

healthWORKS

2012 Care for life.



Enjoying
Summer
Safely

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Our Mission

Westfields Hospital, in partnership with others, will improve the health of our patients and community by providing high quality health care which meets the needs of all people.

Our Core Values

- Respect
- Stewardship
- Care
- Quality

Find us at:

535 Hospital Road
New Richmond, WI 54017
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westfieldshospital.com

healthWORKS is published by Westfields Hospital, 535 Hospital Road, New Richmond, WI 54017 for residents of western Wisconsin. The information in this newsletter cannot be used to diagnose individual cases. Each case is unique. Only a professional health care provider is qualified to diagnose illness and prescribe treatment.

Westfields is your community hospital.

Hello and welcome to healthWORKS, the new magazine of Westfields Hospital.

In this issue, you'll find engaging information and personal stories about our hospital, staff, patients and the community. Publishing this magazine is part of our deep commitment to the health of the surrounding community.

As a hospital, we're here to take care of you when you're sick or hurt— but we're also so much more than that. We want to be a leading partner in health education, outreach and improvement.

Westfields Hospital is constantly making improvements to reach that goal. Already since the beginning of 2012, we've made significant accomplishments. Our employee engagement survey results place Westfields Hospital in the top tenth percentile for hospitals in the nation. We recently celebrated the first year anniversary of the opening of the Cancer Center of Western Wisconsin on campus, as well as the 100th patient to finish radiation treatment at the center.

Also this year, we've made commitments to major facility upgrades, including new flooring through the facility, updating our Rotunda and making major upgrades to our obstetrics department. Keep an eye out the next time you visit us!

As I get nearer to completing my first year as Westfields Hospital's CEO, I want to say thank you – to our patients, friends and community for being excellent partners in health. I also want to recognize the hard work and dedication of our staff to our triple aim of improving health through top quality care, giving an exceptional experience to patient and family and making sure that we're offering valuable cost-effective care.

If you have any comments, concerns or questions about Westfields Hospital, I encourage you to contact me personally. You can do so by calling (715) 243-2850 or emailing steven.m.massey@westfieldshospital.com.

Enjoy our new magazine.

Sincerely,



Steve Massey, CEO
Westfields Hospital



Meet Our CEO

Q&A with Steve Massey

Westfields Hospital CEO Steve Massey first began his role at the hospital on August 1, 2011.

A graduate of the University of Minnesota with a Master of Healthcare Administration, Massey brings a wealth of knowledge and experience and a history of excellence to our health campus.

Prior to joining the staff at Westfields, Massey was Chief Financial Officer at Osceola Medical Center, and worked for systems and institutions such as Fairview Health, Allina Health, Conseco Finance and Wells Fargo.

Q **What were your first impressions of Westfields after you joined the hospital as CEO, and how do you feel about the hospital now?**

A I'm coming up on the end of my first year here at Westfields, and I've always been extremely impressed with the quality of the people working here. Right away when I began, I could see the dedication and commitment to patient care. That's still evident to me every day.

I've trusted Westfields Hospital with caring for myself and my family. We have great people delivering great care, and I'm thankful to be part of the team.

Q **What do you think contributes to the success of Westfields Hospital?**

A As I mentioned, early on I could see that our greatest asset is the people – employees and medical staff. The main reason we've found success and gotten to where we are is because of the people we have working here. We all have a commitment to providing exceptional care in the community.

Q **What are you looking forward to this year?**

A One of the things I'm especially looking forward to is continuing our work with HealthPartners, New Richmond Clinic, Hudson Hospital & Clinics and Lakeview Health. As a group, we're working to improve care in the St. Croix Valley as we look at recruiting specialists to our region. We're looking at how we can work together and do things greater together, than independently. ■



We're expecting great things.

Big changes are in the works for our Birth Center. In the next few months, we'll be remodeling our space to make a Westfields Hospital birth experience even more amazing. By this fall, patients will see all-new flooring, new furniture, remodeled bathrooms and delivery room, and more! To see the latest updates on our Birth Center remodel, like us on Facebook and visit our Page often.

Our walk-in clinic has moved!!

 **Westfields Hospital™**
HealthStation

Westfields Hospital HealthStation is now located inside Walmart, 250 Richmond Way in New Richmond.

Visit us for convenient, affordable care with no appointments necessary. Learn more at westfieldshospital.com/healthstation.



Homegrown Doctors



The physicians at Westfields Hospital have close ties to New Richmond – but a group of them have an even longer history with the area and a unique view of why it’s such a great place to live and work.

Three of the doctors at Westfields Hospital are proud members of the New Richmond High School Class of 1988, and returned to their roots to practice medicine and help their community grow.

Dr. Nicholas Weiss, orthopaedic surgeon and medical director for Orthopaedic Services at Westfields Hospital, notes that it took leaving the area to view how truly special it is.

“I grew up on Oak Avenue in New Richmond. I didn’t realize it at the time, but it was a great place to grow up,” says Dr. Weiss. “As I matured, I realized what a great town this is.”

Dr. Lynnelle Gabriel, podiatry, agrees, and marvels at New Richmond’s growth in recent years.

“I loved growing up in Southview and watching how it grew with me. I was amazed when I came back after school how big the town had grown to be,” says Dr. Gabriel.

All three doctors agree that they grew up in a way that’s becoming rare around the country. They grew up experiencing a tight-knit, strong and safe community filled with tradition.

“It’s things like going to wrestling tournaments with my dad, going camping at Willow River State Park, or selling honey with my family in the parking lot of the building that is now McDonald’s,” says Dr. Gabriel, noting meaningful traditions from her childhood. “Things like the whole town showing up at Mary’s Park for the Fourth of July fireworks.”

Dr. Mike Melby, general surgeon, came back to New Richmond to join his father, Dr. Neal Melby, in his surgical practice.

“Really, I was planning on coming back because of family. It means a lot to be able to work with my dad and the practice that’s here,” says Dr. Melby.

With a relatively small population and close community, it’s not surprising these doctors run into friends, family and former acquaintances when they’re working at the hospital.

“I treat people that I knew growing up all the time,” says Dr. Melby. “My philosophy is to treat everyone as if they’re family.”

Dr. Weiss muses that a former educator didn’t stop reminding him to do his best, even after his schooling was completed.

“Once, I had a teacher tell me ‘do a good job’ before a surgery I performed on him,” laughs Dr. Weiss. “I’ve treated many past classmates and teachers.”

Dr. Gabriel also says she still feels a deep sense of community and closeness of New Richmond in her practice.

“I think it’s a daily occurrence that I see someone that I knew from growing up here. I’ve treated teachers, friends, parents of friends and now children of friends,” says Dr. Gabriel. “One of my friends from high school had been dealing with a painful foot when doing certain activities. We did an MRI, diagnosed a torn tendon, did surgery to repair it, and last I heard the patient was signing up for races this summer. That, to me, is awesome.”

The doctors at Westfields Hospital also trust their family members to their colleagues.



Lynnelle R. Gabriel, DPM
Westfields Hospital

Education

University of Osteopathic Medicine and Health Sciences

Residency

Salt Lake Surgical Center

Specialty

Diagnosis, management and treatment of:

- Foot and ankle disorders in adults and children
- Foot and ankle reconstructive surgery
- Wound care
- Foot trauma
- Diabetes-related foot problems
- Sports medicine
- Ingrown toenails, plantar warts and other diseases of the feet

“Dr. Weiss and Dr. Melby have both done surgery on family members of mine,” says Dr. Gabriel. “It’s great to have a wonderful relationship with my colleagues and have them care for my family as well.”

What makes New Richmond and the surrounding communities so extraordinary? All three doctors agree – it’s the people that live here.

“The people in this town are what make this area special. When someone is in need, everyone reaches out to one another,” says Dr. Gabriel.

It’s also another commonly cited reason that Westfields Hospital is special – the people that work there.

“Westfields Hospital is an exceptional place to work and I love being here every day. The staff makes it a great place to be,” says Dr. Gabriel. “I see the staff caring for the community in ways others never get to see, and it is exceptional care, and they are always striving to make it better. I love walking into the operating room here and working as a team to care for our neighbors and friends alike.”

Whether it was friends and family or the desire to serve a growing community, Dr.’s Gabriel, Melby and Weiss all felt the pull of New Richmond and its population. Each of them say they’re planning to provide care at Westfields Hospital for a long time to come.

Dr. Weiss reflects on the opportunity to care for area residents.

“This is my home,” says Dr. Weiss. “It’s an honor to serve those who shaped me as a youth and had substantial input into who I am today.” ■

Read the latest from more of our doctors at the [Westfields Hospital Doc Talk blog](#).

“It’s great to have a wonderful relationship with my colleagues and have them care for my family as well.”



Mike J. Melby, MD
New Richmond Clinic

Education

University of Minnesota Medical School

Residency

Episcopal Hospital and Temple University Hospital

Specialty

General surgery, including include vascular, abdominal, head and neck and obstetrics/gynecological surgery.

“My philosophy is to treat everyone as if they’re family.”



Nicholas G. Weiss, MD
St. Croix Orthopaedics

Education

Medical College of Wisconsin

Residency

The Mayo Clinic

Specialty

Arthroscopic surgery of the knee and shoulder, sports medicine injuries including triceps tendon rupture, reconstruction of multiligamentous knee injuries and knee replacement surgery.

“It’s an honor to serve those who shaped me as a youth and had substantial input into who I am today.”

Have a great Westfields Hospital story to tell?

Let us know at stories@westfieldshospital.com. You could be featured in an upcoming newsletter or on our website!



Specialty Care on the Westfields campus

- Audiology
- Cardiology
- Endocrinology
- Gastroenterology
- Gynecology
- Lung and Sleep Health
- Nephrology
- Neurology
- Obstetrics
- Oncology/Hematology
- Orthopaedics
- Orthotics & Prosthetics
- Otorhinolaryngology (ENT)
- Pain Management
- Plastic & Cosmetic Surgery
- Podiatry
- Sleep Study
- Spine Diseases, Injuries and Deformities
- Urology

Specialty Care at Westfields Hospital

In the past, a referral to a medical specialist may have meant long drives and lost time for New Richmond area residents.

+ Now, Westfields Hospital has made great strides in bringing specialty care home. Through their own caregivers, partnerships with HealthPartners and area providers such as Hudson Hearing Clinic and St. Croix Orthopaedics, care in nearly 20 areas of specialty is offered right at Westfields' New Richmond campus.

"A huge benefit is that we're bringing services to the patient so they don't have to drive long distances for their care," says Specialty Clinic Manager Misty Charlier. "People don't have to drive into St. Paul or Minneapolis – they can see a specialist right here in New Richmond."

Patient Duane Swanson came to Westfields Hospital Specialty Clinic for a total hip replacement. Swanson was able to have surgery quickly after it was determined that's what he needed – and have that surgery locally, performed by orthopaedic surgeon Dr. Nicholas Weiss.

"I'm still amazed at how quick the recovery was. You notice the difference, the freedom of movement - the pain that had brought me to the point of needing surgery immediately was gone," remarks Swanson.

Swanson was also able to work with the physical therapy team at Westfields as part of an integrated approach to care.

"They worked very intensely with me during the couple days I was in the hospital which made that transition a lot easier as well," says Duane. "I was very pleased with the whole process."

Patient Laurie Fritsche waited two weeks after feeling a lump in her chest to come to the hospital. However, when she arrived, the specialists and staff at Westfields Hospital worked at lightning speed to diagnose and treat her cancer.

"I got in and then they sent me to do a mammogram right away," says Fritsche. "Dr. Mike Melby is the one who did my surgery. He made sure I had surgery right away that Monday morning after."

With Fritsche too, the supportive staff during her experience made a world of difference. Fritsche was also able to have her treatment in a setting she was familiar with, and with staff she knew from previous visits to Westfields.

"Debb, the oncology nurse, is the greatest person in the world. She helped me through everything," says Fritsche.


Westfields Hospital plans to continue to bring convenient, affordable specialty care close to home for the residents of New Richmond and the surrounding towns and cities.

"We're continually looking at what's needed in this area, and our list of specialists will continue to expand in the future," says Charlier. ■

Want to learn more about Duane and Laurie's experiences?
Watch their stories and videos of our other patients and staff online!



Enjoying Summer Safely

 It has been said that Wisconsin has two seasons – winter and road construction. However fleeting “road construction” is, most of us are eager to get outside and enjoy it. Softball. Swimming lessons. Sand volleyball league. Cookouts. The list of summer activities is endless – and most of them take place in direct sunlight.

The sun’s rays aren’t all bad. In fact, ten minutes of sun exposure per day boosts the body’s natural production of vitamin D. However, too much sun can have serious consequences, such as skin cancer. Ultraviolet radiation from the sun is the number one cause of skin cancer.

According to the Centers for Disease control, skin cancer is the most common form of cancer in the United States. In fact, in 2007, 58,094 people in the United States were diagnosed with melanomas of the skin, including 33,041 men and 25,053 women, and 8,461 people in the U.S. died from melanomas of the skin.*

“Skin cancer due to sun exposure is a serious problem in this country,” says Dr. Terrence Tuominen, ear, nose and throat specialist at Westfields Hospital.

So how can you stay safe and enjoy summer, too? Wearing sunscreen (of the right kind) can help.

For starters, sunscreen isn’t just for when you’re planning for a day in the sun. Humans accumulate exposure all the time, like when we’re walking to work, gardening and even driving or riding in cars.

For everyday use, apply broad spectrum sunscreen with an SPF of 15 or higher. Broad spectrum sunscreens protect from both UVA and UVB rays and will be marked as such on the package. If you’re going to be outdoors for a longer period of time, look for a sunscreen that offers protection while swimming or sweating, with a SPF of at least 30. Also, purchase new sunscreen every year, as old sunscreen can lose its effectiveness over time.

Make sure to use sunscreen on spots that are often missed, like your ears, neck, hands and feet. Reapply often – at least every two hours. If you’re swimming or sweating, consider

reapplying sunscreen more often. Wearing a hat and sunglasses is also helpful.

“It’s important that everyone take precautions to protect themselves and their loved ones,” says Dr. Tuominen. “Doing so, you reduce risk of developing skin cancer.”

Perform a monthly self-check for any suspicious-looking spots on your skin. Use a mirror to look in difficult to see places, such as behind your ears.

“If you find a suspicious mole, don’t wait,” says Dr. Tuominen. “A doctor can determine the best course of action to protect your health.”

The bottom line: have fun, and stay safe. ■



Skin spots, or moles, may be suspicious if they fit one or more of the following categories:

- **Assymetry:** if you drew a line down the middle of the spot, would both halves be even?
- **Border:** edges that are uneven, scalloped or notched.
- **Color:** moles that contain more than one color or shades of a color.
- **Diameter:** spots larger than six millimeters.
- **Evolving:** changes in size, shape, color, elevation.



*Source: U.S. Cancer Statistics Working Group. United States Cancer Statistics: 1999–2007 Incidence and Mortality Web-based Report. Atlanta (GA): Department of Health and Human Services, Centers for Disease Control and Prevention, and National Cancer Institute; 2010. Available at: <http://www.cdc.gov/uscs>.”



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