

Each Day, Healthier Together | 2010 Report to Community

Welcome

At Hudson Hospital & Clinics, our work is firmly rooted in our mission to care for the health of our community, and it branches into the lives of individuals, families and organizations. Daily interactions with you in the surrounding area – through free health seminars, event sponsorships and expanded medical services, to name a few – energize and inspire us. And, as we look back on 2010, we can see how much good is accomplished when we pull together with partners who love the community as much as we do.

This report allows us to share those accomplishments with you, in the voices of several community members, and to celebrate how we make each day healthier together.

Each Day, Healthier Together | 2010 Report to Community

Our Year

Hudson Hospital & Clinics aims to be the premier partner in our community's quest for health and happiness. While a health care campus set apart by its warm and healing environment, Hudson Hospital & Clinics continues to grow its reputation for excellent clinical outcomes and service.

We believe in the power of a supportive culture of excellence that influences how we work together and care for our community. With every encounter – among patients, staff, volunteers, community members, families and visitors – we focus on four Dimensions of care: *People, Health, Experience, and Stewardship*. For patients, their families and the community, the results are remarkable.

Highlights of 2010

Working in partnership with each other, our HealthPartners family, Hudson Physicians – WWMA, and the community, Hudson Hospital & Clinics accomplished a great deal in 2010. Looking back over the past year, we take pride in the advancements we made to ensure better health for all, improved patient experience and affordable health care.

People

We will foster a highly engaged and committed workforce

- Kelly Ilavsky, RN, was recognized as one of nine Individual President's Award recipients across the entire HealthPartners organization. "Her positive, can-do attitude inspires optimism in others and leads many to a higher performance and shared enthusiasm."
- Hudson Hospital & Clinics continues to have a highly involved and engaged workforce. For the first time, staff participated in the HealthPartners-wide employee survey. Hudson's response rate was an impressive 99+ percent and revealed an overall "engagement index" of 86%. The nationally recognized index measures employee commitment and enthusiasm for their work and the organization. According to Towers Watson,

a global organizational performance consulting firm, "high performing" companies have engagement indexes beginning at 76%.

- By continuing Best Care Best Experience activities, including Promises to Patients and Promises to Each Other, we aligned our mission and values with HealthPartners. These activities help build a culture of partnership – one of respect, accountability for excellence and employee engagement and involvement.
- 170 volunteers gave more than 14,000 hours of service in support of 37 programs and departments. This equals seven full-time employees.
- Employee Jean's Day proceeds totaled more than \$2,800 for 2010. Charities chosen by staff to receive funds included:
 - Help for Haiti – Mark Druffner, MD Mission Trip
 - American Cancer Society – Hudson Relay for Life
 - STRIVE – program for at-risk youth
 - The Source – community assistance and referral services for those in need
 - Community Thread – hosts families for the holidays with a meal, gifts, and groceries
 - Youth Action Hudson – empowers and engages youth through service learning, leadership and education
 - Stuffed Animal Ministry (SAM) of western Wisconsin – donates stuffed animals to local hospitals in hopes of providing a bit of comfort for patients.

Health

We will improve health for our patients, members and community

- To help local businesses and organizations better understand the changes in the health care market place as a result of health care reform, Hudson Hospital

Each Day, Healthier Together | 2010 Report to Community

Our Year — continued

& Clinics and Westfields Hospital, New Richmond sponsored *Extreme Makeover 2010: Western Wisconsin Health Care Reform Event* in June.

Over 225 community stakeholders packed the house to discuss the emerging implications and what they might mean for the cost and quality of employee health care in the future; opportunities and challenges; priority issues; and the impact on hospitals, businesses and the State. A group of industry experts from Madison and keynote presenter Mary Brainerd, President and CEO, HealthPartners, provided their perspectives.

- Not only were extra efforts implemented in our inpatient areas to prevent falls through the “Start Seeing Yellow” program, but a multidisciplinary team also worked throughout the year to create and offer several falls prevention seminars and screening events to the public.
- Hudson Hospital & Clinics implemented the *Surgical Care Improvement Project (SCIP)*, a national patient safety initiative to reduce patient infection rates, and now reports some of the lowest surgical infection rates in the region.

Data from the National Healthcare Safety Network (NHSN) shows that, on average, surgical site infections occur at a rate of one infection per 57 procedures in the United States. In 2010, Hudson Hospital & Clinics experienced only one infection for every 201 procedures.

Careful attention to best practices for the prevention of surgical site infections, including ongoing education of caregivers and visitors about the importance of hand hygiene (soap and water and alcohol-based hand sanitizers), has made all the difference.

- Epic® rollout was the big story of the year. Hudson Hospital & Clinics successfully implemented the Epic® Electronic Health Record (EHR) which advanced quality and experience for patients, clinicians and medical staff, and created a regional HealthPartners network. The hospital is one of the few of its size

nationally to have Epic. The project team is seen here escorting out the old system, Dairyland, in preparation for the new state-of-the-art Epic system.

EHR helps caregivers make the best possible treatment decisions with more accurate records, streamlined information, and timely access, while reducing the amount of paper waste. Patients have online access to their health information, test results, medication refill ordering and appointment requests.

- As co-facilitators of the St. Croix County Community Health Improvement Process (CHIP), now known as *Healthier Together – St. Croix County*, the hospital and Public Health had the unique opportunity to engage partnerships and bring key players together around a shared goal – community health improvement. The hospital has provided a significant amount of intellectual, in-kind and financial resources to this initiative since it began in 2009.

Experience

We will deliver an exceptional experience that customers want and deserve at an affordable cost

- More than 530 babies were welcomed into the world at the Hudson Hospitals & Clinics Birth Center – that’s the highest number in a single year since our founding in 1953! Our Birth Center nursing staff ranks among the best in the nation, according to Press Ganey’s survey data. Eighteen hundred hospitals contribute to a database that shows our nurses rank in the 99th percentile for friendliness and attitude. That’s among the top 18 hospitals nationwide.

Overall, we rank in the top 3% of birthing units nationwide – meaning we’re among the top 50 hospitals demonstrating the most exceptional care.

- Phase II Cardiac Rehabilitation added a comprehensive six-session class to existing cardiac physical rehabilitation programming, giving patients focused time for education and support to live healthier lifestyles.
- “I want to share my appreciation for the exceptional volunteers at Hudson Hospital & Clinics. Twice a

Each Day, Healthier Together | 2010 Report to Community

Our Year — continued

month, talented ladies from a local salon offer their services to hospital patients. I was the lucky recipient of a haircut and manicure, and was just delighted to experience this act of kindness from people within our community. Other wonderful volunteers brought in fresh cut flowers and just baked cookies. During a troubled time, I was completely uplifted by their thoughtfulness. We are so fortunate to live in a community where we can experience such kindness and concern from our neighbors.”

Stewardship

We will deliver greater value, growth, and financial results

- A landmark moment was achieved when Hudson Hospital & Clinics and five other collaborating hospitals signed formal agreements along with two medical provider groups to create the Cancer Center of Western Wisconsin. The agreements paved the way to build a system of coordinated cancer care, including convenient regional access to the area’s only radiation therapy center in New Richmond.
- Many new health care providers joined the campus team, including specialists in internal medicine, pediatric cardiology, endocrinology, midwifery, ophthalmology, sports medicine, nephrology, family medicine, hospitalist program and others.
- Hudson Hospital & Clinic opened an Internal Medicine Clinic with the addition of Rynn Burke, MD. Our Heart Care clinic welcomed pediatric cardiologists to our campus from The Children’s Heart Clinic, becoming western Wisconsin’s only source for this specialty.
- Sustainability and green initiatives advanced through many new programs and practices. Hudson Hospital & Clinics began participating in Community Supported Agriculture and is now a site for distribution of locally grown fresh, organic, produce to the community and participating campus employees. *The Community Garden – Hudson Hospital & Clinics* opened for planting in May 2011. We installed a trash compactor that will yield substantial cost savings each year in addition to requiring only monthly pick up.

Each Day, Healthier Together | 2010 Report to Community

Our Vision

Hudson Hospital & Clinics aims to put in clear focus the future health care needs of our growing community. This is a challenge, of course, but one we are well prepared to meet. Because we take our role of caregiver very seriously, we have the following exciting developments in store:

- Completion of a master facility plan for hospital expansion
- Recruitment of additional physicians
- Opening of the new Roberts Clinic
- Ongoing collaboration with five western Wisconsin hospitals and two medical provider groups that has resulted in the opening of the new Cancer Center of Western Wisconsin
- Development of new service lines, such as Heart Care, Women's Care, Orthopaedics and Cancer Care
- Optimization to lower costs and improve experiences

As our ability to offer more services at greater convenience continues to grow, rest assured that our commitment to providing whole health and healing in an uncommonly friendly and beautiful environment remains unchanged.

Message from President & CEO Marian Furlong

In support of our mission and in partnership with our HealthPartners family, Hudson Physician – WWMA and the community, we worked hard in the past year to implement new technologies, recruit additional physicians and deliver affordable cost of care.

Each Day, Healthier Together | 2010 Report to Community

Letter from Marian Furlong President and CEO, Hudson Hospital & Clinics

Dear fellow community members,

Reflecting on the past year, it is clear that the theme of change, challenge and choices followed us into 2010. Thank you for entrusting Hudson Hospital & Clinics with the privilege of serving as your health care provider and community partner. It is an honor that we take very seriously.

In 2010, Hudson Hospital & Clinics was again able to accomplish an important part of our ongoing mission of “caring for the health of our community”. The Hospital gave back nearly \$3.8 million to the community through outreach activities, health improvement programs, subsidized health services, health education, donations of time and money, and financial assistance to those most in need.

Also in support of our mission, we worked hard in the past year – in partnership with our HealthPartners family, Hudson Physicians-WWMA and the community – to implement new technologies, recruit additional physicians and deliver affordable cost of care.

The following are only some of the many accomplishments of 2010:

Epic® Electronic Health Record. Hospital staff, along with HealthPartners support, worked to advance quality service for patients, clinicians and medical staff by launching a new electronic health record system. This provides patients with the ability to make appointments on-line, access test results and provides electronic access to patient records for those caring for our patients.

Birth Center. Hudson Hospital & Clinics was thrilled to welcome 530 babies into the world in our Birth Center. This is an 11 percent increase over 2009 and the highest number of births in one year since the hospital opened its doors in 1953. Our Birth Center nursing staff ranked among the best in the nation, with 99th percentile for friendliness and attitude (one of the top 18 hospitals nationwide), according to Press Ganey data collected from a survey of 1,800 hospitals.

Green and Sustainable. As part of a community committed to protecting our beautiful environment, we

continued to advance environmental sustainability and green initiatives throughout many programs and practices. The Hospital supports *Community Supported Agriculture* (CSA) and serves as a site for community members to pick up locally grown fresh, organic produce. Our eco-friendly work in the area has been recognized and the Hospital was asked to present our accomplishments at a local conference related to Sustainability.

Physician Recruitment and New Services. Through our developing clinical partnership with Children’s Hospital & Clinics, we have added Pediatric Cardiology services and are looking to expand Hematology and Oncology care. Additionally, our Specialty Clinic has increased the availability of Ophthalmology and Allergy services. In collaboration with Hudson Physicians – WWMA, we have grown our medical team to include Nurse Midwifery and Sports Medicine. Finally, during the course of 2010, we fully implemented the Hospitalist program.

As we look to the future, Hudson Hospital & Clinics is taking steps to ensure we are positioned to support our community and its future health care needs. In May of 2011, our new Community Garden, a green initiative in support of *Healthier Together – St. Croix County*, was opened for planting and the produce is thriving. We will be opening a primary care clinic in Roberts in September and we continue to provide our patients with access to state-of-the art equipment. Discussions are underway regarding the construction of a medical office building that will allow us to grow and expand many of our services. The Hospital is also part of an exciting collaboration, the Cancer Center of Western Wisconsin in New Richmond, which offers both radiation and oncology services.

As we look to the future, Hudson Hospital & Clinics remains committed to providing exceptional care to the community and to be a strong community partner.

Sincerely yours,

Marian M. Furlong
President & Chief Executive Officer

Each Day, Healthier Together | 2010 Report to Community

Foundation

The future of strong, local health care services has never been more important to this region. That's why, in partnership with generous donors, Hudson Hospital Foundation continues to raise funds to help support Hudson Hospital & Clinics, as well as other local health-related projects.

2010 Foundation special events raised major dollars for the organization and also built community along the way. Some of the year's highlights include:

Wine Event

An extremely successful wine event was hosted by Knotty Vines and other area sponsors in November raising more than \$14,000. A special feature at the 300-person event was the showcasing of the new Lucas™ Chest Compression System from Medtronic, Inc.

The Lucas is a portable, easy-to-use device that delivers automated chest compressions to victims of cardiac arrest in order to improve blood flow in victims during CPR. This device improves the quality and consistency of chest compressions and allows staff to more efficiently assess the patient's condition and provide other lifesaving treatments.

Al Hein Golf Tournament

The Foundation golf tournament, named after co-founder, Al Hein, raised \$40,000 last year. Event dollars continue to support the needs of the hospital and June 2011 marked the 30th anniversary celebration of the Al Hein Memorial Golf Tournament – one of the longest running fundraising tournaments in Hudson. Nearly \$50,000 was raised to help support local health care initiatives.

Foundation Scholarships

Hudson Hospital Foundation continues to award scholarships to Hudson High School students who aspire to be leaders in tomorrow's medical community.

Each year, Hudson Hospital Foundation awards two Hudson High School seniors with a college scholarship that supports the students' goals of pursuing health-related education and careers.

The scholarship provides \$1,000 for two years for each recipient, making it one of the largest grants for Hudson High School students.

Foundation President Kari Kane Rambo says she enjoys working with the counselors and recipients. "Students are very good about sharing their progress in college after leaving Hudson. They are very grateful that the hospital foundation invested in their future and most report that higher education wouldn't be possible without the scholarship dollars."

In recent years, the Foundation has award \$16,000 in scholarships, with recipients attending a range of colleges and universities. "When our local students dream of a career in health care, we want to support them as much as possible," Rambo says. "We are proud of this program and it wouldn't be possible without generous individuals, families and organizations in the Hudson community providing charitable support to our organization.

Employee Giving Campaign

The *Sharing at Work* employee giving campaign raised more than \$25,000 – the largest employee campaign in the history of the Hudson Hospital Foundation, which coordinates the program. Proceeds are used for hospital program and services support.

Each Day, Healthier Together | 2010 Report to Community

Our Stories

Hudson Hospital & Clinics is celebrated for its clinical excellence and its healing environment. But patients say that what matters most is the people – the compassionate staff members who clearly love their work and the volunteers who tenderly put patients and guests at ease. They bring a sense of determination to the pursuit of wellness that goes far beyond the walls of the campus.

Engaging our Youth

This past school year, Hudson Hospital & Clinics partnered with Somerset Middle School's 7th and 8th grade guidance counselors in support of the Career, Academic and Personal & Social Skills (CAPS) class and youth workforce development. Many hospital staff, from a variety of departments, presented interactive health care career learning modules. Games, interesting props, and role playing exercises all helped to make the presentations unique learning opportunities for the students. The hospital was a hit!

Close to My Heart for Women

Hudson Hospital & Clinics warmly welcomed over 70 community women to an evening of inspiration and information and invited them to look inward and focus on their own personal heart health.

At this gathering, Drs. Rynn Burke, Kiran Pandey, and Kristin Severson shared surprisingly simple steps women can do to reduce their risk of heart disease. Guests were in for more than just a lecture – they enjoyed taste-testing the unexpected, Tai Chi exercise demo, won prizes, and took home heart-healthy recipes and an ingredient starter kit donated by Hudson County Market. Due to an overwhelming response and a waiting list, the hospital offered the event again later in the year.

Each Day, Healthier Together | 2010 Report to Community

Roberts couple moves beyond dieting to successful, sustained weight loss

This certainly wasn't their first attempt at weight loss. John and Kristi Kurkowski of Roberts may even have considered themselves dieting experts. The problem was, they were still overweight.

Kristi was, in fact, on a high-protein weight-loss diet when she spotted an informational brochure about the Healthy Habits for Life program offered by Hudson Hospital & Clinics. She took the brochure home to her husband, John, who had worked hard over the summer to lose weight after learning he had high cholesterol.

"I thought that it sounded interesting and could help us," Kristi says. "John was all for it."

The Healthy Habits for Life program is one of several classes, seminars and support groups that Hudson Hospital & Clinics offers members of the community to support lifestyle changes for optimal health. The program is available in group or individual settings.

One of the first things John and Kristi learned when they started the 12-week group program in November was that they didn't need a diet; they needed a lifestyle change, starting with the basics of cooking and exercise.

Under the guidance of registered dietitian Brittany Willard, the Kurkowskis met weekly with other program participants to learn, share ideas and support each other. Willard also completed comprehensive evaluations of each participant to determine his or her metabolic rate and establish safe and realistic milestones for losing weight.

For Kristi, a critical aspect of the program was a food journal in which she recorded everything she ate, along with details such as quantity, time of day and hunger level at that time. Willard reviewed the food journals each week to analyze nutritional values and offer suggestions and encouragement.

The first analysis of Kristi's food journal showed that she was eating twice the necessary amount of protein each day and far too much milk.

"It was hard at first, but it really helped," Kristi says. "I could make sure I was getting all the food groups and was more aware of foods I was getting too much of."

It helped, she says, that Willard was always energetic, upbeat and nonjudgmental. "I could be honest with her. She didn't judge, no matter how much someone had to lose."

Kristi also learned the power of eating and exercising for her own individual needs. "So many other diets and programs I had tried were based on an average person. But I didn't fit into the 'average' mold. My metabolic rate was much lower and I don't need as many calories as I was eating with other diets."

John, who is a longtime Hudson High School physical education teacher, said he appreciated the program's sensibility and credibility: "I'm a very detailed guy. I liked that the Healthy Habits for Life program made sense. It didn't feel like a diet. And it was a great thing to do with my wife. Watching each other lose weight was kind of cool."

And they have lost a lot of weight. To date, John has shed 21 pounds and Kristi took off 33 pounds. Kristi is buying new belts to cinch in her newly loose clothing, with plans to buy smaller clothes in the future when she's met all her weight-loss goals.

John sees the difference in how his students view him.

"What I've noticed is more students come up and want to talk and interact with me," John says. "It helps to look and feel good. They aren't saying 'Hey, you look great.' But they are more social. And that's important to me. How they perform as students is a reflection about how they are doing as a total person."

Willard says she's grateful the Healthy Habits for Life program helped the Kurkowskis succeed: "They were really eager to learn, so motivated and excited. Their kids got involved at home and, as a couple, they were really supportive of each other."

Each Day, Healthier Together | 2010 Report to Community

Roberts couple moves beyond dieting to successful, sustained weight loss — continued

Tips for life-long healthy habits

With full-time jobs and busy schedules around the activities of three teenage sons, John and Kristi Kurkowski sought weight-loss help from the Healthy Habits for Life program, an offering of Hudson Hospital & Clinics. Based on their new knowledge and experiences, they suggest the following tips:

- Healthy changes need to come from within. The program was an excellent guide for them. And supporting each other, as a couple, created built-in motivation. Still, their success came because they were each committed to it as individuals.
- Measure out food serving sizes until you know the size by heart.
- Shop less, but make it count. The Kurkowskis researched new recipes and enjoyed the challenge of finding smart ingredients at the grocery store. They found it was fun to be together, strategize about meals and just chat about their day.
- Exercise alone. With their incredibly busy work and tag-team kid activity schedules, John and Kristi each had to carve out a time for fitness. Kristi now gets up a 5:20 a.m. and works out to an exercise video. John finds time to hit the treadmill. As John says, “A chunk of time to call your own in the day is good.”
- Find new favorites. For recipes, they gravitated toward Jillian Michaels’ seafood recipes and sauces.

Each Day, Healthier Together | 2010 Report to Community

Women gather for an evening of inspiration, education

When she's doctoring a patient, Kristin Severson, DO, Hudson Physicians, often casts her eyes to the patient's caregiver – the wife, mother or daughter sitting nearby gathering information about her loved one. The internist worries that the caregiver isn't taking care of herself.

"We live in an affluent, educated, active community," Severson says. "But sometimes the women put themselves at the bottom. They are the caregivers for everybody else. Women are taking care of their parents, running to and from family activities, or getting their kids off to college. Then it dawns on them, 'I haven't taken care of myself.'"

Determined to inspire these busy women to take practical steps now to prevent future – often irreversible – heart disease, Severson and two physicians from Hudson Hospital & Clinics' Specialty Clinic made presentations last February at a free community seminar called "Close to My Heart – for Women." The event, hosted by the hospital, drew enough women to fill a conference room and a waiting list for a second seminar.

"Women have a sense that we are protected from heart disease completely, so we don't really start thinking about it until perhaps at menopause," cardiologist Karin Pandey says. "But this is not just a disease of men. It affects women equally and sometimes the results are much worse."

Pandey described several factors that make heart disease especially dangerous for women. For example, she said, half of women with heart disease don't get the classic "clogged" artery that ruptures and can be repaired. Instead, the plaque in the arteries can gradually erode and shed, "slowly choking her arteries to death."

Although the message was urgent, the physicians' presentations were punctuated by shared laughter and clear passion for their topics. They engaged the audience in a high-energy discussion about health. The results were satisfying for the audience and the presenters alike.

Practical suggestions infused with hopefulness

Even health conscious attendee Becky Christiansen came away from the evening with a renewed sense of

commitment to her own heart: "I fool myself sometimes that I'm getting enough exercise. I do a lot, like walking the dog, yard work and some manual labor like hauling brush. But, at the seminar, it hit me over the head. I need to do more things that get my heart rate going at an aerobic level to strengthen my heart."

She appreciated how the physicians focused on education and prevention, with an overriding message of hopefulness.

"It's a lifestyle change that takes diligence and dedication," she says. "But they make it achievable. They gave simple steps you can start doing."

That was an important aspect to physician Rynn Burke, an internist and trained chef who shared cooking tips and recipes while educating the audience.

"Nobody wants to put up with feeling bad or being punished," says Burke, RN and MD. "People will make positive and permanent changes if those changes feel good. It becomes self rewarding and much easier to maintain for life."

She emphasized that women need to be aggressive about heart health when they are young. But, at any age, even modest health improvements can make a big difference. For example, she suggested simple steps, such as adding two short walks a day, eating more vegetables and reducing salt. "You can make the changes gradually, but making them is very important," Burke says.

Community collaboration

In collaboration with Hudson Hospital & Clinics, Hudson Physicians, and Hudson Hospital Foundation, the seminar offered frank discussion, concrete facts and suggestions, and even free samples. Participants were treated to delicious, heart-healthy food, such as Mexican chocolate tofu pudding and vegetable soup. They also received canvas grocery bags full of healthy ingredients, courtesy of County Market in Hudson.

County Market's store director Dana Glade says customers are becoming more interested and better educated about healthy ingredients.

Each Day, Healthier Together | 2010 Report to Community

Women gather for an evening of inspiration, education — continued

“We had customers comment after the seminar that it was just a wonderful event,” Glade says. “We received very, very positive feedback.”

An introduction to Tai Chi

Participants were introduced to Tai Chi and invited to attend a free class, offered at Hudson Hospital & Clinics. Emily Breuer, Certified Therapeutic Recreation Specialist, teaches the class and enjoys helping students benefit from this exercise’s slow, thoughtful movements.

“It’s easy to learn for almost anybody. It can be done anywhere without any equipment and not much space,” Breuer says. The payoff for even 15 minutes of Tai Chi a day includes improved cardiovascular health, lower blood pressure, reduction of stress and anxiety and enhanced balance, to name a few.

“The Close to My Heart – for Women seminar was great. It was awesome we could offer something like that. I was honored to be asked to be part of it,” Breuer says.

Each Day, Healthier Together | 2010 Report to Community

Hospital employees inspire students with passion – and a little drama

When working to engage a classroom of junior high students, it is often helpful for a presenter to use a little real-life drama. For Melissa Wittstock, an operating room nurse at Hudson Hospital & Clinics, some photos do the trick.

Wittstock is one of several professionals from Hudson Hospital & Clinics who volunteers to discuss her career at Somerset Middle School's Career, Academic and Personal & Social Skills (CAPS) class.

"The students were so quiet initially," Wittstock says of a recent presentation. "But then I pulled up photos and x-rays of hand trauma. The patient's pinky finger and ring finger had been severed in a biking accident, then repaired in the operating room. This got the students' attention! They started firing questions and sharing their own experiences."

One of the students is Samantha Waalen, 12, a seventh grader from New Richmond. She and her classmates like to hear about all different types of professions, but the health science presenters always leave a big impression.

"I felt like 'wow,' they are saving people's lives!" Waalen says.

The purpose of the presentations isn't to cement any specific career goals for the students, according to Amy Young, Somerset Middle School Counselor. Rather, she wants to expose them to a range of career options.

"They are pretty young, so we like to talk in generalities," Young explains. "We encompass everything in the health field, from accounting to respiratory therapy."

She appreciates the school's partnership with Hudson Hospital & Clinics because it gives her class easy access to many types of professionals who love to inspire students with an accurate picture of their field, she says.

For Wittstock, inspiration is the key. She says, as a child, she dreamed of a career in nursing, but then worked in the insurance industry for 12 years. In her 30s, she went back to school to become a nurse.

"I love working in the operating room at Hudson Hospital & Clinics. I can help patients when they are at their most vulnerable. I make sure they come out of surgery safely," Wittstock says. "To me, it's important to continue to encourage students to consider nursing as a fulfilling way to help others. Our country will need more nurses in the years ahead."

Marty Richards, MD, an emergency department physician at Hudson Hospital & Clinics, also enjoys meeting with the CAPS class.

"I think it's important for students to understand some of the training and education that is involved in careers, including those in the health care field," he says. "I want them to know that health care careers are rewarding and that a great deal of preparation is needed for a career in medicine."

For student Waalen, the health care presentations raise her already high esteem of the profession. She explains that when she was in fifth grade, she went to the emergency department, where she saw a team of people working to help a girl who had been injured in a car accident.

"The doctors and nurses helped her and I thought it was pretty amazing. From that experience, I thought I really want to help other people like that," she recalls. "After listening to the health care presentations in my CAPS class, I know that doctors and nurses have to go to school for a lot of years. But, yeh, I think I can do that. If you can survive elementary school, middle school and high school, I think you can survive college, too."

Each Day, Healthier Together | 2010 Report to Community

Determined staff dive in to help uninsured patient fight cancer

Helping with harvest last fall, amidst dust and dirt, Todd Wright was sure allergies were to blame for his fatigue and the tightness in his throat that made it difficult for him to swallow his food. His doctor, however, was quick to recognize his symptoms as signs of a more serious problem, a cancer called Type B Non-Hodgkin lymphoma.

For Wright, 56, it was not only bad news, it was also bad timing.

He had worked 25 years as a machinist, but had been laid off two years ago when the economy slowed. He had no medical insurance.

“COBRA temporary insurance hadn’t been an affordable option and I had been on the waiting list for BadgerCare for a year and a half,” Wright says. “I didn’t know what I was going to do to pay for treatment of this cancer.”

He did know, however, that he wanted to fight the cancer with the help of Hudson Hospital & Clinics. “I was born at the old Hudson Hospital and I grew up in Hudson. I feel comfortable here. My primary physician, Kevin Helmen, is here,” he says.

With each passing day, his glands continued to swell, feeling like marbles in his mouth. It was difficult to breathe and sleep well. Dr. Helmen arranged for Wright to meet with an oncologist, Gretchen Ibele. Wright learned that this type of cancer was not curable but was treatable with chemotherapy.

Hudson Hospital & Clinics social worker Erika Schendel remembers getting a call from a staff member in the organization’s Cancer Care clinic, asking for her help trying to find financial resources for Wright.

“It seemed like this person was going to fall through the cracks if someone didn’t work closely with him. And if he didn’t get help, he would probably die,” Schendel says, recalling her thoughts when she received that phone call. “My father-in-law has the same cancer. It’s miserable.”

A determined Schendel, along with Wright’s doctors, nurses, the hospital administration and the patient financial services representatives, all dove in to help get Wright the care he needed.

“Erika was really the star,” says Elizabeth Owen, a registered nurse who works with patients in the infusion therapy department of the hospital, where chemotherapy is administered. “She was the one who put in extra hours and sat on eternal hold with agency after agency, trying to come up with a plan. She’s the bomb.”

Schendel and Wright kept each other on speed dial. She’d tell him who to call and what information to have ready. He’d report back with updates.

Five weeks later, they finally got a break. Turns out that people who are already on the waiting list for BadgerCare, a state health insurance plan, can go to the front of the line if they have a cancer diagnosis and a doctor’s signature.

“Erika got that all figured out. She never gave up,” Wright says.

Schendel says everyone at the hospital rallied behind her to help cover her workload and brainstorm on new avenues to pursue.

Nurse Owen says it was a “happy day,” that first Monday of the New Year, when BadgerCare kicked in and Wright was cleared to start chemotherapy. The medical staff had an infusion therapy room all ready for him. “He was in a good mood, but he is always in a good mood,” Owen recalls of Wright’s first treatment. “It felt like a success even before we started.”

Wright spent six and a half hours receiving chemotherapy that day, with Owen there to monitor him frequently. “He never seemed anxious. He was more eager to get started and always very grateful. The fact that he was just so nice to be around was icing on the cake for all of us,” she says.

Each Day, Healthier Together | 2010 Report to Community

Determined staff dive in to help uninsured patient fight cancer — continued

Within 24 hours of that first treatment, Wright's glands shrunk and he could breathe easily.

"I went home and basically slept for two days," Wright says. "My body was so worn down and I hadn't slept in so long."

He went back every three weeks, for a total of six treatments.

"I feel like a million bucks," he says. "My last CT scan looked great. My spleen had been enlarged, but now it's back to its normal size. I feel very fortunate, to say the least. Without Hudson Hospital & Clinics and the persistent staff team there, it would have been a whole different story."

Each Day, Healthier Together | 2010 Report to Community

2010 Financials

Caring for our community

Our devotion to the health of the community starts with providing exceptional medical care to each patient and extends to families and organizations throughout this beautiful region we call home.

Through our Community Benefit program, Hudson Hospital & Clinics steps up to offer special help and support – for families experiencing financial difficulties or for efforts and organizations striving to improve the quality of life for all, to name a few. Samples of Community Benefit contributions include:

- Extending a hand to those who are alone and in need
- Hosting free community health seminars and events
- Preparing for disaster
- Training health care professionals
- Facilitating support groups and health education
- Equipping area youth in health and safety awareness, as well as career exploration
- Sponsoring community events
- Leading community-building activities

These programs and partnerships embody our mission of “caring for the health of our community.”

In 2010, the hospital gave back nearly \$3.8 million to the community. We are proud to report that, when compared to similar sized not-for-profit hospitals in the state, Hudson Hospital & Clinics often exceeds average Community Benefit contributions in many categories.

Each Day, Healthier Together | 2010 Report to Community

2010 Financials

Total 2010 Community Benefit Contribution*

\$3,743,979 – Total 2010

Community Benefit Contribution*

96,591 persons served through community
benefit programs

(January 1, 2010 – December 31, 2010)

7.8% of Net Revenue

Expenses currently *excluded* from the community
benefit calculation per Wisconsin Hospital Association
(WHA) guidelines include:

Bad Debt Expense (at cost): \$860,764

(Services for which the hospital expects but does not
collect payment)

Including Bad Debt our total community benefit
contribution would be \$4,604,743.

*Reported at cost per the Catholic Health Association
(CHA) Community Benefit Reporting Guidelines and
in accordance with Wisconsin Hospital Association
(WHA) Reporting Requirements.

Each Day, Healthier Together | 2010 Report to Community

2010 Financials
Contribution Details

\$3,743,979 Comprised of the following:

Charity Care - \$278,373
 (Free or discounted health services to those unable to pay or meet criteria for financial assistance)

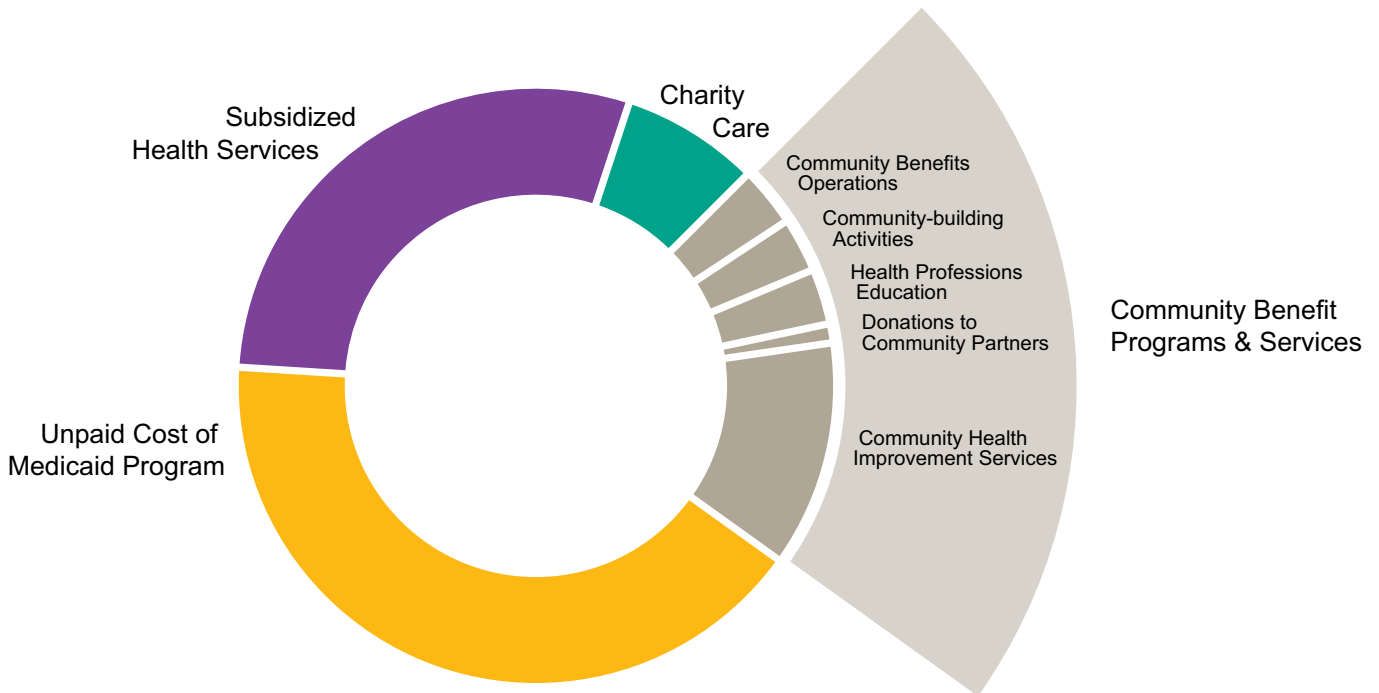
Subsidized Health Services - \$1,088,217
 (Clinical services provided to the community despite a financial loss)

Unpaid Cost of Medicaid Program - \$1,538,735
 (Payments received for services below the cost of care provided)

Community Benefit Programs & Services - \$838,654
 Comprised of the following:

- **Community Health Improvement Services - \$456,763**
 (Clinical and non-clinical programs and services provided to the community for free or for fees that did not cover costs)

- **Donations to Community Partners - \$38,517**
 (Contributions include cash, non-cash items and donated staff service hours)
- **Health Professions Education - \$112,125**
 (Internship programs - 100 nursing students and 22 allied health professionals)
- **Community-building Activities - \$110,040**
 (Programs that provide opportunities, either directly or in collaboration with others, to address the root causes of health problems)
- **Community Benefit Operations - \$121,209**
 (Costs associated with dedicated staff, training, fundraising efforts, annual community benefit report, survey reporting and other program operation expenses)



Each Day, Healthier Together | 2010 Report to Community

2010 Financials

Economic Impact

Hudson Hospital & Clinics is a major contributor to the economic health and well-being of the region. As one of the area's largest employers, the hospital provided meaningful jobs and careers to 362 caregivers in 2010, contributing \$25,391,306 in salaries, employee benefits and professional fees.

In addition, 211 medical staff members and 84 allied health professionals provided their services.

Community service opportunities were provided to over 170 volunteers who generously gave over 14,800 volunteer hours to the hospital and foundation (equal to 7 full-time employees).

Each Day, Healthier Together | 2010 Report to Community

Reaching Out

Hudson Hospital & Clinics is so much more than simply a campus of buildings. It is an energetic member of our local, state and regional communities. As we support individuals, organizations, events and programs, we live out our commitment to improve the health of the community.

Spirit of the St. Croix Arts Festival

In support of our key community partner, The Phipps Center for the Arts, and community commerce, Hudson Hospital & Clinics and our Healing Arts Program sponsored the 2010 *Spirit of the St. Croix Arts Festival*. As a Platinum sponsor, it was important to our organization that event goers experienced something meaningful, and of course health-related, while visiting our booth.

Our Healing Arts program offered young and old an opportunity to draw “What’s your picture of health?” All 236 entries were displayed in the booth for review and interpretation by a small panel of judges and prizes awarded.

Each Day, Healthier Together | 2010 Report to Community

Reaching Out Partnerships and Coalitions

Knowing that we can accomplish much more when we work together, the Community Benefit program at Hudson Hospital & Clinics builds valuable connections with individuals and organizations from public, private and nonprofit sectors to share skills and assets.

Table-top Drills

Hudson Hospital & Clinics, along with other emergency response teams from Hudson, participated in *Operation Vigilant Guard 2011*, an emergency preparedness exercise conducted by the National Guard every year. This multi-state disaster exercise was linked to the National Level Exercise, meaning that the President and/or members of his cabinet participated. The focus of the exercise was to learn how to support affected states outside of Wisconsin in the event of a disaster and test emergency response systems and inter-hospital communications.

Hospital and community drills, such as this, provide ongoing learning opportunities for hospital staff and community partners.

Domestic Violence Seminars and Event

Domestic violence touches every one of us. It fills emergency rooms and morgues. It keeps employees from being able to work. It destroys homes and families. In order to increase domestic violence awareness, Hudson Hospital & Clinics in partnership with Turningpoint, Inc., local shelter and resource center, held health professional lunch-n-learn seminars and a community event.

Through video, lecture and small group discussion, these seminars and event raised awareness about domestic violence, the prevalence of, how it impacts victims and their families, and conveyed steps concerned citizens could take to help end abuse in their circle of friends and neighbors.

Hospital staff learned effective screening techniques and learned how to be more present to the victim's condition and needs.

Each Day, Healthier Together | 2010 Report to Community

Reaching Out Youth

As participants in many innovative community programs, the health care professionals at Hudson Hospital & Clinics put their training, education and experience to work to inspire the region's young people to live safe and healthy lives. Why do they love it so much? It is often as fun as it is rewarding.

Bike Safety Clinic

Fifty percent of children's bike accidents result from riding into the road from a driveway or sidewalk without looking. To educate parents and children about bike safety, Hudson Hospital & Clinics along with other community event sponsors, offered a Bike Safety Clinic complete with bike safety course and bike and helmet safety and performance checks. The hospital's trauma outreach program received a \$500 grant from Hudson Rotary which was used to purchase bike helmets and supplies for the day's event. Over 50 kids attended and 18 helmets were given to those who did not have the proper gear.

Babysitting 101

Building connections with area youth through education and skill development is an important part of Hudson Hospital & Clinics outreach program goals. One very popular class is the *American Red Cross Babysitter's Training Course*. It's a fun, fast-paced class designed with lots of activities, exciting video, role-plays and lively discussions. Youth ages 11-15 learn child care, first aid, and leadership and communication skills. 150 children from all over western Wisconsin and eastern Minnesota participated in 2010 and nearly \$6,000 in community benefit contribution was reported last year.

Each Day, Healthier Together | 2010 Report to Community

Reaching Out Community

A trusted resource for countless area families, Hudson Hospital & Clinics supports health and wellness through a variety of programs, classes and services, including:

Simple Substitutions Measure Up

Taste of Home Cooking School event participants learned from our medical staff how simple ingredient substitutions in recipes can have long-term health benefits. The event was filled with cooking instruction, demonstrations and exhibits – including ours as event sponsor. Rynn Burke, RN, MD, Internal Medicine and trained professional chef and Colleen Sexton, RD from Nutrition Care teamed up to teach attendees how to make meals healthier without sacrificing flavor.

The sold-out event was attended by more than 700 community members, mostly women who are typically key health care decision makers.

Hand Hygiene Campaign

When Hudson Hospital & Clinics staff took to the streets and marched in various community parades, or presented at area grade school health fairs, the message was simple – *Wash your hands!* Knowing the importance of hand hygiene in the fight against disease and infection, the hospital needed to *spread* this message!

Each Day, Healthier Together | 2010 Report to Community

Reaching Out Education and Support

Knowledge is power, and sometimes the best prevention or treatment begins with awareness and understanding. Hudson Hospital & Clinics' Health Resource Center, staffed by a registered nurse, provides ongoing education and support opportunities to help build and reinforce a healthy lifestyle for you and your family. You don't need to be a hospital or clinic patient to benefit from the many seminars and events, classes, media resources and connections to health professionals.

Our education and support programs value bringing people together who share common health experiences and concerns. We educate community members on specific health issues and teach and support the practice of holistic approaches to health and healing. And, we understand the importance of 1:1 education to address specific patient needs. Our *Total Joint Program* 1:1 for our orthopaedic patients is just one example.

Cancer Education & Support Group

Hospital social workers Teresa Jeszewski, Ann Jameson and Erika Schendel provide a wide range of services including health education, crisis intervention, counseling, chemical dependency assessments and interventions, mental health assessments, and case management.

The team knows the importance of education and support for cancer patients. Hudson Hospital & Clinics offers the only Cancer Education & Support Group in the St. Croix Valley. Ann Jameson is the group facilitator who meets monthly with 20-25 participants, including care givers, who come together to share their story, ask questions, offer advice, learn from guest presenters and lend compassion to others battling cancer. The program is customized to the needs of its members. Participants are welcome from every age, diagnosis and background. Drop-ins are always welcome.

Each Day, Healthier Together | 2010 Report to Community

Healthier Together

Since June 2008, members of Healthier Together – St. Croix County (formerly St. Croix County Community Health Improvement Process (CHIP)), have worked together to better understand current and future health care needs of St. Croix County. This process of assessing, prioritizing and addressing health needs in the region is facilitated by Hudson Hospital & Clinics and St. Croix County Public Health. It is a strategic, countywide, community-based approach for creating and maintaining healthy communities.

A countywide community needs assessment identified the top five health priorities for our county. They are:

- Access to Primary and Preventive Health Services
- Overweight, Obesity, and Lack of Physical Activity
- Adequate and Appropriate Nutrition
- Alcohol and Other Substance Use and Addiction
- Tobacco Use and Exposure

A document called the Healthier Together – St. Croix County *Community Health Improvement Plan 2009-2014* explains what is going well in the county, where there is room for improvement and calls upon the community to be part of the solution.

Many initiatives are already underway including the *Community Garden – Hudson Hospital & Clinics* and grant funding received from the St. Croix Valley Foundation for launch of a school-based (Community Ed) pilot program this fall focusing on youth nutrition/physical fitness and the great outdoors.

Interested in learning more? Check out the *Healthier Together* Plan and contact information provided at www.hudsonhospital.org/communityreport/healthiertogether.html.

Each Day, Healthier Together | 2010 Report to Community

Health Care That's Healthy – Hudson's Sustainability Journey

It's our mission – *Caring for the Health of our Community* and our journey – providing health care that's healthy. Hudson Hospital & Clinics embarked on an eco-friendly journey establishing sustainable business practices several years ago. After laying the green foundation, it's now our roadmap. We're the model for the HealthPartners family of organizations – and have set the bar high. In fact, a recent review of our hospital by the Joint Commission identified our Environment of Care program to be exceptional and is being reviewed as a *Best Practices* standard.

Eco-friendly practices – it's what we do because it's the right thing to do. Some of these include: reducing waste, conserving energy, using locally grown fresh produce, cleaning with Green-seal approved chemicals, and using natural gardens with drought-resistant plants. The goal is to reduce waste, recycle and reuse when possible.

It's all about partnerships. We're part of the HealthPartners family and our sustainability practices align and support the organization's Partners for Better Health Goals 2014 – to protect the health of members, patients and the community. HealthPartners is committed to responsible, environmentally sustainable practices to help all of us achieve the Triple Aim – better health, improved patient experience and affordable health care.

Hudson Hospital & Clinics is also fortunate to be part of a supportive St. Croix Valley community where both businesses and the community have embraced eco-friendly practices. These partnerships paved the foundation for a commitment to sustainability in the valley. Throughout 2010 and 2011, our Environment of Care “green team” continues to assess and identify opportunities in our sustainability journey. Many of our vendors have also partnered with us to provide cost-effective recycling programs and green-friendly equipment.

Has it made a difference? Take a look at some of our latest green initiatives:

- **Waste management and reduction** – Through our comprehensive waste management plan for all materials and waste streams, we've recycled about 190,000 pounds of cardboard, aluminum, paper, and plastic in 2010. A battery recycling program resulted in saving 111 pounds of waste last year. We reduced paper and toner saving \$12,000 annually. A \$7,200 savings was seen using the new trash compactor. Our vendors, SterliMed and Centurion Medical Products, helped us saved \$27,000 through reprocessing instruments, devices and recycling suture trays – resulting in reduced waste in landfills.
- **Energy, water and climate** – Our smart facilities approach ensured our hospital was built to LEED construction standards. These smart approaches also include: LED lights on outdoor signage and exit signs to burn more efficiently; low-flow fixtures for toilets and faucets reducing water consumption, vinegar to clean hospital humidifiers rather than chemicals, native drought resistant plants in our gardens to reduce lawn size, and sensors on irrigation system to avoid using during rain.
- **Nutrition and food service** – Our hospital participates in Community Supported Agriculture (CSA) and is a site for distribution of locally-grown fresh, organic produce for the community and participating employees. In season, our Café serves patients and guests locally grown produce. We use recycled paper products and encourage staff to bring their own water containers eliminating bottled water and resulting in \$1,000 savings annually.
- **Sustainable environment** – We provide outdoor places of respite on campus – labyrinth, gardens, benches, birdhouses and we're a tobacco-free campus. We

Each Day, Healthier Together | 2010 Report to Community

Health Care That's Healthy – Hudson's Sustainability Journey – Continued

provide bike racks and locker rooms for employees who bike to work. Our chemical management program implemented digital mammography – saving \$2,200 on chemicals in 2010. In collaboration with St. Croix County, the hospital implemented a pharmaceutical take-back program for disposal of drugs. We use greener cleaning to eliminate floor finishes and strippers, and our linen company is a member of the Laundry Environmental stewardship program.

What's Next? Hudson Hospital & Clinics' sustainability journey has only just begun. These eco-friendly practices and new innovative environmentally safe initiatives, like our community garden project and composting systems, will continue in support of our mission – *Caring for the Health of our Community* and journey – providing health care that's healthy.

Each Day, Healthier Together | 2010 Report to Community

2010 Photo Timeline—A Year in Review

Risk Watch (Buckle Bear) – 2010

Knowledge is one of the best ways to avoid injury. That's why Hudson Hospital & Clinics' trauma prevention program focuses on outreach and education to reduce injury in the communities we serve.

Lynn Nelson, RN, trauma prevention program coordinator and Buckle Bear teamed up for safety in schools across the county. As a participant in the national *Risk Watch* program, Nelson also talked about safety with preschoolers throughout the year at the St. Croix Valley YMCA. Her lessons included topics like fire safety, choking, suffocation and strangulation prevention, and "things that buckle" – seat belts, bike helmets and life jackets.

The Daily Zoo by Chris Ayers – February 2010

The Healing Arts Program sponsors many special events throughout the year for community members to enjoy, including Visit with an Artist.

How does art develop creative ways to respond to and interact with illness? Local artist, author and Twin Cities native Chris Ayers presented a digital slideshow filled with whimsical inhabitants of his book, *The Daily Zoo – keeping the doctor at bay with a drawing a day*. Chris shared his story of his experience with cancer and the healing power he found in art.

Healthy Benefits Fair – February 2010

Committed to helping employees improve their health, HealthPartners and Hudson Hospital & Clinics announced the new *Healthy Benefits* program and sponsored a kick-off event for employees to learn about the new wellness program. Participants learned about health facts, nutrition education and had the opportunity to establish their own health stat baselines for body mass index (BMI), blood pressure and blood glucose.

Employee health improvement efforts continued into 2011 with the introduction of *Be Well*. An online health

assessment helps employees determine a wellness program that's right for them.

Regional Health & Wellness Expo – March 2010

The *Regional Health & Wellness Expo* held at WITC in New Richmond was a great opportunity for attendees to improve their health in a fun and relaxing atmosphere. More than 60 organizations and agencies from the region, including Hudson Hospital & Clinics, participated in this event which included educational displays, on-site demonstrations, and assessment services.

An Evening of Zen Events – 2010

In support of our health initiatives, the hospital hosted *An Evening of Zen* several times throughout the year as part of the hospital's free health seminar program. Because of its popularity, this event continues today. *An Evening of Zen*, a holistic approach to better health, includes meditation, light movement and nutrition tips that have been shown to help individuals better cope with stress and reduce high blood pressure.

In 2010, over 250 participants attended these events presented by a dietitian, yoga and meditation instructors. "This class was a great blend of mind/body/soul and the exposure makes me want to learn more and change my habits."

Healing Arts Proclamation – April 2010

Margaret Welshons, healing arts coordinator, was a feature presenter at *pARTners for Health*, the Society for Arts in Healthcare national conference held in Minneapolis. Margaret shared with national attendees how the hospital's Healing Arts Program was conceived, operates and is now one of the most comprehensive hospital arts program in the region and internationally recognized.

Marian Furlong, CEO, participated in the *CEO Roundtable* as part of the conference to discuss the promotion of more arts in healthcare.

Each Day, Healthier Together | 2010 Report to Community

2010 Photo Timeline—A Year in Review—Continued

In honor of the conference and Hudson Hospital & Clinics participation in the event, Mayor Dean Knudson (Hudson) issued an official proclamation designating April 2010 as *Arts in Healthcare Month* for the City of Hudson. He encouraged all citizens to honor those members who are performing such important and diverse work throughout the Arts in Healthcare field.

Report to Community Launch Event – May 2010

Key stakeholders, community partners and hospital volunteers were invited to the *2009 Report to Community* Release Party to help celebrate the accomplishments and good works of the hospital and the foundation's service and support in these efforts.

Attendees at this early morning event heard firsthand through storytelling and video (launch of this micro site) how Hudson Hospital & Clinics was living up to its mission and vision of caring for community health.

Tony Zappa, a grateful Heart Care patient and Carol Gorke, hospital volunteer, cardiac rehabilitation, inspired guests with their heartfelt stories.

Hospital Week (employee appreciation) – May 2010

Each May, in celebration of National Hospital Week, administration sets aside some time to acknowledge employees' hard work and years of service, not to mention have a little fun!

Last year's week-long line-up of events included a Campus Western BBQ. Employees were invited to kick up their boots and dress Western style.

Big Brother, Big Sister Class – 2010

Materials required: a doll or teddy for diaper practice. The *Big Brother, Big Sister Class* was designed with the child in mind – shorter lessons and use of a variety of educational tools and sibling-related activities. Parents received guidance for common challenging situations.

Last year, over 140 children took this class in preparation for the arrival of the new baby and together with parents, toured the labor, delivery and nursery areas of the hospital.

HealthPartners Heart Walk – June 2010

As our waistbands have expanded, so have the number of preventable illnesses and health care costs. Cardiovascular disease still remains the nation's No. 1 killer. In the mission to reduce heart disease, HealthPartners family of care was a proud sponsor of the *2010 American Heart Association Heart Walk* at the new Twins Stadium – Target Field. In support of fundraising efforts, the Hudson Hospital & Clinics walk team raised \$3,210.

Patient Transport Service – June 2010

In 2010, Hudson Hospital Foundation purchased two new handicap-equipped patient transport vans for hospital use. These vans provide safe and convenient medical appointment transportation and Community Pharmacy deliveries. The rate for hospital patients, \$1 per trip, \$2 round trip, is subsidized by Hudson Hospital & Clinics as a community service. The rates for non-hospital patients are not subsidized but do remain lower than cab or other transportation service fees. Last year, more than 1625 patients benefited from this service.

Hudson Relay for Life – June 2010

Outdoor hospitality tent set-up and a pre-storm dash to move indoors kept Hudson *Relay for Life* volunteers moving last year. As a main event sponsor, hospital staff registered participants, managed the silent auction and provided refreshments. The theme, "*A Community of Superheroes Fighting for a Common Cause*", chosen by the American Cancer Society (ACS) honored those fighting cancer and their caregivers.

Each Day, Healthier Together | 2010 Report to Community

2010 Photo Timeline—A Year in Review—Continued

At the Opening Ceremony – *Tribute to Caregivers*, several hospital staff spoke including “super hero” and honorary survivor chair Kimberly Webb, Rehabilitation Center, who shared her heartfelt cancer journey and important role of this event. Deb Brisch-Cramer, Administration, expressed the hospital’s ongoing commitment to provide and expand cancer care services in our area. The Hudson walk team raised \$3,700 for ACS.

New Wellness Class Introduced – June 2010

How’s your *ener-chi*? To promote wellness and address elderly falls prevention, Hudson Hospital & Clinics introduced Tai Chi Basics Class Series; one for beginners, the other more advanced. Pronounced “*tie gee*”, this graceful Chinese exercise is a combination of mental and physical activity to increase energy flow and balance mind and body. Participants learn fundamental tai chi movements like *flying crane*, *gathering the stars* and *the bear walk* to improve breathing, coordination, balance and flexibility.

Discover your energy or *chi* for wellness. Tai chi classes are now regularly offered in partnership between the Health Resource Center and Recreational Therapies and are a great complement to the hospital’s existing holistic programming and healing environment.

Baby Sign Language – October 2010

During the past decade, parents and other caregivers have discovered the benefits and joys of using sign language with preverbal hearing babies. Babies can control their arms and hands before they develop the oral motor skills necessary for speech, so signing allows babies and toddlers to express their thoughts before they can speak.

Since 2005, the hospital has offered the *Using Sign Language to Communicate with Your Preverbal Baby* workshop twice a year as part of its Birth Center and Family Education program. The class draws parents, caregivers, daycare providers and grandparents alike

who learn the techniques for introducing and reinforcing signs, more than 148 available, with babies and toddlers. Last October’s class was sold out with twenty soon-to-be parents. A recent participant commented, “Loved the class! What a great resource for my family. The presenter was so passionate and enthusiastic, which made it even more beneficial and understandable.”

Family Fresh Market Health Fair – October 2010

Hospital staff offered free blood pressure checks and blood sugar testing to community members at the Family Fresh Market health fair held last fall. Additional services available included cholesterol check, chiropractic screenings, stress testing, free chair massages and nutrition education regarding fat, sodium and sugar content in foods. Health education and screening were provided by area businesses in support of community health improvement.

New Parents Education & Support Group – October 2010

The New Parents Education & Support Group gathers every October to celebrate Halloween in style in the Hudson Hospital & Clinics Conference Center. Over fifty-five moms and children attended last year’s event. The group heard stories, sang songs, and enjoyed a puppet show from Mary Davis, Hudson Area Joint Library, and Children’s Librarian. Healthy treats were provided and a spooky parade, friendly spooks only, was enjoyed by patients and staff.

In addition to this annual event, the New Parents Education & Support Group meets twice a month and offers new parents support, education and connection to others who are experiencing similar joys and concerns of parenting. The group is open to all families regardless of whether or not your children were delivered at Hudson Hospital & Clinics.

Each Day, Healthier Together | 2010 Report to Community

2010 Photo Timeline—A Year in Review—Continued

Camp Odayin (Family Support) – October 2010

When Camp Odayin called to say they were coming to town (Camp St. Croix) to host a weekend camp for 37 families and their children with heart disease, Hudson Hospital & Clinics' staff member Emily Breuer didn't hesitate to offer her time and talents.

Emily, a certified therapeutic recreation specialist, Rehabilitation Center, would serve as an activity lead and was to engage children – heart patients ages 5 – 17 and their siblings, in a health and wellness activity of her choice, as long as it was healthy, informative and fun – naturally, tai chi. The gentle flowing movements would help refresh and energize the children, a welcome distraction from the more serious things in life.

Healing Arts Program – 2010

Experts agree that a healing environment can improve patient outcomes. That's why years ago the hospital adopted a *Healing Arts Program*, in partnership with The Phipps Center for the Arts in Hudson.

The healing environment of Hudson Hospital & Clinics continues to be recognized nationally, even internationally. Last year, health care organizations from across the country continued to tour the facility to learn more about Hudson's innovations and successes in partnering with the community to build a healing environment.

Since its inception, the program has exhibited more than 4500 pieces, and at any one time has about 175 pieces of original art on view. Every three months a fresh exhibit draws glances, excitement and appreciation from staff and patients.

"Nature's Rainmaker" photograph by Peter Madsen offers a welcome distraction for patients.