

# Care, Comfort and Hope

## Wisconsin Hospitals Community Benefits

### Access to Primary and Preventive Health Services

Hospitals do what they can to move health care services out of the clinical setting into the heart of the community. Community health screenings and education classes help raise awareness of small, and sometimes, large steps that individuals can take to improve their health. When people learn more about how their lifestyle decisions affect their health, they make changes that ultimately lead to better health, which raises the health status of the entire community.

#### eWomen's Expo



A medical panel led two breakout sessions and discussed women's health including prenatal, maternal health and aging.

More than 200 women attended the first-ever e-Women's Expo held at Southwest Wisconsin Technical College in Fennimore on the evening of April 30. The event grew from an idea discussed between Grant Regional Health Center and WGLR Radio—that it was important to offer a women's health event in Grant County. A committee was organized in the fall of 2008 and planning began to host an event that would provide health education and health screenings in a fun, energizing event specifically for women.

Designed to empower, energize and educate, the Expo featured Certified Speaking Professional Janie Jasin, in addition to other local experts who led a variety of break-out sessions. Medical providers from Boscobel Area Health Care, Grant Regional Health Center, and Southwest Health Center led sessions designed to give women health information including sleep apnea, skin care, aging and maternal health. Other speakers included topics such as nutrition, balance and harmony in life, personalities, and finances/budgeting. More than 40 businesses and non-profit organizations were represented with booths. The participating hospitals offered free health screenings and mini-pampering sessions were sponsored by local businesses.



Kim Moore, Radiology Manager of Grant Regional Health Center, provided bone density screenings free of charge to Expo attendees. Grant Regional's massage therapist also provided complimentary chair massages.

**Grant Regional Health Center, Lancaster**

#### Dozens of women take advantage of free health screenings

When staff at La Crosse, Wis.,-based Gundersen Lutheran Health System began planning for their annual Women's Expo last year, they made a few small changes that impacted the success of the event in a big way and touched the lives of many area women.

The Women's Expo is always very well attended with more than 1,000 women coming to the event. Staff recognized that this event also presented a perfect opportunity to reach out to women in our service area with important health screenings.

In all, more than 60 women took advantage of free mammograms, 60 received skin cancer screenings, 121 had bone density readings, 40 had body-fat analyses conducted and 91 had their blood pressure taken. The turnout for mammograms was so fabulous that staff offered extended hours to accommodate the need. One of the key components of the health screenings is education, and staff was able to reach out and help/educate 372 women in just one day.

The event also included informational booths for more than two dozen Gundersen Lutheran services.

**Gundersen Lutheran Health System, La Crosse**

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## **Wisconsin Hospitals Community Benefits (continued)**

### **Tomah Memorial Hospital provides women's health care**

More than 300 Tomah area women learned more about their physical, emotional and spiritual well being as Tomah Memorial Hospital held its tenth annual Women's Health Night January 22.

The event included exhibits geared toward women's health topics, while staff from Tomah Memorial provided various health screenings, including complimentary fitness, cholesterol, blood pressure and blood sugar tests. Presentations on happiness and lifestyle choices also were held.

Outreach Director LuAnn Fowler said the event was the best attended since the program began in 1999, and helped women of all ages re-connect with the simple things in life that help to restore our bodies, minds and souls.

**Tomah Memorial Hospital, Tomah**

### **Nearly 150 attend Women's Wellness Event**

A special Women's Wellness Community Event was held July 20, and nearly 150 women attended and received information from many community organization professionals who had displays and offered a variety of information on health topics and services available locally for women.

The event began at Black River Memorial Hospital (BRMH) at 2 p.m. for its employees. Then, the public was invited from 4-6 p.m. It concluded at the Krohn Clinic from 6-8 p.m. Admission was free, and women of all ages attended and took advantage of screening services and learned about good health, disease prevention and safety issues.

In addition to BRMH and the Krohn Clinic, other organizations that participated included the Jackson County Health and Human Services Department's Public Health Department, WIC, and Resource Center; the Western Dairyland Women's Health Center, and the Ho-Chunk Health Department.

At BRMH, health professionals had a variety of information including: Rehabilitation Services - stress incontinence, heart health, exercise/wellness/Wii Fit demonstration, chair massage, blood pressure testing; Obstetrics Services - childbirth and other classes, waterbirth, New Mother's Helper Service; Business Health - stroke, health and wellness, body composition screening; Homecare/Hospice - caring for families at home; Krohn Clinic - DEXA scan, mammograms, ablation surgery, Krohn Laser Aesthetics; WIC - nutrition; Public Health - environmental health, Childless Adult Badgercare, Wisconsin Well Woman Program, immunizations, breast care, AODA, mental health; Resource Center - bone density scan; Western Dairyland Women's Health Center funded by Title X, Region V - physical and sports exams, STD testing, education and counseling, contraceptives, pregnancy testing, reduced or no-cost sliding scale fees; and Ho-Chunk Health Department - Lifestyle Balances and services of the Health Department and Health Care Center.

At the Krohn Clinic, a panel of health care providers addressed many health topics ranging from puberty through post-menopause. A reception followed the panel presentations and people attending viewed displays on BRMH's Obstetrics and Rehabilitation Services; Krohn Laser Aesthetics- Skin Rejuvenation; personal training; massage therapy; exercise; and health and beauty.

**Black River Memorial Hospital, Black River Falls**

### **Reaching out to give patients needed health care**

I work with the mobile mammography program at Gundersen Lutheran Health System. With the mobile unit, we travel to communities in Wisconsin, Iowa and Minnesota to provide screening mammograms to women who may be uninsured, underinsured or may have other barriers to receiving a screening mammogram. It has proven to be a much-needed program and is well received by the patients in the communities we travel to.

We were scheduled for a trip to one of our regional clinics. I noticed on Monday when I looked at the upcoming schedule for this clinic, there were only seven patients on a 16-patient schedule. But by Wednesday, when I reviewed the updated schedule, I was surprised to see that it was completely full. This usually doesn't happen with the mobile unit schedule. I have never seen it fill up that quickly, especially in the smaller communities we travel to. It wasn't until the day we arrived there that I found out exactly what had happened.

Staff at the clinic reached out to women in the community without health insurance. The staff also worked with the department of public health to get eligible women enrolled in a state breast and cervical cancer early detection program. The program provides women with screening mammograms, clinical breast exams, pelvic exams and Pap tests.

The clinic staff pulled all this off in just one day. Because of their quick thinking and dedication to their patients, many women who wouldn't have had a screening mammogram were able to get one that day. Patients were also able to schedule additional screening tests—which we know save lives.

**Gundersen Lutheran Health System, La Crosse**

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## Wisconsin Hospitals Community Benefits (continued)

### Aurora's Reflections of Wellness for Women in 11th Year

Since 1998, the Wisconsin Well Woman Program, West Allis Health Department and Aurora Women's Pavilion have partnered to provide women of West Allis and surrounding communities with an affordable health and wellness expo.

The 11th annual expo introduced more than 200 women to a variety of self-care services and community resources, provided an opportunity for women to network with other women, and – through educational sessions – empowered women to become strong advocates of their own health and wellness.

This year's "Reflections of Wellness" expo included presentations on wellness and spirituality and offered selected health screenings and refreshments. The event was held February 28 at West Allis Central High School. Proceeds from the price of admission were donated to the Greater Milwaukee Free Clinic located in West Allis.

**Aurora West Allis Medical Center, West Allis**

Submit community benefit stories to Mary Kay Grasmick, editor, at [mgrasmick@wha.org](mailto:mgrasmick@wha.org).



Read more about hospitals connecting with their communities at [www.WiServePoint.org](http://www.WiServePoint.org).