

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.

Heart attack and stroke prevention screening

In recognition of the fact that this year ten million Americans will suffer from a disease they could have prevented, Rusk County Memorial Hospital offered noninvasive screening tools to the community for a minimal fee. They included:

- Carotid Screening - Ultrasound used to detect stroke-causing plaque
- Ankle-Brachial Index - Ultrasound used to detect Peripheral Vascular Disease in the pelvis or legs
- Cardiac Scoring - CT scan used for non-invasive evaluation of heart vessels (minimal radiation exposure involved)
- Abdominal Aorta Screening - Ultrasound used to detect an Abdominal Aorta Aneurysm

If a community member had a history of high blood pressure, high cholesterol, heart attack, stroke, diabetes, is over age 40 or smokes, they were invited to participate in our vascular health screening. There was no fee for the screening test(s) and only a minimal charge for the result interpretation by a radiologist. Participants received a letter regarding results of the screening within a week. Sixty-six exams were completed on the 20 people who took advantage of this offer, which is planned to be repeated in the near future.

The hospital's goal is to help our community become healthier through the prevention of disease. By participating in the risk assessment, the participants were evaluated and provided with information to prevent a silent killer from taking control of their lives.

Rusk County Memorial Hospital, Ladysmith

'The price was right': Free vascular ultrasound prevents likely stroke

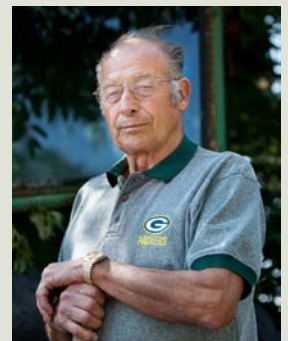
Laverne Falkenberg felt perfectly fine when he went with his wife to Luther Midelfort's annual Healthy Heart Fair at Oakwood Mall in February 2009. But a simple questionnaire Falkenberg answered at the fair identified risk factors for vascular disease and prompted him to sign up for a free screening.

"I just thought it wouldn't hurt to have it checked," said Falkenberg. "And the price was right, I suppose. It was free."

Atherosclerosis is a vascular disease in which plaque builds up in the arteries that carry oxygen-rich blood to the body. The goal at the Heart Fair was to identify community members who might be at risk for this frequently undiagnosed disease. While they may not have symptoms, they may be "moments away from a stroke or lethal abdominal aortic aneurysm," explains Dr. Steve Folz, a Luther Midelfort radiologist. "Others might be limited by circulatory disease in their legs that limits their walking and lifestyle."

Because vascular screenings require special equipment and additional time, the screening took place the following weekend at Luther Midelfort, which is accredited by the American College of Radiology. When Falkenberg arrived, the radiology team was ready to volunteer its time and tools to be sure he and more than 20 other patients had access to the best-quality ultrasounds. These noninvasive scans identify blockages in a patient's circulatory system.

For Falkenberg, the image was clear. He had 95 to 100 percent blockage of his carotid artery and was at risk of a massive stroke. The results led to an evaluation by Dr. Thomas Carmody, a Luther Midelfort cardiovascular surgeon, and a subsequent surgical carotid endarterectomy to remove the plaque from Falkenberg's artery.



Laverne Falkenberg

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Wisconsin Hospitals Community Benefits (continued)

“He didn’t have a stroke,” Folz says with satisfaction. “That’s the beautiful thing — that we were able to detect his disease before anything worse happened.”

In 2009, Luther Midelfort — part of Mayo Health System — provided nearly \$40,000 in community benefits through vascular screenings. And in 2010, Falkenberg again attended the Heart Fair, this time encouraging others to be screened for vascular disease.

Luther Midelfort, Eau Claire

HeartAware

According to the Wisconsin Department of Health Services, heart disease is the number one cause of death in Wisconsin and stroke the number three cause of death. Both of these cardiovascular diseases can be prevented. One of the ways that Affinity Health System is targeting this important issue is to provide HeartAware, a free risk-assessment tool that assesses and identifies potential risks of heart disease.

“This free assessment tool is an excellent resource for community members concerned about their risk for heart disease due to family history or other risk factors associated with heart disease,” said Jody Andropolis, RN, clinic manager, St. Elizabeth Hospital Heart, Lung & Vascular Center. “Individuals who are identified as high risk are eligible for a free lipid panel as well as a free visit with a nurse practitioner to further assess their risk factors.”

Daniel Neufelder, president and CEO of Affinity Health System spearheaded the project in 2007. The 10-minute online test will tell you how many risk factors you have. If you have two or more risk factors you are eligible to receive a free screening by a cardiac clinician at the Affinity Heart & Lung Centers. You will also receive heart healthy tips for prevention and wellness. Since the program began in 2007, there have been 2,478 hits to the HeartAware questionnaire, 490 deemed at risk and 317 patients who accepted the offer and have taken advantage of the opportunity to come in for a screening.

St. Elizabeth Hospital, Appleton

Hospital helps fund stroke education

In August of 2009, it was just another summer day for Patricia Black of Darlington until she started feeling confused, had trouble walking and had a strange honeycomb like haze over her right eye. Just earlier that day, Pat had heard an ad on a local radio station describing the symptoms of a stroke and how they urged it was a medical emergency. Immediately Pat’s husband took her to the emergency room of Memorial Hospital of Lafayette County (MHLC) for treatment. Pat’s husband recalled that it took just minutes for the ER staff to recognize that she was having a stroke and to implement the appropriate testing that was needed. Pat received a CT scan right away and the quick results confirmed the outcome that Pat’s family had not hoped for. Since Pat and her husband could recall the exact time when her symptoms began and she received medical treatment within the three-hour window of opportunity, Pat was eligible for the blood clot busting drug that can reverse the devastating effects of a stroke. Pat was able to receive tPA administration at MHLC and her condition was continuously monitored as she was transferred to an urban Madison hospital.

Pat recalled “within two hours of this all, I was back to normal. Dr. Solverson and the staff of MHLC were wonderful!”

What Pat and her family didn’t realize, was that just 10 months before this happened, MHLC was awarded grant funding to expand upon their stroke education for staff and community. MHLC opted to match those funds for extras such as billboards, giveaways and the very radio ad that Pat had heard on the day of her stroke, about the importance of knowing the early warning signs and symptoms of stroke.

Pat and her family now know that without MHLC being so close to home, her medical outcome may not have been the same and it is so important to have access to the kind of quality health care the Memorial Hospital of Lafayette County can provide. They really do “treat you like family”!

Memorial Hospital of Lafayette County, Darlington

Free heart and vascular screenings

UW Health and Reedsburg Area Medical Center joined together in April of 2010 to help area residents take better care of their heart. Free screenings were offered as well as information to help reduce the risk for cardiovascular disease.

- Free screenings for Peripheral Arterial Disease, commonly known as PAD were offered for those between 50 and 70 years old, this screening could help determine whether the participant was at risk for heart disease.
- Blood Pressure Screenings were offered also—no registration was necessary
- Opportunities were also offered to give participants a chance to talk with a UW Health Cardiologist about heart and vascular concerns during education sessions

The following educational sessions were offered: Peripheral Arterial Disease—What is it and am I at risk? presented by

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Wisconsin Hospitals Community Benefits (continued)

Mark Sasse, MD, UW Health Cardiologist; as well as Taking Charge of Your Health to Prevent Heart Disease, presented by Kjersten Busse, Clinical Nurse Specialist

It's estimated that 10 million people are currently affected by PAD, and many may not know it. Reedsburg Area Medical Center & UW Health joined together to offer this free community event!

More information on PAD can be found by visiting www.uwhealth.org/heartandvascular.

Reedsburg Area Medical Center, Reedsburg

Edgerton Hospital offers free compression only CPR training



Sudden cardiac arrest kills 1,000 people a day in the U.S. or roughly one person every two minutes. Would you know what to do if you saw someone you love affected? Edgerton Hospital and Health Services was proud to partner with St. Mary's Hospital, Channel3000.com and the American Red Cross to offer free compression only CPR training to the community as part of Hands on Hearts.

During this event, we had nearly 70 community members stop into our lobby for the free 15-minute training session. Our team taught these participants a skill that when performed, can mean the difference between life and death. In fact, when compression only CPR is used on a victim of cardiac arrest, the chance of surviving increases three fold! If we made a difference in the lives of

these 70 individuals, our time was well spent!

Edgerton Hospital and Health Services, Edgerton

Project ADAM

Just imagine ...

You're 16, in great physical shape and enjoying some warm-up time before your cross country practice. Suddenly, after running just one lap, you feel really awful. When you go indoors to call mom for an early ride home, you drop to the floor, slip into a seizure and stop breathing.

You are a 41-year-old teacher, playing in your elementary school's annual alumni softball game. You are proud that you've managed to stay in better shape than many of your friends. But, right in the middle of the game, your heart stops – and you collapse.

You are 65, watching your granddaughter's high school basketball game. You're applauding. You're jumping up and shouting. You're smiling and laughing and having loads of fun. Then you fall forward. Your heart isn't beating, your face is blue.

These snapshots are from real experiences. Each story is about a Wisconsin resident who was saved while in a school served by Project ADAM (Automated Defibrillators in Adam's Memory). Project ADAM began in 1999 after a series of sudden deaths among high school athletes in southeastern Wisconsin. Many of these deaths appear due to ventricular fibrillation. After Adam Lemel, a 17-year-old Whitefish Bay, Wis., high school student collapsed and died while playing basketball, Adam's parents - Patty Lemel and Joe Lemel - along with David Ellis, a childhood friend of Adam's, collaborated with Children's Hospital of Wisconsin to create the program in Adam's memory.

More than 2,000 young people have a sudden cardiac arrest every year. A person's chance of surviving drops by 7 to 10 percent for each minute a victim has to wait before his or her heartbeat is restored. If defibrillators are used within the first few minutes of a collapse, the survival rate can be as high as 70 percent. On-site public access defibrillator programs often mean the difference between life and death, even in areas with the fastest-acting ambulance and emergency response services.

The Acevedo family of Milwaukee understands the importance of public access defibrillator programs (PAD). In January 2010, their 11-year-old granddaughter, Maria, experienced a cardiac arrest in her classroom at Milwaukee Public School's Grant Elementary. Thanks to collaboration with Project ADAM, as well as other community partners, Grant School's AED team was able to respond to the situation immediately by giving CPR and using their AED to shock her heart back into a regular rhythm. Marie was then taken to Children's Hospital for further care. She now is healthy and happy. The Acevedo family remains forever grateful the school was prepared to respond appropriately.

Grant Elementary is one of the many MPS schools that developed its PAD program through funding and assistance from Project ADAM. There are more than 1,800 MPS staff members certified to use the defibrillators. Five lives have been saved at MPS schools as a result of PAD programs.

Project ADAM provides everything schools need to plan, fund and develop their program. Children's Hospital and Health System creates and supports numerous community programs that benefit the health of our children. Project ADAM is critical in ensuring the health of our community.

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Wisconsin Hospitals Community Benefits (continued)

Program highlights from 2009 include:

- More than 3,000 schools across the country benefit from Project ADAM resources, including training grants, consultations and step-by-step instructions for creating and growing PAD initiatives.
- Two new state affiliates - Alabama and Illinois - were fully indoctrinated into the program.
- An analysis of the program's recently-released training support video revealed a statistically significant increase in viewers' knowledge about sudden cardiac arrest and reported willingness to respond to an emergency as a result of viewing the video.
- Project ADAM forged a new partnership with a physician at the University of Wisconsin – Madison to study the prevalence of AEDs in Wisconsin high schools.
- The National Institutes of Health now is helping to promote Project ADAM's program and mission by sharing the program's resources through their education website.
- Most importantly, the program helped to save 15 lives (seven adolescents and eight adults) in just one year (Aug 2008 - Aug 2009).

Children's Hospital of Wisconsin, Milwaukee

Submit community benefit stories to Mary Kay Grasmick, editor, at mgrasmick@wha.org.



Read more about hospitals connecting with their communities at www.WiServePoint.org.