

healthWORKS

WESTFIELDS HOSPITAL HEALTH MAGAZINE

2012 Care for life.

ISSUE 2



Community report

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colonoscopy



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 Westfields Hospital™
HealthPartners Family of Care

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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
(715) 243-2600
westfieldshospital.com

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Westfields is your community hospital.



Our Birth Center is reborn New décor and furnishings offer more style and comfort

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

Here at Westfields Hospital, our commitment to the health of our community is at the heart of everything we do. In 2012 we have made great strides toward our goals of advancing our level of care, enhancing patient experience and attracting top medical talent to the St. Croix Valley.

We have been working hard on renovations to ensure that our facilities match the high-quality care and the great people we have to serve you. Our Birth Center renovation has created a comfortable, uplifting setting where we can welcome the newest members of our community. We are installing new floors throughout the clinic and the hospital, and are working on plans for future updates to our front lobby.

We are also investing in new diagnostic technology in our Imaging department. Installation will begin before the end of the year to replace our current mammography equipment and our CT scanner with new technology that will offer expanded capabilities, accuracy and safety.

When we joined the HealthPartners family, we began an era of greater collaboration with our neighbors at Lakeview and Hudson hospitals. And we will continue to partner with them to improve care, enhance patient experience and reduce costs.

In our quest to manage health care costs, we have focused on the growth in our specialty clinics and recruited a number of medical specialists to serve our community. In 2012 we have welcomed specialists in neurology, psychology and pathology. And by working with the New Richmond Clinic, we were able to add a new family practice physician in August.

There are even more exciting developments on the horizon. And I look forward to sharing them with you in the next issue of healthWORKS.

Sincerely,

Steve Massey, CEO
Westfields Hospital
(715) 243-2850

steven.m.massey@westfieldshospital.com



In October, Westfields Hospital celebrated the opening of our newly updated Birth Center. “The whole atmosphere is centered more around a comfortable, relaxing, family-type experience,” says Birth Center Manager Jean Meier.

The refreshed Center features thoughtful, welcoming touches at every turn, with completely redone flooring and new wall colors and coverings. Small details such as leaf patterns etched into the ceiling tiles add charm and visual interest. “We have new furniture in all the rooms and new sleep chairs that pull out into a single bed so that each mother’s support person can spend the night,” Jean reports.

Bathrooms have been upgraded too, with new vanities, tiles, mirrors and lighting. A warm color scheme makes the spaces feel more comfortable.

Even the lighting has been improved. Patients can adjust the brightness for reading or relaxing.

Rooms also offer the latest electronic enhancements. “We have docking stations for patients who want to bring their iPod®s or have an MP3,” Jean says. “There are bigger TVs with DVD players attached. Families can bring in their own DVDs if they want.”

Patient rooms and common areas also feature nature-themed artwork and, of course, baby pictures. The Center has contracted with J.A.D. Photography, to provide a complimentary, 30-minute photo session for all newborns.

There are other new services as well. Parents are offered a candlelight “Celebration” dinner which includes special meal choices. This provides a quiet moment in our lounge

so they can celebrate the birth of their child and relax. The new daily menu also offers more food choices than it did before. Moms can choose a special entrée or build their own salad or sandwich. In addition, every room has its own mini-fridge so mothers can bring refreshments from home.

One of the Center’s most popular services takes a hands-on approach to relaxation. “Our physical therapy department will do complimentary massages for our moms before they go home,” Jean says. “Patients have really enjoyed this.”

Not everything about the Birth Center has changed. I’m so proud of our unit and our staff,” Jean says. “I think we do an excellent job and I can’t say enough about our department and our hospital and the care that we give. For us, being able to update this unit and make it look beautiful allows the space to match the excellent care that we’ve been giving for a long time.”

Jean and her team are looking forward to welcoming many more babies in the new Birth Center. “More people are choosing Westfields for the birth of their child and we’re making changes to support continued growth,” she says. “Having a baby is an experience you remember for the rest of your life. Anything we can do to make it a more memorable, more positive experience is what we want to do.” ■



Check out more about our **Birth Center** at

baby.westfieldshospital.com



Community report

As a not-for-profit hospital serving the New Richmond area since 1950, Westfields is committed to our community. Our motto, “Care for Life” extends far beyond our walls. We love working and living here. And we are devoted to helping each patient become the healthiest person possible.

In 2011, we focused on improving the health of the community by adding or expanding our services in Endocrinology, Neurology, ENT, Pain Management, and Urology. The collaborative Cancer Center of Western Wisconsin (CCWW) opened on the Westfields campus. And we continued to enhance the patient experience by optimizing our Electronic Health Record (EHR) system. Westfields is continually making improvements by forming partnerships with community initiatives such as Healthier Together – St. Croix County. In 2012, we focused on even more ways to enhance and support our community. Here are just a few examples of our efforts.

Accomplishments that supported improved health in the community in 2011 included:

- Improved local access to medical specialists. Recruiting physicians to our community continues to be an ongoing priority.
- Opening the Cancer Center of Western Wisconsin (CCWW) on the Westfields Campus, in collaboration with five other hospitals and two medical provider groups, The Center provides the community with access to the area’s only radiation therapy center.
- Optimization of an Electronic Health Record (EHR) system. Our efforts streamlined access to the HealthPartners regional network and reduced health care costs. The system improved quality and safety for patients, clinicians and medical staff.

Benefits to patients and the community in 2011

Our devotion to the health of the community starts with providing exceptional medical care to each patient — and extends to families and organizations throughout the region.

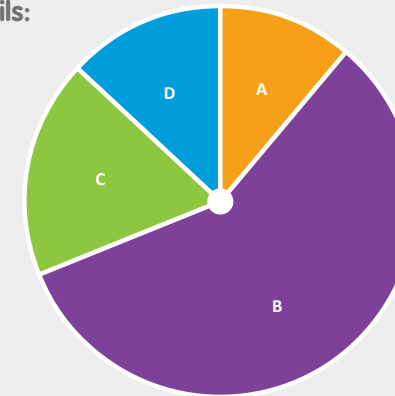
Our total 2011 Community Benefit Contribution was \$1,088,740. Additional Community Benefit information is available online.



Community partner in county-wide initiative

Westfields shares a common vision with and is an active community partner in Healthier Together – St. Croix County, a county-wide coalition focused on creating and maintaining healthy communities. Through continued collaboration, Westfields works to address identified health priorities and help make meaningful, long-term sustainable changes, locally and county-wide, so we all can have healthier places to live.

Contribution details:
\$1,088,740



- A. Charity care: \$122,513
- B. Subsidized health services: \$629,286
- C. Unpaid cost of Medicaid services: \$195,532
- D. Community benefit programs & services: \$141,409
 - Community health improvement services
 - Donations to community partners
 - Health professions education
 - Community-building activities
 - Community benefit operations

IMPACT TO THE LOCAL ECONOMY

260+ HOSPITAL JOBS

NEARLY **\$56,000,000** IN ECONOMIC ACTIVITY

LABOR INCOME OF ALMOST **\$15 MILLION**

JUST ABOUT **\$30 MILLION** TOTAL INCOME

Volunteers are vital to the patient and family experience here at Westfields.

To find out about current volunteer opportunities, contact **Jean Needham** at (715) 243-2600.

Future health care professionals pursue education opportunities

Some are preparing for careers in disciplines, such as nursing, physical therapy, respiratory therapy, health information management and EMT. Others are studying to be medical assistants, dietitians, physician’s assistants, and surgical technicians. All are learning valuable skills that will contribute to a healthy future for our community.

Financial assistance options aid patients in need

We believe all patients deserve to be treated with dignity, respect and compassion. And all will receive the same exceptional care, regardless of their ability to pay. Most insurance providers don’t cover 100% of medical expenses. So Westfields offers financial assistance for patients in need.

Cancer support group helps survivors cope

“You are considered a cancer survivor at the time of your diagnosis,” explains Oncology Coordinator Kathryn Hoffmann. However surviving cancer entails many physical and emotional challenges. That’s why our Cancer Support Group provides support and education to patients and their families.

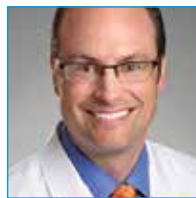
Golf benefit raises funds for life-saving ambulance equipment

The Westfields Hospital Emergency Department and the New Richmond Area Ambulance Services can now rely on a powerful lifesaver, thanks to the fourth annual Westfields Hospital Foundation Golf Outing.


Learn more about all of these community benefit topics online at report.westfieldshospital.com.



Full stories, photos and information about our **community benefits** available at report.westfieldshospital.com. No internet access? No worries. To request a **Community Benefit Report** by mail, please call **Alex** at (715) 243-2854.



Introducing family practitioner James G. Lopez, M.D.

 Everyone here is dedicated to providing patients with support at all stages along the continuum of care, from office visits to hospitalization. So this summer, we were pleased to welcome Dr. James Lopez to our medical campus. Dr. Lopez is board-certified in Family Practice and brings a strong interest in sports medicine and men's health to our community.

When the New Richmond Clinic's Dr. Joseph Dietzler told him of the opportunity to join the practice, Dr. Lopez was eager to relocate his family from the Denver area. "New Richmond reminds me of upstate New York, where I grew up," he says.

Dr. Lopez and his family have strong ties to the area. He and Dr. Dietzler were residents together at the University of Wisconsin Eau Claire. Dr. Lopez's wife has family in Chippewa Falls. "I'm looking forward to living near friends — and working with friends," Dr. Lopez says. "And now that my twin daughters are 18 months old, being close to family is important to us."

From his perspective, the role of the family practice physician is key to the continuum of care. "One of the things I truly enjoy is getting to know my patients," he says. "Specialists see patients once or twice and may never see them again. As a physician, I also need to be a teacher. I get to understand my patients and their goals. They get to understand my approach. When a patient comes back for a third or fourth visit, it's great to ask them about their families or hobbies."

He enjoys getting to know his patients' lives. "When I meet spouses, children or parents, I get a good feel for the family dynamic," he says. "Learning about the patient — and what's important to them — guides my treatment plan."

Dr. Lopez understands how the family practitioner can serve as a valuable resource within the continuum of care. "When patients have the need

to go to Specialist A and Specialist B, prescriptions and therapies may conflict," he says. "When a patient comes back to me, I can integrate, tie it all together, and serve as a liaison and a confidante," he says. "It helps to see whether patients have gotten off track on their big-picture goal." Also, Dr. Lopez says, "If my patient needs hospitalization I know their medication history and can follow their care through the event and post-recovery."


"As a physician, I get to understand my patients and their goals. They get to understand my approach. When a patient comes back for a third or fourth visit, it's great to ask them about their families or hobbies."

Before he found his interest in medicine, Dr. Lopez pursued other passions, including starting his first business, Aerial Photographic Specialists, right out of high school. "I've always loved aircraft and always loved photography," he says. His decision to pursue medical school was prompted when his mother was diagnosed with multiple sclerosis. "I saw how it had a profound impact — how the disease affects the individual and the family," he says. "So I went back to school, graduating from the University of Florida College of Medicine."

During his final year at the University of Florida, he recognized another business opportunity. "I was browsing at a newsstand and I noticed that there wasn't a magazine out there that reflects my passion for cars," he recalls. "So I started one." Dr. Lopez took a few years off medicine to run *Auto Aficionado*, which eventually was published in 10 different countries. "I'm fascinated with business," he says. "It's very rewarding and extremely stressful. So, when my patients talk to me about stress, I understand." ■

Get healthy advice from Dr. Lopez and his colleagues on the Westfields Hospital Doc Talk blog: doctalk.westfieldshospital.com.

A comfortable colonoscopy

 "Wonderful" isn't the first word most of us would use to describe a colonoscopy. But that's precisely how New Richmond resident Jerry Teigen describes his recent procedure.

It would have been easy for Jerry, age 60, to put off his second colonoscopy. He has a challenging job as a quality control and technical support manager for a company in Somerset. He operates a side business repairing hot tubs and whirlpools for hospitals and nursing homes. He helps to care for his aging mother. And he's training to participate, along with his Marine Corps buddies, in a Tough Mudder athletic event, where participants attempt to complete an extremely challenging obstacle course that would test the physical fitness and endurance of a 20 year-old.

Jerry had his first colonoscopy at age 50, at the advice of his primary care physician in St. Paul. "I did it up in the Twin Cities," Jerry recalls. "I can't remember the name of the place. They have several clinics and colonoscopies are basically all they do. So I had it done there. They allowed me to be awake during the procedure. It wasn't bad."

When Jerry's doctor told him that turning 60 meant it was time for another colonoscopy, Jerry thought he'd simply return to the same clinic. However, due to a change in policy at the Twin Cities facility, Jerry wouldn't be allowed to drive himself home afterwards. And Jerry's wife couldn't take time away from her job to drive him. She suggested that he go to Westfields instead.

"I was a little apprehensive," Jerry says. "Small hospital, you know. I just wasn't sure. Finally I got the appointment set up and I asked them if I could stay awake because I'd like to drive. I needed to go back to work that day."

Jerry made the appointment with Westfields gastroenterologist Anthony C. Hecht, M.D. Dr. Hecht's office informed Jerry he would need at least a light sedative and driving wasn't recommended. "I said, okay, I won't drive. I'll walk," Jerry recalls. "I only live six or eight blocks from the hospital."

On his appointed day, Jerry walked to Westfields, chatted with registered nurse Angie Lokker and the rest of Dr. Hecht's team as they prepared him for the

One patient's pleasant surprise

DID YOU KNOW?

Colon Cancer is the third most common cancer in the U.S. and one of the most preventable. Being proactive is the best medicine, and we use the latest technology to make your exams as comfortable as possible.



If it's time for you to get a colonoscopy, learn more about our services at westfieldshospital.com

procedure. "It went really easy," he says. "They let me stay awake. He actually found a couple of small polyps, very small. He removed them and it was zero pain. You don't even know it's happening. Nothing."

Dr. Hecht followed up with Jerry several days later. "This Dr. Hecht is a great guy," Jerry says. "He personally called me back and talked to me about the results. He didn't have a nurse call, or an aide who was just reading my chart. I thought that was excellent."

Jerry is delighted that his colonoscopy experience was so positive. "I was apprehensive about having it done here in New Richmond," he concludes. "It was much, much better than what I had experienced 10 years ago up in the Twin Cities, where they kind of herd you around like cattle. This was very personal, very nice." ■

Westfields Hospital is dedicated to providing the best care to our patients. The words of our patients say it best. If you would like to share your story of receiving care at Westfields Hospital email stories@westfieldshospital.com.

Your stories give insight into how our approach to medicine can change people's lives.

Learn more about Dr. Lopez at

welcomedrlopez.com



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(715) 243-2600
westfieldshospital.com