap the benefits of a full body massage at Moundview Memorial Hospital & Clinics. Massages are available to the general public through the Hospital's Rehabilitation Department Monday-Thursday from 7 a.m. to 5 p.m. and Fridays 7 a.m. to 3 p.m.

Massage has been used for thousands of years to improve health and well being, dating back to 1600 B.C. Today, it is an essential part of rehabilitation and nursing care. It's also an increasingly popular way to reduce stress, relax and improve your overall health.

A massage is the kneading, stroking and manipulation of the muscles and soft tissues of your body. It improves your circulation, eliminates waste and toxins, increases production of natural painkillers, relieves muscle tension, and improves muscle tone.

This can result in numerous health advantages including: increased energy, reduced heart rate, muscle relaxation, improved range of motion, strengthened immune system, improved posture, headache relief, lowered blood pressure and general well being.

"Our rehabilitation department sees the benefits of massage everyday," says LuAnn Livingston, MMH&C Occupational Therapy Director. "We incorporate it into our therapy sessions to treat patients' injuries and diseases which aids in their healing process. We also offer body massages to the general public because it's been



A massage can help you reduce stress, relax, and improve your overall health.

shown to help people reduce stress, relieve muscle tension, and just feel better."

Massages are provided at Moundview Memorial by LuAnn Livingston, occupational therapist, and Dee Draeger, Karen Groskinsky, and Shelley Splinter, physical therapy aides. Rates are \$25 for a half-hour session or \$40 for one hour. A massage makes a great gift for birthdays, Christmas or other occasions. Gift certificates are available for purchase at half-hour increments. For more information or to make an appointment, call (608) 339-8338.

### What Happens During A Session

At your first visit, information will be obtained regarding your health including your medical history, aches, pains and reasons for wanting a massage. Please avoid eating one hour before your session. Massages are performed in a relaxing atmosphere with low-volume music. A lubricating lotion is used to reduce friction and skin irritation.

You will be asked to disrobe in private and drape yourself with a sheet. You may leave on your undergarments, however it is recommended that women remove their bra so that their back and shoulders are easily accessible. After disrobing, you will lie down on a comfortable, padded table. Your modesty will be respected. The only area of your body that will be exposed is

where the massage is being given.

If you are uncomfortable with any part of your body being touched, please make your wishes known. Generally, your massage should feel good or cause very little discomfort. Please speak up if you are in pain or have concerns related to noise, music or room temperature.

## Award Received for Hospital's Awning

A Baraboo company recently received an international achievement award for the awning that adorns the glass façade of Moundview Memorial Hospital & Clinics.

Baraboo Tent & Awning designed and constructed the fabric awning for the hospital's 2005 building addition. "The awning is unique because it had to be specially designed to fit on a curved, glass wall," said Clyde Moon, owner of the company. "We worked closely with the hospital's architect to make sure it was just right. It was a technically difficult job and it is different from most awnings that you see."

The company received an "Award of Excellence" International Achievement Award from the Industrial Fabrics Association International. "This is a very prestigious award in our industry," said Clyde. "It was a worldwide competition. There were 6,000



Award winning awning

people who attended the convention and 39 entrants in our category. We received the award due to the technical innovations of our awning."

The awning has also received a regional award and was featured in the "Fabrics and Architecture" magazine January/February 2006 issue.

"We're grateful for the opportunity we had to enhance the hospital's addition," said Clyde. In appreciation, Baraboo Tent & Awning recently made a \$500 donation to the Memorial Healthcare Foundation in support of the hospital.

# How Do We Measure Quality?

“Patients should have a clear picture of the quality of the healthcare they are receiving,” says Janet Herrell, CEO at Moundview Memorial Hospital & Clinics. Moundview recently began posting quality report cards in the facility’s waiting areas. Now patients and visitors can see for themselves how the organization is doing in meeting its key goals and initiatives.

Moundview’s strategic goals are linked to a set of performance measures and objectives. A tool called a balanced scorecard is used to track the hospital’s progress towards these goals. This allows staff to visualize the organization’s strategies for improvement in four, mutually dependent areas: financial viability, customer, internal processes, and investment in the future.

The quality report card highlights some of the key quality measures that would be of interest to the public. These measures are color coded, similar to a stop light, to indicate the hospital’s progress in meeting these goals. **GREEN** means the goal has been met, **YELLOW** means it needs attention although we are moving in the right direction and are close to the goal, and **RED** means it needs improvement. The measures for the fourth quarter of 2005 are listed below and are currently posted in the hospital.

## Financial Viability

- **Growth: 1.44%** MMH&C’s goal is to maintain an operating margin of 3%. As of the fourth quarter of 2005, the margin was at 1.44% therefore this goal needs attention. A hospital’s operating margin represents the percent of its profit in relation to its gross revenues. It is critical because without sufficient margins, the hospital would be unable to replace needed capital, provide adequate salaries to its employees, and be creditworthy for any current or future debt.
- **Market Share: 32.49%** MMH&C’s goal is 40%. The measure for this goal is to increase the hospital’s same day surgery market share for its primary service area (this includes the zip codes of 53910, 53934, 53936, and 54613). Currently MMH&C is receiving 32.49% of all same day surgeries of persons living in these zip codes. Therefore, this is a goal that needs attention.

## Customer

- **Patient Satisfaction: 94%** MMH&C’s goal is 85% and has therefore surpassed its goal with 94% patient satisfaction. The Healthcare Advisory Board (2002) Benchmark is 82.8%. The measure used is “Overall



Example of a quality report card at Moundview Memorial

Care Satisfaction” taken from patient surveys. In order to assure that MMH&C is achieving its vision of becoming the preferred local healthcare provider by exceeding customer expectations, patient satisfaction will be measured regularly to assess a variety of services provided.

## Internal Processes

- **Service Standards: 14 minutes** MMH&C’s goal was to provide service within 15 minutes of check-in to improve service standards including wait times and accuracy. This will lead to increased satisfaction and utilization by our customers.
- **Service Standards: 76 minutes** MMH&C’s goal is to have lab results reported to physicians within a 45 minutes turnaround time. We are not meeting this goal and are therefore initiating a plan to improve it.
- **Grow Outpatient Services: 6,439 visits.** MMH&C’s goal was 6,075 visits therefore this goal was met. The purpose was to improve customer service in outpatient departments by improving availability of services and efficiency of these services. This will lead to

increased satisfaction and utilization by our customers and is reported as the number of outpatient visits each quarter.

- **Quality: 1.32%** MMH&C’s goal was a 2% infection rate attributed to being in the hospital, assuring delivery of the highest quality of care in a safe and healing environment by reducing the incidence of a Healthcare Associated Infection Rate.
- **Safety: 2%** MMH&C’s goal was a 1.4% incident rate of falls by hospital patients. The benchmark was the Acute Care National Rural Hospital Average which is 1.4% Measure: Reduce incidence of falls in Acute Care (Medical/Surgical).
- **Safety: 11%** MMH&C’s goal was a 10% incident rate of falls by extended care residents. The benchmark was the Long Term Care National Rural Hospital Average of 13.03%. Measure: Reduce incidence of falls in Long Term Care (Extended Care Center).
- **Expand Senior Services: 100%** MMH&C’s goal was to grow senior services, specifically visits to the Memory Clinic, by 50% which was exceeded. Success of this project should be reflected in the percent of available appointments that are filled. In order to maintain and improve our position as senior healthcare provider for our service area, MMH&C developed and opened a Memory Diagnostic Clinic and is meeting a previously unmet healthcare need.
- **Broaden/Grow Orthopedic & General Surgery: 175** MMH&C’s Goal was 162 surgical procedures which was exceeded. Increase the market share for surgical cases and increase the range of services we provide. Provide availability to do more complex cases locally and encourage additional surgeons to use our surgical services.

## Investing in the Future

- **Facility/Technology: 10.75 years** MMH&C’s goal was 9.8 years. The Rural Wisconsin Health Care benchmark was 9.8 years. The age of the plant is a financial measurement indicating the average “age” of plant and equipment. It indicates the turnover of fixed assets and is a benchmark used in evaluating whether plant and equipment is being adequately updated and/or replaced.
- **Education/Culture: 98%** MMH&C’s goal was 100%. Measure: Staff attendance at yearly Rules and Regulations training. This provides ongoing staff development and maintenance of optimal employee knowledge, skills, and abilities. These programs will also be focused on fostering a shared culture of customer service and safety which are imbedded in all services and functions throughout the organization.

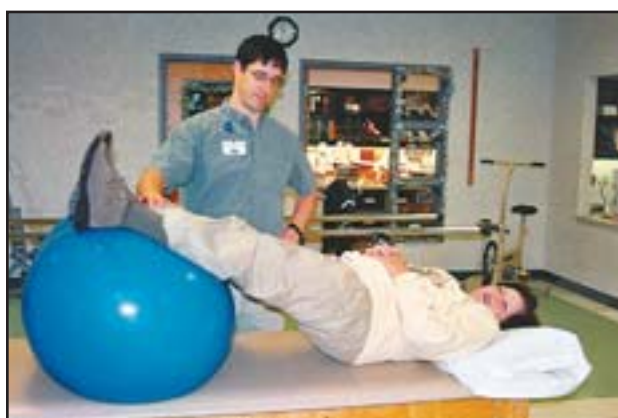
## Stay Active into Your 80s, 90s and Beyond

You don’t have to accept physical limitations, such as pain or trouble walking, that many people associate with aging. If you are a motivated individual, therapy can help you regain an active lifestyle.

“It can be harder for the elderly to recuperate from injuries or other ailments due to their age,” said Pat Steiner of rural Friendship. “But, I’ve learned first hand that physical therapy can help improve your recovery and increase your quality of life.”

Pat was recently diagnosed with spinal stenosis and experiencing severe back pain. The pain was so severe that it kept her from doing everyday activities such as bending, walking, and picking things up. This led to further complications.

“As we get older, we get weaker much faster,” said Molly Moll, one of the physical therapists who treated Pat at Moundview Memorial Hospital & Clinics. “When Pat stopped doing everyday activities, she began to lose strength in her arms, legs and spinal muscles.”



Kevin Beaver was one of the physical therapists who treated Pat Steiner at Moundview Memorial Hospital & Clinics. If you are motivated, like Pat, therapy can help you regain an active lifestyle.

Pat received a physician’s referral for physical therapy to help decrease her pain and rebuild her strength. “We first worked on increasing Pat’s core strength by improving the flexibility and stability of her spine,” said Molly. “We then began a series of exercises to help her regain her balance and upper and lower body strength. After several weeks

of therapy, she was then instructed to continue exercises at home.”

Therapy has helped Pat resume a more active lifestyle. “I can’t say enough about Moundview’s physical therapy staff,” said Pat. “The care I received was excellent. Their expertise and knowledge is outstanding and they have good insight into a patient’s needs. The staff is friendly and they work as a team.”

“Whether its pain, trouble walking or the inability to go up and down the stairs, you should not simply accept physical limitations as you get older, said Molly. “If you are motivated, like Pat, you can regain or improve your abilities and remain active into your 80s, 90s and beyond.”

In most cases, Medicare and insurance companies will cover physical therapy with a physician’s referral. For more information, talk to your health care provider or call Moundview Memorial Hospital & Clinics’ Rehabilitation Department at (608) 339-8338.

# COMMUNITY CALENDAR

Dates are subject to change. For more information, contact the Community Relations Department at (608) 339-8328.

## BLOOD DRIVE

Blood Center of Wisconsin Blood Drive. Sole provider of blood for Moundview Memorial Hospital & Clinics  
 February 27, 11:00 a.m. - 4 p.m., Friendship Village Hall and April 25 from 8:30 a.m.-1:30 p.m. at A-F High School. For appointments call 1-888-310-7555.

## EVENTS & CLASSES

### Heart Health Awareness Day

February 28, 2:00 – 5:00 p.m., MMH&C Retail Concourse  
 Information on heart disease from risk factors to available services. Blood pressure screenings by Phillips Pharmacy. Door prizes and healthy snacks. Booths by Moundview, UW Health, Meriter and more. Visit by MedFlight (dependent upon weather & availability). Everyone welcome.

### Kids Day

April 8, 10:00 - 2:00 p.m., A-F High School  
 Sponsored by Moundview Memorial & A-F Area Schools  
 A free, fun-filled day for area children and their families. Live performance by the "Wacky Woz", vaudeville artist including:

juggling, magic, comedy and more.

### Book Fair

March 23, 10:00 - 3:30 p.m. Hospital Retail Concourse. Save up to 70% off retail price. By Books Are Fun.

### Hospital Week

May 7-13. Watch for more information to be announced in local media.

### Freedom From Smoking

A seven week smoking cessation program held at Moundview. Advance registration is required. \$25 fee includes "A Lifetime of Freedom From Smoking" maintenance manual. Call for the next available dates: Bonnie at (608) 339-8301 or Maureen at (608) 339-8326.

## CHOLESTEROL SCREENING

### Phillips Roche-a-Cri Pharmacy

Hospital Retail Concourse  
 February 28, 7:30 a.m. – 1:00 p.m.

## BLOOD PRESSURE SCREENINGS

### Moundview Retail Concourse

February 28, 2:00 – 5:00 p.m. Screenings will be offered by Phillips Pharmacy as part of the Heart Health Awareness Day.

### Moundview Home Health Office

450 E. State St., Adams

9:00 - 4:00 p.m., Open Monday-Friday

## FUNDRAISING EVENTS

### Partners of MMH&C Easter Bake Sale

Morning of April 12 in the hospital lobby

## SUPPORT GROUPS

### Alzheimer's & Dementia Support Group

Fourth Tuesday of the month at 11:00 a.m. at the hospital. February 28, March 28, April 25, May 23. Call Nira at (608) 339-8372.

### Diabetes Support Group

Last Wednesday of the month (excluding December) at 6:00 p.m. at the hospital. February 22, March 29, April 26, May 31.

### Fibromyalgia Support Group

Third Monday of the month at 5:30 p.m. at the hospital. February 20, March 20, April 17, May 15.

### Living With Cancer Support Group

Third Wednesday of the month at 6:00 p.m. at the hospital. March 15, April 19, May 17.

### Look Good, Feel Better Program

Third Thursday of February, May, August and November at 3 p.m. at the hospital. For women undergoing cancer treatment to help enhance their appearance, disguise hair loss and build self confidence sponsored by American Cancer Society and Moundview Memorial Hospital & Clinics. Minimum of two people needed to hold session. Call (608) 339-8328 to register.

# Specialty Physicians & Services • (608) 339-3331



## ACTIVE STAFF:

Dr. J. Bird      Dr. W. Bitsas      Dr. J. Esmaili      Dr. M. Esmaili  
 Dr. M. Janssen      Dr. H. Mikhaeel      Dr. R. Sankaran      Dr. R. Simani      Dr. M. Zaki

## AUDIOLOGY

EVERY WEDNESDAY  
 Ann Raabe M.S., CCC-A

## BONE DENSITY SCAN

MONDAY - FRIDAY

## CARDIOLOGY

WEEKLY

• Dr. A. Raval      • Dr. D. Ende      Dr. M. Sasse  
 • Dr. J. Keevil      • Dr. T. Stoiber  
 • Dr. T. Wallhaus      • Dr. C. Stone

## CT SCANNING

DAILY

## DIETARY CONSULT

ONCE A WEEK

## EAR, NOSE & THROAT

ONCE A MONTH  
 Dr. E. Sisk

## ECHO CARDIOGRAM

TWICE A WEEK

## LAPAROSCOPIC & GENERAL SURGERY

WEEKLY

Dr. S. Paulk & Dr. R. Schmus

## MRI UNIT

WEEKLY

## NUCLEAR MEDICINE

EVERY MONDAY, WEDNESDAY & THURSDAY & 2ND & 4TH FRIDAY

## ONCOLOGY

TO BE DETERMINED

## OPHTHALMOLOGY

MONTHLY

Dr. M. Shapiro      Dr. B. Lemke

## OPTOMETRIST

Dr. C. Ferchoff

CALL 339-6121 for an appointment

## ORTHOPEDICS

EVERY OTHER WEDNESDAY  
 Dr. S. Taylor  
 EVERY OTHER TUESDAY  
 Dr. D. Palmer

## PODIATRY

EVERY THURSDAY  
 Dr. R. Langen

## RADIOLOGY

MONDAY - FRIDAY  
 Dr. G. Wegner

## ULTRASOUND

MONDAY - FRIDAY

## UROLOGY

EVERY TUESDAY  
 Dr. L. Sulas

## Other Services Available

24-HOUR Emergency Room Service  
 Home Health (Adams) . . . . .(608) 339-7076  
 Supportive Home Care. . . . .(608) 339-7076  
 Lifeline . . . . .(608) 339-7076  
 Extended Care Center . . . . .(608) 339-8332  
 Physical Therapy . . . . .(608) 339-8338  
 Occupational Therapy. . . . .(608) 339-8338  
 Speech Therapy . . . . .(608) 339-8338  
 Cardiac Rehabilitation . . . . .(608) 339-3331  
 Work Conditioning . . . . .(608) 339-8338  
 Massage . . . . .(608) 339-8338  
 Moundview Clinic . . . . .(608) 339-6350