Part of the community for 130 years
Mayo Clinic Health System – Franciscan Healthcare tradition of giving


We who make our home in the 7 Rivers Region feel fortunate for the abundance of beauty that surrounds us. Many of us feel that we experience the “best of all worlds.” Our community is large enough to provide superb education, recreation and entertainment, flourishing businesses and world-class health care, and yet small enough so that we know our neighbors. As a large employer in the Coulee Region, we know we can make a real difference.

Two new happenings were introduced to the community in 2013. One was the Big Blue Dragon Boat Race, which lit a blaze of excitement as paddlers and fans conquered the rushing current of the Mississippi River to bring greater awareness to breast cancer. Everyone was touched as survivors marched to the solemn beat of the drum in the moving Paddle Salute.

The second is Mayo Clinic Health System’s Bike Safe held in conjunction with the La Crosse Convention and Visitors Bureau’s annual Bike Fest. Families were invited to the Franciscan Healthcare La Crosse campus, where young bikers were fitted with helmets as they learned about bike safety and had great fun as part of the first “bike rodeo.” These are just two of many examples of ways that we have worked to change our community for the better. From sponsoring the arts, supporting sporting events and creating neighborhood gardens, to donating food to local pantries and funds to those who are struggling... Franciscan Healthcare employees are front and center.

I am continually humbled by the spirit of service that is so integral to our organization’s culture. The shared heritage of the Franciscan Sisters of Perpetual Adoration and the Mayo brothers inspires us and keeps us striving to make our great community even stronger.

Tim Johnson, M.D.
President and CEO
Mayo Clinic Health System - Franciscan Healthcare
660 paddlers, 30 teams, one dragon

The Dragon came alive at Riverfest,
Raises awareness for breast cancer

Enthusiastic dragon boat paddlers changed the face of Riverfest on July 6, as breast cancer survivors and corporate teams raced against the current of the Mighty Mississippi to raise funds and awareness for breast cancer. The inaugural event, sponsored by Mayo Clinic Health System – Franciscan Healthcare, started Friday evening, as teams joined for practice and dinner, with time trials and races getting underway early Saturday morning.

“This was an exhilarating and moving day,” said Tim Johnson, M.D., president and CEO and one of the Crews in Blue paddlers. “We saw great examples of teamwork and friendly rivalry, and yet were touched with the reminders of all the lives that have been affected by breast cancer.” A breast cancer survivor recognition ceremony was held, where survivors walked under the “paddle salute” held aloft by the team captains (see photo on page 1).

Thirty teams, each comprised of 20 paddlers, a drummer and a flag catcher, competed in 250-meter sprints against the current, with the oversight of the American Dragon Boat Association, who provided the boats and gear. Additional safety measures were provided by the U.S. Coast Guard Service and employee volunteers.

The shoreline was a “field of blue,” as reflected by the hundreds of Mayo blue t-shirts worn by paddlers and volunteers, along with banners, posters and team tents. The Big Blue Dancing Dragon made his appearance several times during the course of the day, from being “awakened” at the opening ceremony to interacting with fans and fest-goers.

Special thanks to the almost 100 volunteers who worked long hours to make the event a success, the Riverfest organizers, the many corporate sponsors, the Franciscan Sisters of Perpetual Adoration, and of course, the hard-stroking paddlers.

The dragon returns in 2014
Join us Saturday, July 5
Check us out on:
mayoclinichealthsystem.org/lacrosse
Using their heads for bike safety

Young bike “wranglers” used their heads and participated in bike rodeo

Children and families turned out for Mayo Clinic Health System – Franciscan Healthcare’s first Bike Safe, an event held over the Labor Day weekend in conjunction with the La Crosse Area Bicycle Festival and as part of Franciscan Healthcare’s L.I.F.T. Initiative. In addition to sizing bike helmets, volunteers at the event helped children decorate their bikes for a bike parade and conducted a bike rodeo with eight safety stations. Kellee Dixon, RN, MEd, an infection prevention and control specialist who volunteered at the event says it delivered on the L.I.F.T. promise. “I choose to get involved as a reminder of why we are here, what the nature of our business truly is – people helping people.”

The Bike Safe event will return to the Franciscan Healthcare campus Labor Day weekend 2014.

The Big Blue Dragon Boat Race and the Bike Safe Event are L.I.F.T. event. L.I.F.T. is a designation for Mayo Clinic Health System – Franciscan Healthcare initiatives that are designed to proactively improve the quality of LIVING for people in the Franciscan Healthcare region. L.I.F.T. is reserved for initiatives that have a lasting IMPACT, infuse FRANCISCAN values and promote collaboration and TEAMWORK.
Technology and compassion
Improving our communities...reaching beyond our walls

Helping to answer questions during a confusing time
October 1 was the start date for enrollment in the new Marketplace for health insurance plans. While we fully expected many questions on the new exchanges, no one could have anticipated the problems that occurred with the government web site. To assist, Franciscan Healthcare, as part of a community effort, provided direct phone lines and certified application specialists who answered questions and assisted individuals with the enrollment process. While the situation is still changing, staff continue to remain available at no cost to assist patients and community members with their enrollment questions at (608) 392-4374 or mchsswwihim@mayo.edu.

Your health records – in real time and available whenever and wherever you want. Ever wonder what’s in your medical record? Patient Online Services, an electronic patient portal, was created to make it easy for patients to access health information conveniently and securely. By creating an account, patients receive 24/7 access to lab results, immunization records, clinical notes, medication lists and other portions of their medical record. Patients can also send secure messages to their care team, view appointment schedules and care instructions.

Doctors “dished out” food pantry donations
In honor of Doctors Day, Mayo Clinic Health System - Franciscan Healthcare donated $4,200 to area food shelves this past March, including locations in Tomah, Arcadia, Houston, Caledonia, Onalaska, Sparta, Waukon, West Salem, Prairie du Chien, as well as La Crosse. In addition, several physicians and employees volunteered their time to help prepare and serve food. “We are thankful every day for the care that our doctors provide to our patients and communities in Wisconsin, Iowa and Minnesota,” said David Rushlow, M.D., Chief Medical Officer. “Sharing our good fortune with those who are in need is a natural extension of our mission.”

Healthy snacks for Pre-K reading program
Franciscan Healthcare provided funding for healthy snacks for kids who were part of the Clara Fields Multicultural Literacy Program, which is geared toward teaching kids to read before they enter kindergarten. More than 38 million Americans – 13 percent of the population – live below the official poverty line, about $20,000 per year for a family of four. Education is the single most important factor in the determination of a person’s poverty status. In 2013 the program was nominated for National Service Impact Award from the Corporation for National and Community Service.

Golf Tourney raises $5,000 for Gerard Hall
On August 19, the Franciscan Healthcare Auxiliary hosted our annual Golf Tournament at the La Crosse Country Club. It was the 38th annual golf event for Mayo Clinic Health System - Franciscan Healthcare, previously coordinated by the Franciscan Healthcare Foundation.

Diane Holmay named Wisconsin Nurse Leader of the Year
Diane Holmay, chief nursing officer, Mayo Clinic Health System – Franciscan Healthcare, has been selected 2013 Nurse Leader of the Year by the Wisconsin Organization of Nurse Executives (WONE).
Technology benefits patients in rural areas: Health care teams share expertise virtually

Sometimes excellent care comes in surprising ways, like the way new technology enhances patient care almost invisibly. That’s an advantage of being part of the international network of knowledge and expertise of Mayo Clinic – world-class proficiency available to our patients in our rural communities.

What does this mean to the patient? The patient may only see the primary care provider standing before them, but there are thousands of experts standing behind each individual physician. A few examples:

- **Enhanced Critical Care Program** – Specialists in intensive care and critical care nurses at Mayo Clinic in Rochester “virtually round” on patients in La Crosse using sophisticated monitoring technology, including an alert system designed to proactively identify at-risk patients. Local providers and nurses continue to care for patients, while Rochester care providers act as additional sets of eyes on patients and provide backup when local care providers need support or become busy.

- **Telestroke Program** – Franciscan Healthcare offers a Telestroke program to the hospitals in both Sparta and La Crosse. With telestroke care, a computer allows a patient in the local emergency room to be seen and heard, virtually, by a Mayo Clinic stroke neurologist in Rochester in real time. The Mayo Clinic stroke neurologist, whose face appears on a computer screen, consults with the local emergency room physicians and helps to evaluate the patient. The neurologist can also view scans of the patient’s brain to detect possible damage from a hemorrhage or blocked artery.

International leader in research creating future of medicine
Local research efforts improve care – right in our community

Mayo Clinic’s international reputation as a leader in clinical research benefits our La Crosse area and surrounding communities. Research on cutting edge therapies and care processes takes place right here in La Crosse. Dozens of research projects are underway at any given time, including studies in cancer, cardiology, geriatrics, neurology, and others. These studies help improve care for patients currently being served, and is helping to create the future of medicine for generations to come.

Other novel projects that are very patient-focused include studies on shared-decision making processes between physicians and their patients to identify patient-centered goals for the management of chronic conditions. We know that involving patients in this way improves outcomes and increases patient satisfaction.

In addition, Mayo Clinic Health System Franciscan Healthcare is now participating in the Mayo Clinic Biobank, which is a collection of biological samples and health information used by researchers to study many types of diseases. Hundreds of local volunteers have partnered with researchers by contributing samples to this innovative resource library.
Being a good community citizen:
Our philanthropic impact exceeds $2 million

In 2013 Franciscan Healthcare’s philanthropic impact within our communities exceeded $2 million, with literally thousands of lives touched. Through our Foundations and Auxiliaries, and with the help of Health Tradition Health Plan, we were able to pool resources and significantly influence the quality of life in our region.

- As a founding organizer of the St. Clare Health Mission we were proud to celebrate the 20th anniversary of this unique community program. The volunteer staff members have extended free medical care to more than 16,000 individuals during 70,000 visits. The success of the program has spawned a similar effort based at our Sparta Hospital, serving the residents of Monroe County.

- Additionally, charitable contributions to Franciscan Healthcare entities benefit the community at large through the Oasis Fund, serving cancer patients and their families; the Danny Mitby and Thunder Ride funds, serving diabetes patients; and the St. Francis Fund, helping patients with special needs. Contributions also provided support for facility development and equipment purchases, for the transition to a LEAN management system, and ongoing medical education and research programs.

- Franciscan Healthcare was a proud supporter of a wide range of programs and services including the Boys and Girls Clubs of La Crosse and Sparta, Eco Park, Stepping Stones, Healthy Families Program, Nursing Scholarships, Grandad Half Marathon, La Crosse Bicycle Festival, Area Parks and Rec, Independent Living Resources Gala of Hope event, Art of Recovery calendar, and many more!

Saving lives, one heart at a time

Sudden cardiac arrest is one of the leading causes of death in the U.S. An Automated External Defibrillator (AED) is the only effective treatment for restoring a regular heart rhythm during sudden cardiac arrest. In 2013, the Franciscan Healthcare Foundation supported a shelter, a local police department, and a local non-profit in obtaining AEDs. Since 2007, we’ve helped nearly 30 organizations secure the life-saving device.

2013 By the Numbers

| 106,000 | Patients served |
| 638,500 | Patient visits |
| 3400 | Staff members |
| 940 | Babies born |
| 49 | New providers recruited |
| 334 | Providers total |
| $1.7 billion | Economic impact |

Mayo Clinic Health System in Wisconsin (including Eau Claire area) is the largest private sector employer in Western Wisconsin. Impact includes jobs, suppliers and vendors, and state and local taxes.
Center for Women’s Health celebrates 20th anniversary

When the Center opened in 1993, it was the first and only women’s clinic in the La Crosse area that was staffed entirely by women health care professionals. The staff offered primary care clinical services, along with education, counseling and support, including the Woman-to-Woman Healthline.

2013 was a busy year!

A few accomplishments

- Franciscan Healthcare has earned the Joint Commission and American Heart Association’s Advanced Certification as a Primary Stroke Center demonstrating our dedication to improving outcomes for stroke patients.

- **Expanded pediatric services** – To help our little ones, we have added specialist consultations for pediatric patients in gastroenterology, endocrinology, nephrology, and pulmonology.

- **Expanded primary care hours** – Patients can call one phone number (608-392-8300) to schedule an appointment in any of the La Crosse primary care departments – Family Medicine, Internal Medicine, Pediatrics, Center for Women’s Health, and the Family Health Clinic. Same-day appointments are available. Extended hours are from 7 a.m. to 7 p.m. Monday through Thursday, and 7 a.m. to 5 p.m. Friday.

- Franciscan Healthcare began offering **adult Infectious Diseases consulting**. New staff in La Crosse, along with staff from the Division of Infectious Diseases in Rochester, provide consultation for patients in both the clinic and hospital setting.

- **Expands laser services** – The Department of Dermatology expanded its laser services, adding new treatment options in advanced skin care.

- **The Holmen Clinic added midwifery services** in June with the addition of Certified Nurse Midwife Mary Green. She provides well-woman and obstetrical care in Holmen once a week. She also provides midwifery and family medicine services in Arcadia two days a week.

- **Health Tradition Health Plan**, Franciscan Healthcare’s insurance service, was awarded Health Plan Accreditation by the Utilization Review Accreditation Commission (URAC), the largest independent accrediting body for health care organizations, after an extensive study of the company’s operations. Health plans that earn URAC accreditation are among the best in the nation.

- **Added ultrasound services in Prairie du Chien** – Obstetrical, gynecologic, vascular and abdominal ultrasound services now are available at the Prairie du Chien clinic on Tuesdays and Fridays from 8 a.m. to 4 p.m.
2013 was a busy year!

A few accomplishments

- **Offers low-vision services** in La Crosse – Dennis Siemsen, O.D., is now available for consultations with patients who have impaired vision that cannot be corrected by glasses, surgery or medication. Dr. Siemsen’s low-vision services include a medical social work assessment, a comprehensive vision exam and occupational therapy, as needed, for device training.

- Health Tradition and Mayo Clinic Health System offered the second annual “Mamm & Glam” – an opportunity for area women to have their annual screening mammograms and enjoy some glamorous pampering at the same time. Invitations were sent to patients between the ages of 40-64 who had not had a mammogram within the last three years.

- In October, ground was broken for the first of three new **energy-efficient, or passive homes**, that will be built in La Crosse. The construction of these energy-efficient homes is part of the ongoing sustainable living initiative among Franciscan Healthcare, Hillview Urban Agricultural Center (HUAC), the La Crosse Community Foundation and Western Technical College.

- The **patient-centered medical home pilot** project in Sparta completed the first year of its two-year pilot program in July. The goal is to create and implement innovative methods of delivering health care that will improve the patient experience and clinical outcomes, while reducing or maintaining cost. Learnings will be shared within Mayo Clinic Health System and nationally as part of health care reform efforts. The Sparta pilot focuses on a local employer, McPherson Companies.

- Mayo Clinic Health System – Franciscan Healthcare was named the **recipient of the Diversity Award** from the Society for Human Resource Management (SHRM). Criteria include displaying diversity in the local community, being a role model for others in their advocacy of diversity, and demonstrating leadership in championing the cause of racial, cultural, ethnic, linguistic and other dimensions of diversity in the human resources department as well as the community.

- **Expanded pelvic floor physical therapy services** – The pelvic floor team provides treatment for women, men and children over the age of five struggling with incontinence of urine, gas or stool; urinary urgency or frequency; constipation; abdominal, pelvic and hip pain; and incontinence related to pregnancy.

- Partnered with Myrick-Hixon Eco’s **Enchanted Forest** to offer children of all ages the opportunity to wear their Halloween costume and participate in a non-scary trick-or-treating experience. Volunteers helped run the event by handing out treats and conducting activities that promote wholesome, healthy living for children.

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