

Partners IN HEALTH

SPRING 2008

Community Feels Quality of Area Healthcare is Good

Moundview Memorial Hospital & Clinics recently hired Leede Research Group to conduct a community opinion survey of 367 random households in Adams, Friendship, Grand Marsh, Arkdale, Town of Rome and Oxford. Leede has 25 years of consumer and business research experience, has worked with over 800 clients, and possesses a strong base of health care knowledge and experience. The hospital will use the survey data to build on its strengths, improve weaknesses and make future health care decisions.

According to the survey, cost of care and affordable insurance seem to be the greatest health needs facing area residents in the next two years. Overall, local residents rate the quality of area healthcare as above average. However, there seems to be room for improvement in the areas measured. The main areas to address appear to be long term care for seniors, access to specialized treatment or care, availability of specialists, and availability of transportation for health care needs.

The greatest strengths of health care in our area include the availability of doctors, good doctors, having a good/local hospital and location/convenience. Better/more doctors and health care costs are the top mentioned improvements that can be made to area healthcare services.

Roche-a-Cri Clinic, Mile Bluff

Clinic and Moundview Clinic were the top clinics used by survey respondents. Location is the primary reason for the selection of a physician/clinic. A large percentage (90.6%) of respondents feel their current physician/clinic offers hours that are convenient for them. They also gave a very high satisfaction rating (6.07 on a 7 point scale) for their current physician/clinic.

Respondents were asked what hospital first comes to mind when thinking of various health care services. Moundview Memorial Hospital was the top response in the hospital's primary service area for emergency care, swing bed, lab or x-ray services, rehab, inpatient medical services, outpatient or same day surgery, and best medical staff.

By more than a two to one margin, Moundview was the dominant choice for being

considered the respondents local hospital. Among respondents in Moundview's primary service area, the hospital was the top response for use if respondents need hospitalization for routine care. Location and past experience were the main reason for selecting a hospital.

the area. Cardiology, family practice and oncology were the top specialists mentioned. One third of respondents feel there are health-care needs in the area that are under-served or unmet. Elderly care/housing was the top response.



A community opinion survey was recently conducted on behalf of Moundview Memorial Hospital & Clinics. The overall results were very positive and indicated that the quality of area healthcare services, from specialty services to routine medical care, is good. Moundview staff pictured (front): Carrie Easterly, registered nurse and Julie Neau, certified nursing assistant; (back): Dr. Thomas Wallhaus, outreach cardiologist from Wisconsin Heart and Dr. Jason Bellak, internist at Moundview Clinic.

Over eight in ten respondents said they or a family member used the services of an area hospital in the past three years. Moundview was the top hospital used. Outpatient diagnostic services and the emergency room were the top services used.

Satisfaction with the area hospital that respondents used was very strong. Over a third of respondents said that the overall quality of care at their hospital has improved in the past three years. Only a small percentage (4.4%) said the quality had gotten worse.

Almost half of the respondents have used healthcare services outside the area in the past two years. Cardiology and orthopedics were the top two specialists used.

Almost two-thirds of respondents said there is a need for additional physicians/specialists in

What respondents like most about Moundview is its location and that it's close to their home. They rated the quality of care at Moundview as above average (4.35 on a 7-point scale).

"Quality care is something we are always looking for ways to improve," said Janet Brown, CEO at Moundview Memorial. "Over the last few years we have concentrated on quality improvement and customer service measures and we will continue to do so."

When respondents were asked if they would use Moundview Memorial if they or a family member needed care today, nearly half in the hospital's primary service area said they would.

"Respondents who said they are unlikely to use our hospital may be seeking services we don't provide," said Brown. "The survey showed Moundview was the top choice for respondents if they needed hospitalization for routine care. But, it also showed that almost half of the respondents have used healthcare services outside our area, primarily for specialty care."

Another finding of the survey was that nearly all respondents from the Town of Rome consider Riverview Hospital to be their local hospital. "This confirms what we had already known," said Brown. "However, we certainly hope the residents of the Town of Rome would consider using our services in the future."

"Overall, the survey results were positive," said Brown. "The results show that that community believes the quality of healthcare is good in our area. The availability of doctors, good doctors, having a good/local hospital and healthcare location/convenience are all strengths. One of the top areas respondents would like to see improved is the addition of more physicians and specialists. Moundview will continue to review the survey data as we look for ways to better meet the community's healthcare needs."

Inside This Issue:

Strengthening Nursing Services	3
Facial Wrinkle Treatments Available	3
Use of Hospital Saves Man's Sight	5
Women's Risk for Heart Disease	6
New Digital Technology	7
What is a Hospitalist?	7
Hospital Week & Community Calendar	8

Partners in Health

MOUNDVIEW MEMORIAL HOSPITAL & CLINICS
402 W. Lake St., P.O. Box 40, Friendship, WI 53934

Non-Profit Org.
CAR-RT
U.S. Postage
PAID
Friendship, WI
Permit No. 12

Postal Patron

Strengthening Nursing Services at Moundview

Increasing nursing staff skills, improving communication, and focusing on quality are among Cindy Buchanan's goals for her new role as Medical/Surgical Clinical Nursing Director at Moundview Memorial Hospital & Clinics.

"My objective is to provide appropriate, high quality inpatient care at Moundview and make sure we do not inappropriately transfer patients to other facilities," said Cindy. "We are already making progress on this and will continue to do so by providing more training for our nursing staff and collaborating with our physicians."

Cindy has 17 years of expertise in surgical and critical care medicine and is skilled in working with cardiac patients. She has an associate's degree in nursing from MATC – Reedsburg, a bachelor's in nursing from the University of Phoenix, and is currently working on dual master degrees in nursing and health care administration. She is certified in advanced cardiac life support, pediatric advanced life support, continuous replacement therapy, telemetry, and intra-balloon pump procedures.

An Adams County native, Cindy worked at Adams County Memorial (now Moundview) as a nursing assistant for four years while completing her associate's degree. She has spent the majority of her career at St. Joseph's Hospital in Marshfield holding progressively responsible positions in surgical and critical care medicine and working on numerous quality committees. She then spent two years at Weston Hospital, a new facility in Wausau, developing a cardiovascular surgery program and implementing policies.

One of the reasons Cindy was hired at Moundview was to share her surgical and critical care expertise with the nursing staff. "By increasing the skill levels and competencies of all of our nursing staff, they will be better prepared to provide excellent care for a wide variety of patient conditions. Soon all of our nurses will be ACLS and telemetry certified. They will also be attending group seminars and presentations by outside speakers."

Cindy also hopes to improve communication among her staff and with other departments in the hospital. "Whether it's health care or any other business, you need great communication skills," said Cindy. "Once you have that, success is sure to follow."

In addition to inpatient care, Cindy oversees the hospital's swing bed program. Swing bed patients are individuals who no longer need to be hospitalized, but need additional rehabilitation or strengthening before they can return home.



Cindy Buchanan, new medical/surgical clinical nursing director at Moundview sits at the hospital nurse's station surrounded by Bonnie Kobs, pharmacy assistant, Peggy Henriksen, ward clerk, Karen Myers, registered nurse, Lukas Premo, cardiopulmonary director, and Nira Fisher, social services director.

"I hope more patients take advantage of our swing bed program," said Cindy. "It's nice for patients to be able to receive these services at their local hospital. Even if patients are hospitalized at another facility, they can still choose Moundview for their swing bed care. All they have to do is call us or have their family or a hospital staff person call to make arrangements."

"I think Cindy is an excellent addition to our hospital," said Jason Bellak, Medical Director of Moundview Clinic. "She has experience in quality improvement and customer service initiatives. She is working to improve relationships between the physicians and nursing staff. And, she has a good depth of experience that will be beneficial in improving staff education and broadening our services."

Cindy says she is glad to be "home" at Moundview. "I want our communities to be proud of their hospital and have confidence that we will provide them with safe, excellent patient care," said Cindy.

If you have questions about Moundview's inpatient or swing bed services, please call Cindy at (608) 339-3331, extension 1600.

Non-Surgical Treatments for Facial Wrinkles Now Available at Moundview



Dr. Jason Bellak

Lines and wrinkles are a normal part of aging, but that doesn't mean you have to accept them! Non-surgical treatments for facial lines and wrinkles are now available at Moundview Clinic. Dr. Jason Bellak, internist, recently completed certified medical training to perform Botox and Juvederm treatments.

"Botox (the number one brand of botulinum A toxin) and soft tissue fillers, such as Juvederm, are increasing in popularity as a way to reverse the signs of aging without a face lift," said Dr. Bellak. "The procedures are quick, minimally invasive, affordable, and FDA approved. Both men and women are seeking treatment. Men accounted for nearly one million cosmetic procedures in 2006."

Botox is the most popular physician-administered cosmetic procedure. It is best for treating wrinkles and lines on the upper half of your face including horizontal forehead lines, frown lines, crows feet, and fine wrinkles on the bridge of the nose.

A few tiny injections of Botox are made directly into the muscle that lies beneath a wrinkle. Botox relaxes the muscle so it doesn't contract, creating a smooth surface where the wrinkle used to be. The procedure takes only a few minutes and no anesthesia is needed. The needles are very fine causing minimal to no discomfort. The results last an average of three to six months, tending to last longer with each successive treatment.

Lines and wrinkles on the lower portion of the face are typically treated with soft tissue filler. Dr. Bellak uses Juvederm which is a clear gel that contains hyaluronic acid, a natural substance that already exists in the body. The gel is injected into the wrinkle, filling it in by plumping up the skin.

Juvederm is used on moderate to severe nose to mouth lines, "marionette" lines around the mouth, and smoker's lines on the upper lip. It is also used to fill in scars and plump lips. The procedure uses a topical anesthetic and takes about 30 minutes. The results last an average of six to twelve months.

"Prior to any of these treatments, patients

must be seen for a consultation," said Dr. Bellak. "During the appointment we will discuss the risks, costs, and determine what treatment is right for the patient," said Dr. Bellak. "In some cases surgery may be more appropriate. In those circumstances, upon the patient's request, we can make a referral to a plastic surgeon."

Consultations and treatments for Botox and Juvederm are provided on Wednesday afternoons at Moundview Clinic. Insurance does not cover these expenses. Cash, check or credit card payments are accepted at the time of service. For more information or to schedule a consultation with Dr. Bellak, please call the clinic at (608) 339-6350.

Interested in Serving on the Hospital Board?

Moundview Memorial Hospital & Clinics is a private, nonprofit hospital governed by a seven member board of directors. The MMH&C Association consists of the board and individuals who have paid membership fees to become members of the association. (See Voting and Board Eligibility for more details). An annual meeting is held in the fall to elect hospital board members, and to report on MMH&C's finances, accomplishments, and plans for the future.

Voting & Board Eligibility

Membership in the hospital association is a bylaw requirement in order to be eligible to vote or run for an open position on the governing board of directors. Options include:

- **Annual Membership:** A one-year annual membership fee is \$5/year. Each person who was a member in good standing as of the previous June 30 (which is the end of the hospital fiscal year) and who has paid his/her dues at the time of the Annual Association meeting is qualified to run for office and to vote. OR
- **Life Membership:** A life membership fee is \$200. If paid prior to the Annual Association Meeting, it qualifies members to run for office and to vote. OR
- **Delayed Annual Membership:** If a person is interested in serving on the governing board, but did not meet the above options, another option would be to pay the \$5 fee during the current fiscal year, prior to or the night of the Annual Association meeting, in order to be eligible to vote or run for office the following year.

Memorial Healthcare Foundation News

Golf Outing is June 22

Whether you are a golf pro or someone who has only hit the greens a few times, the Memorial Healthcare Foundation welcomes you to participate in their Annual Golf Outing! The event will be held Sunday, June 22, 2008 at Lake Arrowhead Lakes Golf Course. Money raised will benefit Moundview Memorial Hospital & Clinics.

Thank You Donor List

The Memorial Healthcare Foundation thanks everyone who made contributions to the organization from January 1, 2007 – January 30, 2008. If your name was omitted or there is an error, please accept our apologies and contact us at (608) 339-8371 so we may correct our records.

Tree of Life 2007

Millie Ashworth Memorials
Lester Galbraith Memorials
Mary Jane Schwabe Memorials
Robert & Millie Steiskal Memorials
Gertrude Tuttle Memorials
Bud Wormet Memorials
Donald & Margaret Hollman

Dinner/Auction Donors 2007

A/F County Market –
Rich & Debbie Wachholz
Ace of Adams –
Rich & Vicki Sternhagen
Acute Care
Anderson & Shapiro
Eye Care –
Christine Ferchoff, OD
Beaver of WI – CJ Biadasz
Car Wash Doctors –
Donald & James Bruce
Carlson's Rustic Ridge –
Ricky Carlson
Cedar Shack –
Del & Cindy Babcock
Coldwell Banker Realty –
Ellen Chambers
Dairyland Healthcare Solutions
Fast Frames
Four Seasons Mini Mart –
Shirley Woodruff
Frames, etc –
Tom & Shirley Horner
Fred Meyer Jewelers –
Carol Hanson
Grand Marsh State Bank –
Jerry Dye
Johnson Insurance
Lake Arrowhead –
Bob Benkowski
Lampert's Lumber
M&I Bank - Jeff Weinkauf
Milestone Materials –
Bill Scully
Moundview Golf Course –
Peggy West
Northern Bay

Rhinehart Construction -
Dale Rhinehart
The Blossom Shop -
Myrna Diemert
WI River Co-op -
Tim Diemert
Ron Allen
Bob & Margo Beaver
Ron & Janet Brown
Lois Butler
Richard & Marj Colby
Tom & Cathy Croke
Tim & Myrna Diemert
Marge Edwards
Bob & Aletta Grabarski
Jane Grabarski
Janice & Mark Hatton, MD
Marty & June Hillert
Allan & Mary Jo Klaus
Sheryl Lorenc, MD
Linda & Dennis McFarlin
Jim Macy
Duane & Mary Polivka
Chris Rhinehart
Richie-Ann Rodriguez, MD
LeAnn Roseberry
Chuck Spargo &
Janet Boddy
Billy & Judy Taylor
Harvey & Beverly Wagner
Paula Wallendal

Golf Outing Donors 2007

ACEC
Acute Care
Adams Family Dental
Bob Benkowski
Davis & Kuelthau, SC –
James Macy
Grand Marsh State Bank
Lake Arrowhead
M&I Bank – Adams, WI
McDonalds – John Orr
Meriter Hospital
Mid-Towne Dental
OSA – Bob Morris
Stephen Paulk, MD
Phillips Roche-a-Cri
Pharmacy
RSM McGladrey

Ruan Transport – Dan Graf
Smurfit Stone –
Castle Rock Container
Terrace Homes
UHS – Deb Brown
UW Health
Wipfli LLP – Dave Hoffman
Wisconsin River Co-op

Endowment Fund – 2007

Amy Brandt Memorial –
Marge Edwards
Jeffrey & Colleen Crocker
Mike Fendt
Dora Hillert Memorial –
Marge Edwards, Allan &
Mary Jo Klaus, Marty &
June Hillert
Mary Jo Klaus
Richard & Verla Lysy
Monica Metcalf
Clara Rhinehart Memorial –
Handicapped Bowling League
Raymond & Lori Roberts
George Woodruff Memorial
– Bob & Margo Beaver

Casino Night Donors 2008

Antler Ridge –
Friendship, WI
Adams County Parks Department
Bob & Margo Beaver
Kevin & Amy Beaver
Bob & MaryAnn Benkowski
Ron & Janet Brown
Carole's Fashion Delights
Roger & Ellen Chambers
Marge Edwards
Christine Ferchoff, OD
Aletta Grabarski
Marty & June Hillert
Hintz Chain Saw Carving
Lake Arrowhead –
Bob Benkowski
M&I Bank – Adams, WI
MSA
Michelle Puerling
3 Bears & A Cub

The event features numerous hole prizes, low gross winners, low net winners, and a \$10,000 cash hole-in-one prize (half to the winner, half to the Foundation). A team putting contest and a silent auction is also planned. Auction items will include a Brett Favre print, Badger tickets, golf packages, and crystal or jewelry with many more items to be added as the date draws nearer.



The golf tournament is a four-person scramble, shot gun start.

Registration is \$85.00 per golfer or \$500.00 per team which includes a tee gift, use of a cart, practice balls, lunch and dinner. The team fee includes all the previously mentioned benefits for four golfers plus eight drink coupons and a hole sponsored in your name.

Hole sponsorships, prizes, or monetary donations are currently being sought for this fundraiser. For more information on making donation or to register a team, call the Foundation at (608) 339-8371.

Casino Night

The Memorial Healthcare Foundation's Casino Night was held at Lake Arrowhead in the Town of Rome on January 26, 2008. The event netted \$2,900 which was an increase over last year. Participants enjoyed games of chance such as poker, Texas Hold'em, roulette, blackjack and slot machines. Thank you to the donors, volunteers, and all who attended.

Investing for the Future

Make a donation that will benefit future generations! Contributions to the Foundation's Endowment Fund are invested for the long-term growth of Moundview Memorial.

The Foundation's goal is to reach one million dollars in the endowment. Once this has been achieved, only the interest and dividends from the investments will be used to fund capital projects and equipment for the hospital. The principle (original donation) will be retained as a perpetual fund for the future benefit of the hospital for years to come.

Over \$26,000 is currently in the endowment fund. For information on contributing, contact the Foundation at (608) 339-8371 or visit our web site at <http://foundation.moundview.org>. In addition to individual contributions, all Tree of Life donations, undesignated donations, 10% of event proceeds, and Moundview Memorial employee payroll deductions are placed into the endowment.

Upcoming Plans

The Foundation board has begun preliminary planning for a follow-up fundraising drive to its 2003-2004 capital campaign. The Foundation is also contemplating a calendar raffle and will vote on the proposal this spring. Watch for more announcements in the future.

INTRODUCING:

Carol Johnson Foundation Board Member



Carol Johnson

"This hospital (Moundview) saved my husband's life," said Carol Johnson, member of the Memorial Healthcare Foundation Board and director of the Adams County Department of Aging. "About four or five years ago my husband was having chest pains and he came into the local emergency department. He received treatment and was then transported by helicopter to UW Hospital. The staff at UW told us the care he received at our local emergency department prevented any damage to his heart."

Carol and her husband, Ron, are originally from Tomah. They were living and working in Milwaukee with two young children when they decided to relocate to a small town. Carol's father was a grocer and with his help they bought the Red Owl grocery store in Adams. They operated the store for over 20 years, closing it in the late 1980s. Both then took positions at the county. Carol worked as secretary of the Department of Aging for several years and then posted into her current position as department director when it became available.

"When we moved here in 1974 we had two small daughters, six months and three years old," said Carol. "I had been taking them to see a pediatrician in Milwaukee. When I took them to a family doctor here, I was impressed. The doctor provided the exact same care the doctors had provided in Milwaukee. We have used local doctors and the hospi-

tal ever since."

Carol became a volunteer member of the Memorial Healthcare Foundation Board in 2004 and serves on the public relations committee. The Foundation supports Moundview Memorial Hospital & Clinics by raising money to fund special projects or equipment that will enhance local health care services. Carol joined the organization during the capital campaign for the hospital's expansion project.

"With the amount of money our communities raised during the capital campaign, it was obvious to me that area residents want and need this hospital," said Carol. "I want to do whatever I can to make sure their wishes are met by assisting in whatever way I can, such as helping at the Foundation's fundraising events or promoting the organization."

Carol encourages area residents to support the Foundation by attending its fundraisers, such as the upcoming golf outing on June 22, or by making a financial contribution. "When you help the Foundation, you help your local hospital," said Carol. "Our community needs to keep this hospital going no matter what it takes. I know first hand how important it is to have local health care available. I plan on retiring here and I want to make sure this hospital continues to exist."

Carol and Ron live in rural Adams. In addition to their two daughters, they have five grandchildren.

Use of Local Hospital Saves Man's Eye Sight

"Jack would have been blind in his right eye if he had not come into the emergency department and been correctly diagnosed by Dr. Farne," said Dr. Christine Ferchoff, optometrist at Anderson & Shapiro Eye Clinic in Friendship.

Jack Wilkerson, a Grand Marsh resident, had a minor headache and blurred vision on a Thursday night but he thought it would go away. The next morning he had severe pain and couldn't see out of his eye so he came into Moundview Memorial Hospital's Emergency Department.

"Pain and loss of vision are always an emergency," said Dr. Rey Farne, the physician who treated Wilkerson. "Individuals should always pay attention to the signs their body is giving them. If you are questioning something, come into the emergency department. We are staffed 24 hours a day, seven days a week by a doctor, nurses and support staff."

Dr. Farne was able to determine that Wilkerson had acute angle-closure glaucoma. He sent Wilkerson to the Anderson & Shapiro Eye Care Clinic, located within the hospital, for immediate treatment.

"We are fortunate to have an eye clinic in Friendship," said Dr. Farne. "I often refer patients I see in the emergency department to the eye clinic for follow-up care after treating them for an eye injury. And, in this case, for emergency glaucoma treatment."

Glaucoma is a disease of the eye that affects the optic nerve which carries the images we see to the brain. When the eye's drainage angle becomes blocked, excess fluid builds up in the eye. This puts pressure on the optic nerve which can damage nerve fibers and cause blind spots. If the entire nerve is damaged, blindness results.

"Most glaucoma develops over time," said Dr. Ferchoff. "As we age, the eye's drainage angle becomes less efficient and pressure within the eye increases gradually. Jack had a less common glaucoma called angle-closure where the drainage angle suddenly becomes completely blocked.



Jack Wilkerson (left) is pictured with Dr. Rey Farne, a physician who treated him in Moundview's Emergency Department, and Dr. Christine Ferchoff of Anderson & Shapiro Eye Care's Friendship office. Thanks to their care, Jack's sight was saved.

It needs immediate, emergency treatment."

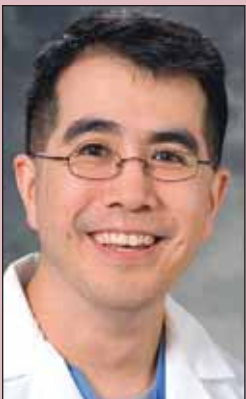
Dr. Ferchoff initiated treatment by putting medicated drops in Wilkerson's eye to help relieve the pressure and giving him oral glaucoma medications. She then scheduled an emergency appointment for him that afternoon at Anderson & Shapiro Eye Care's home office in Madison.

Wilkerson's daughter drove him to the appointment where Dr. Anderson, an ophthalmologist, used a laser to make a new drainage field in his eye. The same procedure was also performed on Wilkerson's left eye as a preventative measure.

Wilkerson has been receiving follow-up care at Anderson & Shapiro's Friendship office. His sight was saved thanks to the quick attention and care he received in Moundview's emergency department and the Anderson & Shapiro Eye Clinic offices in Friendship and Madison.

"I appreciate the services I received," said Wilkerson. "Thank God they found the glaucoma in time. When I first came in, I couldn't see my hand in front of my face. Now my right eye has 20/20 vision again."

New Cardiologist Seeing Patients at Moundview



Dr. Eugene Kaji, MD

Eugene Kaji, MD, cardiologist, joined UW Health's cardiovascular outreach team at Moundview Memorial Hospital & Clinics in January. Upon referral from their primary care physician, Dr. Kaji will see patients to diagnosis, treat and prevent cardiovascular disease.

He joins three UW Health cardiologists already providing care in Friendship: Drs. Jon Keevil, Mark Sasse and Chuck Stone. UW Health cardiologists care for patients in Friendship on Mondays and Wednesdays.

Through UW Health Heart and Vascular Care, patients receive comprehensive, state-of-the-art care for all types of heart and blood vessel diseases. In addition to Moundview Memorial Hospital & Clinics, UW Health Heart and Vascular Care services are available at 9 other locations in south central Wisconsin, including UW Hospital and Clinics in Madison. Physicians and staff are dedicated to the prevention of disease and its treatment using the most advanced techniques available. For more information about UW Health Heart and Vascular Care, visit www.uwhealth.org/heartandvascular.

In total, eight cardiologists provide cardiovascular care at Moundview four days a week. For an appointment consult your primary care physician or call (608) 339-8360.

Improving Oral Health in Adams County

Lack of access to professional dental care is an ongoing problem for most low income individuals in Adams County. In fact, it has been identified as a problem each year the county public needs assessment survey has been conducted. To address the issue, several organizations came together to form the Adams County Community Coalition for Dental Health.

"The problem is we are a low income county and many residents use government programs, such as Medicaid and BadgerCare, which do not reimburse the full cost of their dental care," said Linda Charles, Director of Senior Services at Moundview and a member of the coalition for dental health. "Our local dentists are providing care to low income patients, but they are at a point where they can no longer take on new clients without jeopardizing their business."

This problem is not isolated to Adams County; it stems from the overall shortage in the dental profession and it is affecting low income residents in many rural areas. The lack of professional dental care means many individuals seek dental care at their local emergency department which does not

address the root cause of the problem.

The Adams County Coalition for Dental Health chose to pilot a program that focuses their efforts on low income mothers which they hope will, in turn, reduce dental decay in the mothers' children. A \$10,000 grant from the Wisconsin Office of Rural Health is helping to fund the initiative.

The public health department has found that 90% of low income, expectant and new mothers enrolled in their at-risk prenatal program are in need of dental services in Adams County. They chose ten of these mothers to participate in the coalition's pilot program. Each mother will receive oral health counseling, education and preventive care.

The public health department will provide the mothers with one-on-one counseling on maternal and early childhood oral health. Good nutrition will be addressed by UW Extension who will visit each mother at their home to assess their food choices and preparation skills. They will then hold two hands-on food preparation workshops to educate the mothers on topics such as using the food pyramid for healthy food selection, basic food

preparation skills, and kitchen equipment needs.

Dental care will be offered by Renee Schindlbeck, a dental hygienist from Mid-Towne Dental. She will provide each mother with a one hour visit at the public health department to include a dental screening, cleaning, fluoride and basic education. She will give each woman a chart to take to a dentist with noted areas of oral health concerns.

"Unfortunately the lack of available dentists is hindering our program a bit," said Linda. "But, we hope to continue the educational aspects of the program. If we can help prevent tooth decay, it will make a big difference in the oral health of our county."

Planning members of the Adams County Community Coalition for Dental Health include: Moundview Memorial Hospital & Clinics, Adams County Public Health, UW Extension, Mid-Towne Dental Associates, UW Health, Adams-Friendship School District, Adams Dental Clinic, Villa Pines Assisted Living Center and Family Health/La Clinica.

What is a Woman's Risk for Heart Disease?

By Sheryl Kugel, RN, MSN, FNP, APNP
Family Nurse Practitioner, Moundview Clinic

Heart disease is the leading cause of death of American women and kills 32% of them (one out of eight women ages 45-54 and one out of three women over 65). Coronary heart disease is the main form of heart disease. It is a disorder of the heart's blood vessels that can lead to a heart attack. A heart attack happens when an artery becomes blocked, preventing oxygen and nutrients from getting to the heart. Often referred to simply as heart disease, it is one of several cardiovascular diseases, which are diseases of the heart and blood vessel system.

Risk Factors

Risk factors are conditions or habits that make a person more likely to develop a disease. They can also increase the chances that an existing disease will get worse. Important risk factors for heart disease that you can do something about are high blood pressure, high blood cholesterol, diabetes, smoking, and being overweight. These things, along with help from your healthcare provider, can be treated.

Some risk factors, such as age (older than 55 yrs) and family history of early heart disease, cannot be changed. If your father or brother had a heart attack before age 55 or if your mother or sister had one before age 65, you are more likely to get heart disease yourself.

After menopause, women have increased risk for heart disease, in part because their body's production of estrogen drops. Women who have gone through early menopause, either naturally or because they have had a hysterectomy, are twice as likely to develop heart disease as women of the same age who have not yet gone through menopause. Another reason for the increasing risk is that at middle age women tend to develop other risk factors for heart disease.

Hormone Therapy

Hormone therapy may be used for hot flashes during menopause for a short period of time if

a woman's risk for heart disease is minimal. At one time extended menopausal hormone therapy was thought to lower the risk of heart attack and stroke for women with heart disease. Research now shows that women with heart disease should not take it. Menopausal hormone therapy can involve the use of estrogen alone or estrogen plus progestin. For women with heart disease, estrogen alone will not prevent heart attacks, and estrogen plus progestin increases the risk for heart attack during the first few years of use. Estrogen plus progestin also increases the risk for blood clots, stroke, and breast cancer.

Making Lifestyle Changes

While certain risk factors cannot be changed, it is important to realize that you do have control over many others. Regardless of your age, background, or health status, you can lower your risk of heart disease and it does not have to be complicated. Protecting your heart can be as simple as taking a brisk walk, eating vegetables and adding fiber to your diet, or getting the support you need to maintain a healthy weight. Do not smoke, and if you do, quit. Women who smoke are two to six times more likely to suffer a heart attack than non-smoking women. Smoking also boosts the risk of stroke and cancer. Ask your health care provider about new medications that are available to help you quit smoking.

Some women believe that doing just one healthy thing will take care of all of their heart disease risk. For example, they may think that if they walk regularly, they can still smoke and stay somewhat healthy. This is not correct! To protect your heart, it is vital to make changes that address each risk factor you have. You can make the changes gradually, one at a time. But, making them is very important.

Create a Personal Heart Profile

The first step toward heart health is becoming aware of your own personal risk for heart disease. Some risks, such as smoking, are obvious. Other risk factors, such as high blood pressure or high blood cholesterol, generally

do not have obvious signs or symptoms. You need to gather some information to create your personal "heart profile." A crucial step in determining your risk is to see your healthcare practitioner for a thorough checkup. Your practitioner can be an important partner in helping you set and reach goals for heart health. Tell your practitioner you want to keep your heart healthy and would like help in achieving that goal.



What are the Signs?

How can you tell if you are having a heart attack, stomach indigestion, or simply arthritis pain? According to the American Heart Association, there are definite early warning signs and symptoms of heart attacks. Women can experience all, some, a few, or none of these symptoms. Only examination by a doctor, who will administer an electrocardiogram (EKG) and/or a blood test, can confirm if you are having a heart attack.

The most important thing to do if you think you are having heart attack symptoms is to call an ambulance or get to a hospital emergency room as quickly as possible so a doctor can examine and treat you. There are medications available that can break down clots and procedures to get blood flowing back to the heart. Also, crush or chew a full-strength aspirin (swallow with a glass of water) to prevent further blood clotting.

The symptoms to look for include: uncomfortable pressure, fullness, squeezing or pain in the center of the chest lasting more than a few minutes, or it goes away and comes back. Pain spreading to the shoulders, neck, upper back, jaw, or arms, chest discomfort with lightheadedness, fainting, sweating, nausea, or shortness of breath.

Some women have fewer chest pain symptoms, but do experience a range of other warning signs: atypical chest pain, stomach or abdominal pain, nausea or dizziness, unexplained anxiety and nervousness, weakness or overwhelming tiredness, cold, sweaty skin, and paleness, and swelling of the ankles and/or lower legs.

Remember to get your own personal heart profile, call if you have any symptoms, and get to an emergency room fast.

References

Mugford, J. Rose, D. Heart Disease in Women. The Female Patient, 2007; (32): 39-45.

http://www.womenheart.org/information/women_and_heart_disease_fact_sheet.asp

What is a Nurse Practitioner?

Nurse Practitioners (NPs) are advanced practice nurses who provide high quality healthcare services similar to those of a doctor. NPs diagnose and treat a wide range of health problems, prescribe medications, perform physicals and immunizations, and order diagnostic tests such as lab work. Besides clinical care, they focus on health promotion, disease prevention, health education and counseling. They help their patients make wise health and lifestyle choices. NPs have distinguished themselves from other providers by focusing on the whole person.

NPs have graduate, advanced education and clinical training beyond their registered nurse preparation. Most have master's degrees including Sheryl Kugel. To make an appointment with Sheryl, call Moundview Clinic at (608) 339-6350.

Just a note . . .



Moundview Memorial often receives thank you letters from patients and others who have worked with our staff. We'd like to take this opportunity to share a recent letter we received. It is reprinted with the permission of the patient.

February 18, 2008

I am sorry this letter is so late. I was a patient at your hospital from 9-17-06 to 9-18-06. I was admitted to your hospital in the evening through your ER Department. After a CT scan I was diagnosed to have a kidney stone.

My husband and I were in Friendship to have a tour of Terrace Homes. We had just retired and were making plans to build a Terrace Home in LaFarge, Wisconsin. Our home at that time was in Bloomingdale, Illinois.

The ER Doctor ended up admitting me for a 24-hour stay for pain management as we were staying in a motel in Friendship. I can't say enough about the care I received at your hospital. The staff in the ER and on the (medical/surgical) unit that I stayed at for the night were excellent.

I had severe pain with constant vomiting until about 4 a.m. Because of the vomiting, every time the pain started I became very panicked. I was calling the nurses constantly. They were so kind and caring. They called the doctor on call several times during the night for additional pain medication. I finally passed the stone about 4 a.m.

I will never forget the wonderful care that I received at your hospital. The nurses and aides were great. I am a retired labor and delivery nurse. I worked 38 years most of which was in OB. I was the Clinical Coordinator of a large labor and delivery unit in the suburbs of Chicago.

During the next year after my visit with your hospital I had several more medical problems. Because of my health I never wrote to thank all of you. Please let your staff know I appreciate all their care and especially the kindness shown to me.

Most Sincerely,
Kathleen Duda

New Digital Technology Improves Service To Patients

Moundview Memorial's Medical Imaging Department is moving closer to becoming a completely digital department with the installation of a Konica Computed Radiography (CR) System. This new digital technology saves time, money and produces detailed, high quality images for diagnostic x-ray exams. It was funded by a \$64,000 grant from the Public Service Commission of Wisconsin and \$6,000 from the Memorial Healthcare Foundation.

With the new CR system, technologists no longer need to use x-ray film which must be sent through a processor to be developed. Instead they use CR cassettes which contain imaging plates that can be re-used thousands of times. The cassettes are placed into a reader that scans the plates and immediately displays the image digitally onto a monitor for viewing. Images are printed on a "hard copy" film or CD for storage.

"The new system saves time for the technologist, physician and patient," said Jeanette Larson, Medical Imaging Director at Moundview. "There is no waiting for film to be developed. The image can be read immediately which is

especially important in emergency situations. On nights and weekends, routine x-rays can be transmitted digitally to a radiologist at an offsite location for immediate interpretation."

The CR system's advanced technology also results in high quality images. It captures detailed information which can be manipulated to provide the best possible view. The technologist can highlight specific areas of an x-ray image and zoom in for a closer look. There is no need to retake an x-ray for a better view which avoids additional radiation exposure for patients.

In the future, the department plans to add a Picture Archiving and Communication System (PACS). This will allow images to be stored in a digital format to enable physicians to view their patients' examination results on computers in their offices or from other hospitals with the use of a password.

"More hospitals are moving toward digital imaging," said Jeanette. "In order to provide the best service to our customers, we need to keep up with new technology."



Jeanette Larson, Medical Imaging Director at Moundview Memorial Hospital & Clinics, demonstrates the medical imaging department's new computed radiography system to Christine Ferchoff, Chair of the Memorial Healthcare Foundation. This new digital technology saves time, money and produces detailed, high quality images for diagnostic x-ray exams. It was partially funded by a donation from the Memorial Healthcare Foundation.

What is a Hospitalist?

Hospitalists, physicians who provide care for hospitalized patients, are becoming increasingly widespread throughout the U.S. They are common in urban hospitals, but more and more rural facilities are using them, including Moundview Memorial Hospital & Clinics. At Moundview, the hospitalists work in the emergency department in addition to caring for hospitalized patients.

"Some family physicians find their time is spread thin when caring for patients at their clinic and attending to emergencies with hospitalized patients," said Janet Brown, CEO at Moundview. "Hospitalists can bring relief to short-staffed rural areas by taking over the care of the hospitalized patients. Some primary care physicians choose to utilize our hospitalist program, while others wish to see and treat their own patients. Both options provide quality care for patients."

The hospitalists work closely with the patient's primary physician, keeping them informed of their patient's condition. At the beginning of a hospital stay, they obtain relevant information from the patient's physician and review records from any other hospital stays the patient may have experienced. The hospitalists meet with the family and patient to discuss treatment options and evaluate the patient's status. When a patient is discharged, the hospitalist will forward a summary of the hospital-

ization record to the patient's primary physician.

The physicians at Roche-a-Cri Clinic are very satisfied with the hospitalist program at Moundview. They feel their patients are better cared for when there is a physician in the hospital full-time who has already seen them in the emergency department.

Flexibility is the key to making a hospitalist program work in rural hospitals. At Moundview, the hospitalists provide care in the emergency department in addition to caring for hospitalized patients. Acute Care, Inc. has provided Moundview with physicians for its hospitalist program since 2007 and in its emergency room since 2003.

"Since the hospitalists provide care in two departments, there may be times when they need to triage which patients need their immediate care and which patients can safely be seen later," said Brown. "We hope our patients understand that an emergency, whether in the ER or on the inpatient unit, must always take precedence when providing quality patient care."

The hospitalist physicians are on-call in the emergency department 24 hours a day, seven days a week, 365 days a year. Because of this staffing, all hospitalized patients will have in an in-house physician available to meet their healthcare needs.



Dr. Sheryl Sulangi-Lorenc helped children make a tongue depressor picture frame at Moundview Clinic's booth at Kids Day this year. A record crowd of over 1,350 children and adults attended the event which is sponsored in part by Moundview Memorial Hospital & Clinics.

Partners of MMH&C News

Blood Drive

Partners will provide volunteer assistance at The Blood Center of Wisconsin's upcoming blood drive on Thursday, May 22 and Monday, July 21 from 11 a.m. – 4 p.m. at Moundview Memorial Hospital & Clinics Oak Room. The Blood Center is the sole supplier of blood for Moundview.

Members to Attend Events

Five members of Partners of MMH&C will be attending the Partners of Wisconsin Hospital Association's Spring Western District Meeting on April 17. They will have an opportunity to meet district chairs, hear from state officers, and learn about the accomplishments of other partners groups in the district.

Several members will also be attending the Wisconsin Hospital Association's Advocacy Day on May 15 at the Monona Terrace in Madison. This first-class event features national speakers and insight from key Wisconsin politicians.

Are You a Leader?

Partners of MMH&C is looking for members who are interested in serving as president-elect and secretary. The organization will be holding an election of officers at their annual meeting on July 11 at Carlson's Rustic Ridge. Don't be shy. Now is your chance to be part of the leadership of this great organization. For more information or if you are interested in serving as an officer, please contact Audrey Stormoen at (608) 339-6320.

What is Aromatherapy?

Educational presentations are part of each Partners' meeting. Mike Fendt, physical therapy director at Moundview Memorial, will present information on aromatherapy at the Friday, May 9 meeting at 1:30 p.m. in the hospital's oak room. Other topics that have been presented in recent months include: whole grains and fiber by Eleanor Bonnett from the UW Extension and Power of Attorney for Healthcare by Nira Fisher, Social Services Director at the hospital.

Join Us!

New members are always welcome! Membership is open to men and women over the age of 18. The goal of Partners is to promote and support the hospital and provide service to its patients and visitors. Each member determines their own level of involvement. Dues are only \$5. Meetings are usually the second Friday of the month at 1:30 p.m. in the hospital oak room. Learn more by attending a meeting or call Audrey Stormoen at (608) 339-6320

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. Thursday, May 22 and Monday, July 21 from 11 a.m. - 4 p.m. at MMH&C. For appointments call 608-339-8328.

EVENTS & CLASSES - National Hospital Week

May 11-17, 2008

Freedom From Smoking

A seven week smoking cessation program held at Moundview. Advance registration required. \$25 fee includes "A Lifetime of Freedom From Smoking" maintenance manual. For next available classes, call Maureen at (608) 339-8326.

American Cancer Society Adams County Relay for Life

Friday, July 11-Saturday, July 12, AFHS.

BLOOD PRESSURE SCREENINGS -

AF County Market
Wednesday, May 14, 11:30 a.m. - 1:00 p.m. & 4:00-5:00 p.m.

Moundview Home Health Office
450 E. State St., Adams
9:00 - 4:00 p.m., Open Monday - Friday

FUNDRAISING EVENTS -

Memorial Healthcare Foundation's Golf Outing

Sunday, June 22, 2008 at Lake Arrowhead in the Town of Rome. For more information, call the Foundation at (608) 339-8371.

SUPPORT GROUPS -

Alzheimer's & Dementia Support Group

Fourth Tuesday of the month at 11:00 a.m. at the hospital. May 27; June 24; July 22. Call Nira at (608) 339-8372.

Diabetes Support Group

Last Wednesday of the month at 5:00 p.m. at the hospital. May 28; June 25; July 30. Call Linda at (608) 339-8370.

Fibromyalgia Support Group

Third Monday of the month at 5:30 p.m. at the hospital. May 12; June 15; July 21. Call Maureen at (608) 339-8326.

"Fit & Free" Weight Loss Support Group

Weekly, every Monday, at 5:00 p.m. in the hospital's oak room. May 12, 19; June 2, 9, 16, 23, 30; July 7, 14, 21, 28. Call Linda at (608) 339-8370.

Living With Cancer Support Group

Third Wednesday of the month at 6:00 p.m. at the hospital. February 20, March 19, April 16. Call Linda at (608) 339-8370.

Vegetarian Support Group

Third Thursday of the month at 5:30 p.m. in the hospital's maple room. May 15, June 19, July 17. Call Lois Anderson at (715) 887-4283

Look Good, Feel Better Program

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. Call (608) 339-8328 for next available program.



National Hospital Week May 11-17, 2008

We salute our physicians and staff at the Hospital, Roche-a-Cri Clinic, Moundview Clinic, Extended Care Center, Ambulance Service, and Moundview Home Health. Thank you for your dedication and commitment to providing quality patient care.

Free Blood Pressure Screenings by MMH&C

at A-F County Market
Wed., May 14, 11:30 a.m.-1:00 p.m. & 4:00-5:00 p.m.

Blood Screening Coupon

Valid May 12-June 9. Receive one or all of the below screenings at the discounted price indicated.

- Total cholesterol -\$7 (fast 10-14 hrs)
- Lipid panel cholesterol-\$20 (Must fast 10-14 hrs)
- A1C Blood Sugar-\$10 (non-fasting, measures 3 mon. blood sugar average)
- PSA-\$9 (non-fasting test)
- \$60 Package Including:
CBC (complete blood count);
Thyroid Screening; Metabolic Basic Screening. (Fast 10-14 hrs)

To make an appointment for a screening(s), call the lab between 9 am-4 pm at 608-339-8350. Present coupon & payment at your appointment.

moundview
memorial
hospital & clinics

402 W. Lake Street
P.O. Box 40 • Friendship, WI 53934
608-339-3331
www.moundview.org

Active Medical Staff:

MOUNDVIEW CLINIC

Jason Bellak, MD, Internal Medicine
Mark Hatton, MD, Family Practice
Richie Ann Rodriguez, MD, Family Practice
Sheryl Sulangi-Lorenc, MD, Family Practice
Sheryl Kugel, RN, MSN, FNP, APNP (Family Nurse Practitioner)

ROCHE-A-CRI CLINIC

Muhammad Esmaili, MD, General Medicine
Martin Janssen, MD, Family Practice
Ram Sankaran, MD Pediatrics, General Medicine
Rahmatollah Simani, MD, General Medicine
Mickie Anderson, APNP (Family Nurse Practitioner)

Specialty Physicians & Services

AUDIOLOGY

Every Wednesday
Ann Raabe M.S., CCC-A

BONE DENSITY SCAN

Monday - Friday

CARDIOLOGY

Monday - Thursday

- Dr. D. Ende
- Dr. Kaji
- Dr. J. Keevil
- Dr. P. Mason
- Dr. A. Raval
- Dr. M. Sasse
- Dr. T. Stoiber
- Dr. C. Stone
- Dr. T. Wallhaus

CT SCANNING

Daily

DIETARY CONSULT

Once A Week

ECHO CARDIOGRAM

Tuesday & Friday

LAPAROSCOPIC & GENERAL SURGERY

Weekly
Dr. S. Paulk

MEMORY CLINIC

Third Monday of Every Month

MRI UNIT

Weekly

NUCLEAR MEDICINE

Monday - Thursday

ONCOLOGY

Weekly
Dr. R. Kirschling

OPHTHALMOLOGY

Monthly
Dr. M. Shapiro
Dr. B. Lemke

OPTOMETRIST

Dr. C. Ferchoff
Call 339-6121 For An Appointment

ORTHOPEDICS

Friday
Dr. M. Plooster

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

- Hospice608-339-7500
- Home Health (Adams) . . .608-339-7076
- Lifeline608-339-7076
- Extended Care Center . . .608-339-8332
- Physical Therapy608-339-8338
- Occupational Therapy . . .608-339-8338
- Speech Therapy608-339-8338
- Cardiac Rehabilitation . . .608-339-3331
- Work Conditioning608-339-8338
- Massage608-339-8338
- Moundview Clinic608-339-6350
- Roche-a-Cri Clinic608-339-3326