

Faster Emergency Care Is No Accident

Even though Mark Ditsch has visited the ER more times than his fair share, he couldn't have been more surprised during the last visit.

He was in and out in 90 minutes.

That compares with other visits where several-hour waits were sometimes required just to get to an exam room.

"I was taken to a room almost immediately and not even five minutes passed before they took me to a nearby X-ray room," says Ditsch, a professional carpenter from Oregon whose bad luck had taken him through a rotted barn floor. The accident resulted in a bulged disk in his back, twisted foot ligaments and jammed fingers on both hands. He couldn't even hold the crutches he would need to walk.

"The staff knew what they were doing and they were so gentle; the service was phenomenal," he explains. "I was in and out, and had what I needed to go on with my life."

These changes in St. Mary's emergency care are no accident. Streamlined processes and the addition of an electronic health record lead the efficiencies of a newly renovated and expanded Emergency Services department. Among the other highlights that yield faster and better care:

- **14 additional emergency exam rooms**, for a total of 29 at St. Mary's Hospital
- **a satellite emergency center** in Sun Prairie (opening in July), with 10 rooms
- **bedside registration** and laboratory testing
- **care teams** that focus on six to eight patients in adjacent rooms



- **dedicated medical imaging** performed right in the emergency department
- **rooftop helipad** with direct access to the ER and cardiac catheterization labs

As a result of these process improvements, St. Mary's "door to doc" time – the amount of time between patient arrival and doctor encounter – now averages less than 30 minutes, with some cases requiring longer waits. For life-threatening emergencies, that time shrinks to seconds. ♥

SUN PRAIRIE OPEN HOUSE

Take a peek at our state-of-the-art, fully equipped satellite emergency center before it opens in July.

Thursday, June 25
4:30 - 7:30 p.m.

Hwy 151 and Reiner Road

For an email reminder before this event, log onto stmarysmadison.com/communityconnection

St. Mary's
SUN PRAIRIE
EMERGENCY CENTER

New Doors Open to Great Emergency Care

Heart emergencies don't miss a beat, p.2

Sun Prairie gains ER, p.3

Kid-friendly rooms less frightening, p.3

For Heart Emergencies, It's All in the Timing.

Rapid Action

Time is muscle.

That's the life-saving and life-restoring mantra of Dean & St. Mary's Cardiac Center and the Level One Heart Attack Program.

By acting quickly, heart muscle has a better chance of dodging the damage of heart attacks, and patients have a better chance of resuming a normal life.

Through the region-wide Level One program, patients get treated more quickly because delays and unnecessary repetition are eliminated,

thanks to careful coordination among professionals in the chain of care—ambulance personnel, doctors and nurses in community hospitals, flight personnel and, finally, doctors and nurses at St. Mary's Hospital.

The goal among hospitals nationwide is 90 minutes from the time a patient arrives at a hospital to the time when balloon angioplasty clears the blocked arteries. Since the Level One program was implemented, 55 minutes have been shaved off the median time for treatment, which now stands at just 28 minutes. The record is just 12 minutes.

St. Mary's new rooftop helipad plays a large role in the time reduction for patients arriving by helicopter, and the strategic alignment of medical services within the newly expanded Emergency Services department accounts for even more efficiencies. Brand new cardiac labs bring state-of-the-art digital technology to heart attack patients and others requiring specialized heart care.



Deliberate Wait

Hurry up and wait.

That's sometimes the way it goes for people suffering from chest pain. They rush to the emergency room, only to learn that the symptoms may result from less obvious factors than a full-scale heart attack.

To solve the dilemma, emergency care providers at St. Mary's, working in tandem with Dean & St. Mary's Cardiac Center, then activate a rapid assessment and treatment program to rule out heart attack as the source of chest pain.

Diagnostic stress testing and close observation provides peace of mind for patients and their families before returning home.

How Heart Attacks Express Themselves

- Chest pain, which may move to arms, shoulder, neck, jaw, teeth, stomach or back
- Shortness of breath
- Nausea or vomiting
- Dizziness
- Sweating, which may be extreme

If you suspect that you or someone near you is having a heart attack, call 911 immediately. If possible, begin cardiopulmonary resuscitation (CPR) and use an automated external defibrillator (AED) to assure that oxygenated blood keeps flowing to the brain and heart.



A champion on your side.

The Level One Heart Attack Program has shaved off many minutes where life-saving time matters most. In part because of that, the program's coordinator, Denise Mitton, RN, was recognized this spring as a Champion in Women's Health by Sue Ann Thompson, founder of the Wisconsin Women's Health Foundation.

Do I need emergency care or urgent care?

Saving the emergency room for true emergencies assures that important health resources will be available when needed most. Using urgent care centers when possible is less costly to the patients, insurers and overall health care system.

Examples of Emergency

- Breathing difficulty
- Chest pain
- Head injury
- Fainting, sudden dizziness, weakness
- Changes in vision
- Speech difficulty
- Uncontrolled bleeding
- Poisoning
- Coughing up blood
- Suicidal or homicidal feelings

Urgent Care

Many health situations may not be life-threatening, such as fever, rashes and minor cuts.

What you can do:

- Call your primary care physician for a same-day appointment or talk with a triage nurse to determine the seriousness of your symptoms.
- Call the 24/7 registered nurse line that's open to anyone, regardless of insurance: Dean on Call, 608-250-1393 or 1-800-57-NURSE (1-800-576-8773).
- Visit a walk-in urgent care center.

Playtime Theme Helps Calm Kids

Children are born to play. So when an emergency happens, a medical exam room—far from playful—can be among the most frightening places. To help calm the anxieties of young children, St. Mary's Emergency Services department now has a fire truck-themed exam room at both its downtown Madison and Sun Prairie locations.

The pediatric rooms feature a fire engine exam table with steps on the back for children to walk up, a fire hydrant scale to weigh and measure children, and a medical stool covered with a Dalmatian print.

They were made possible through private gifts from the community. The exam room at St. Mary's Hospital was funded by Peter and Margo Ahrens of Fitchburg while the one at St. Mary's Sun Prairie Emergency Center was donated by a group of businesses: Flad Architects, Holiday Inn at the American Center and Luedtke-Storm-Mackey Chiropractic. ♥



Sun Prairie

Closer ER Offers Winning Answer in Race Against Time

In an emergency, minutes can seem like hours and traffic your worst enemy. The emergency itself brings enough anxiety without having to worry about connecting with someone who can help.

For residents in and around Sun Prairie, the time challenge is about to be snuffed out. The new St. Mary's Sun Prairie Emergency Center will shave half an hour or more from the drive to a downtown emergency room.

Located at Highway 151 and Reiner Road, Wisconsin's only satellite emergency center is slated to open in July to serve a rapidly growing area. It will operate as a department of St. Mary's Hospital and will be staffed by the same emergency physicians and nurses who serve the hospital. Treatment will be subject to insurance plan provisions.

"Our emergency physicians will rotate between the two facilities and among Columbus Community Hospital and Upland Hills Health in Dodgeville to ensure the same level of care throughout the region," says St. Mary's President Frank Byrne, MD.

St. Mary's Sun Prairie Emergency Center will feature 10 treatment rooms, a full-service laboratory, radiology (including a CT scanner), a helipad and a two-ambulance garage. Members of the community will have a chance to check it out during an open house June 25. ♥



Faster, Better Care: Here's How We Do It

St. Mary's treated more than 36,000 emergency patients last year. That number is projected to escalate along with the growth and aging of Dane County's population. Our newly renovated Emergency Services department is poised to meet the challenge. Here's how:



Medical charts

Electronic (vs. paper) medical records bring faster, more informed care because information is easily and comprehensively retrieved.



Ambulance transport

A protected canopy and ongoing collaboration with Emergency Medical Service partners ensure that arrival by ambulance goes smoothly.

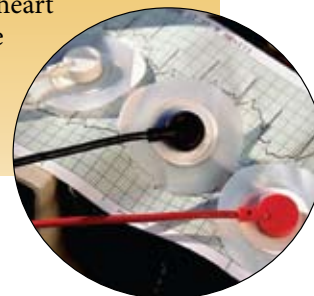


Medications

No more trips to the pharmacy now that the most common prescription drugs are available from a high-tech dispenser right in the ER.

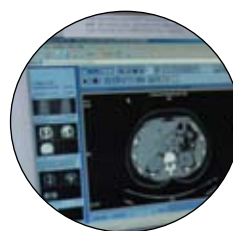
Heart patients

The Level One Heart Attack Program eliminates unnecessary steps in care to provide definitive treatment for a heart attack in as little as 12 minutes (St. Mary's record).



Patient care

Smaller teams bring efficient focus to groups of patients in one area instead of all staff trying to cover patients throughout the ER.



Imaging

CT scans are performed right in Emergency Services, eliminating the time and effort required to travel to another area.

Helicopter transport

A rooftop helipad with dedicated and direct access to the ER and other areas shaves off 10 minutes from the former process, which included surface-lot landing and subsequent ambulance transport.

Waiting Room

It's now soothing, contemporary and smaller – smaller because patients move through more quickly. New waiting rooms inside the ER have been set aside for families/friends who want to be close to their loved one.



Child patients

Fire engine-themed exam room is geared to children, improving the effectiveness and comfort of their visit.

Registration

Moved from reception desk to exam room with the help of computers on wheels.

Room count

What used to be 16 has grown to 29 downtown, with another 10 soon in Sun Prairie.



Be Prepared for an Emergency

- ♥ **Add 'ICE' to your cell phone.** ICE stands for "In Case of Emergency." Medical professionals use these numbers to notify the patient's emergency contacts and to obtain critical medical information if a patient can't answer questions. Ex: "ICE1 - mom" and "ICE2 - husband."
- ♥ **Post a list of emergency numbers** for anyone in the house to access.
- ♥ **Organize your medical history information.** Keep copies in your home, car, first-aid kits and wallet and use whenever you visit the emergency room.
- ♥ **Complete and distribute "consent to treat" forms** for children in case they have an emergency while with babysitters, relatives or teachers.
- ♥ **Take a first-aid class and learn CPR** (cardiopulmonary resuscitation). Check deanstmaryshealthworks.com for class offerings.
- ♥ **Keep first-aid kits in your home and car.** Be sure to include emergency phone numbers, including your primary care physician, and include important medical history information such as allergies and medications for each family member.

New Treatment

Stops Stroke in Its Tracks

Three hours used to be all the time that stroke victims had for intravenous treatment before they'd suffer brain damage or, worse, lose their lives. Too often, people don't even recognize the symptoms within that time frame, let alone seek help in an emergency room.

Advanced technology now available at Dean & St. Mary's Stroke Center offers new hope—many hours of it. The Merci Retrieval System is a device that can actually remove a blood clot and minimize the damage of a stroke.

“It widens our window of opportunity,” says Rick Baker, MD, director of medical imaging at St. Mary's Hospital, explaining that “time lost is brain lost.” Traditionally, the limit for the clot-busting drug tPA to be effective was three hours after the onset of symptoms. The Merci Retrieval System easily doubles that length of time for success and, depending on the site of blockage, can be used well beyond the six-hour window in certain circumstances.

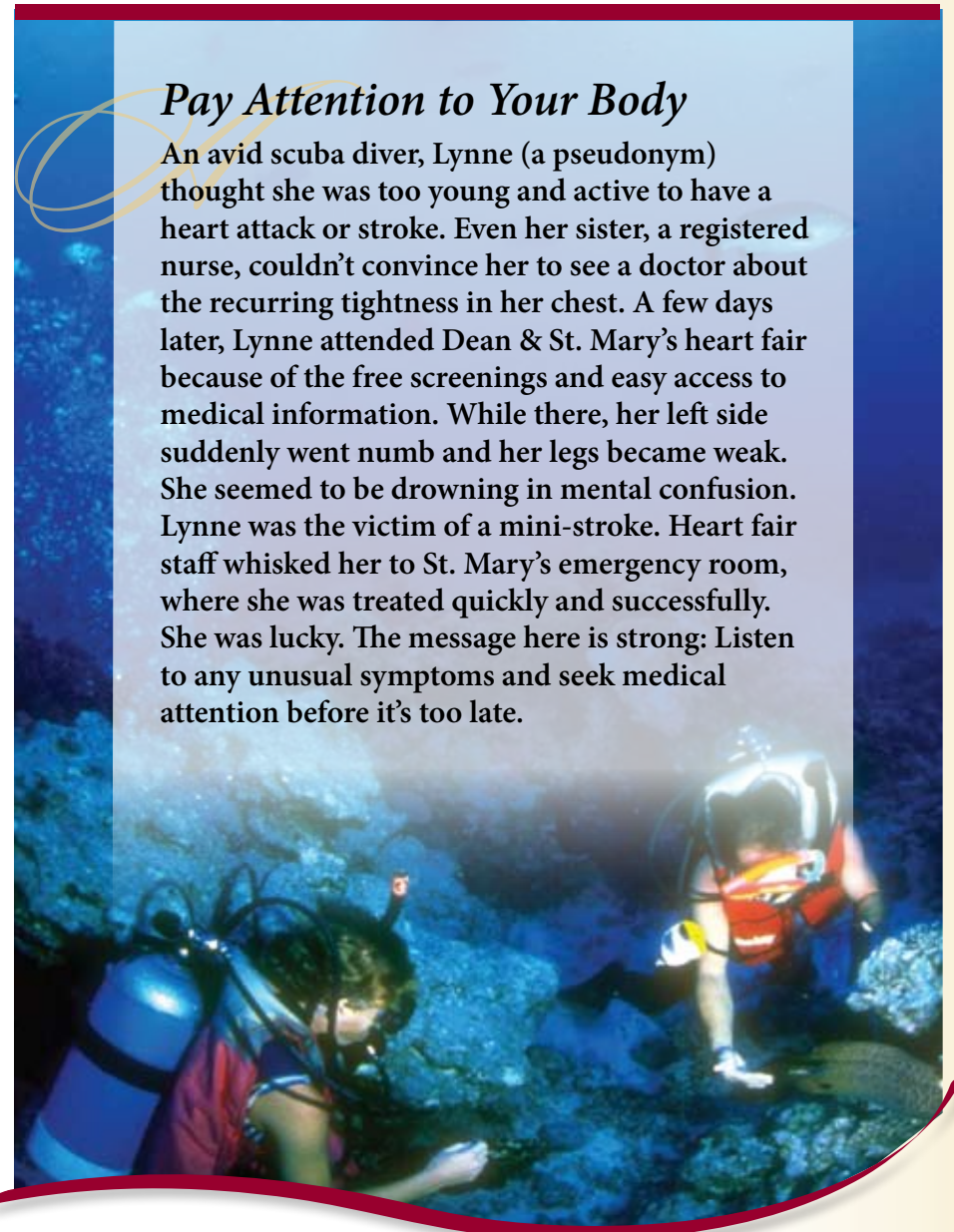
“It's an alternative for patients who arrive late to the ER and have large-vessel blood clots,” says Baker. “Along with tPA and sometimes angioplasty (the widening of blood vessels), it offers more comprehensive care.” Collaborative use of the Merci Retrieval System involves the emergency staff, neurologists, radiologists and neuro-interventional radiologists.

Here's how it works: An interventional radiologist threads a catheter through an artery in the groin and then up into the brain. Once the blockage is identified, the physician positions the device beyond the problem-causing clot and gently extracts it, much like removing the cork from a bottle of wine. (See illustration below.)

After the clot is removed, blood flow can return to normal. In many cases, the timely removal provides a second chance for patients who might have faced debilitating results. ♥

Pay Attention to Your Body

An avid scuba diver, Lynne (a pseudonym) thought she was too young and active to have a heart attack or stroke. Even her sister, a registered nurse, couldn't convince her to see a doctor about the recurring tightness in her chest. A few days later, Lynne attended Dean & St. Mary's heart fair because of the free screenings and easy access to medical information. While there, her left side suddenly went numb and her legs became weak. She seemed to be drowning in mental confusion. Lynne was the victim of a mini-stroke. Heart fair staff whisked her to St. Mary's emergency room, where she was treated quickly and successfully. She was lucky. The message here is strong: Listen to any unusual symptoms and seek medical attention before it's too late.



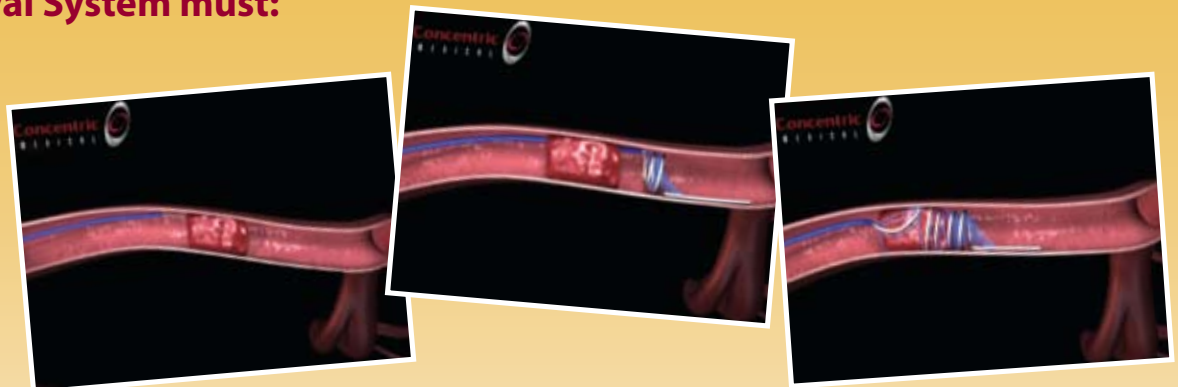
5

Symptoms of Stroke: sudden numbness • trouble speaking or understanding • difficulty seeing or walking • sudden severe headache

Patients eligible for the Merci Retrieval System must:

- have an identifiable large-vessel blood clot
- get to an emergency room within 5 hours of onset (earliest arrival minimizes your risk of brain damage and death)

The Merci system and other interventions dramatically improve survival rates, protect quality of life and save health care dollars for families and government programs.



Longtime Religious Leader, Administrator Retires

Sister Mary Ellen Lewis, FSM, has retired from her official ministry at St. Mary's Hospital to pursue volunteer opportunities within the hospital.

Sr. Mary Ellen (in photo below, on right) devoted her life to the Franciscan Sisters of Mary in 1955 and began her ministry as a nurse in St. Louis, Missouri. She later served as associate executive director of St. Mary's Hospital in Madison from 1967 through 1975 and director of the Pastoral Care Department (providing spiritual support for hospitalized patients) from 1995 through 2001. Most recently, she served as an on-call chaplain.

Elsewhere, she was executive director of St. Mary's Hospital in Jefferson City, Missouri, and held two terms as president of the Franciscan Sisters of Mary. In that role, she became board chair for SSM Health Care, one of the nation's largest Catholic health care systems and parent of St. Mary's in Madison.

Outside of health care, she has played key roles in the International Forgiveness Institute, the International Committee for the Peace Council and Madison-area Urban Ministry. She currently serves on the board of Triangle Community Ministry in downtown Madison.

Sister Marks Golden Jubilee

Sister Priscilla Weber, FSM, (left in photo) celebrates 50 years as a Franciscan Sister of Mary, the organizational sponsor of St. Mary's Hospital and its parent organization, SSM Health Care in St. Louis, Mo. After having graduated from St. Mary's School of Nursing, she entered the convent in 1959. Her ministry includes leadership positions at St. Mary's Adult Day Health Center, St. Mary's Hospital development department, St. Clare Hospital in Baraboo and other health care facilities. Today she works as a parish nurse and pastoral associate for St. James Parish in Madison, where she has ministered over the past eight years.



Edgerton Hospital Joins Network

Edgerton Hospital and Health Services is now affiliated with St. Mary's under a limited agreement with SSM Health Care of Wisconsin, which owns St. Mary's. Also affiliated, to enhance health care throughout the region, are Columbus Community Hospital, Stoughton Hospital, Boscobel Area Health Care and Upland Hills Health, Inc. in Dodgeville.

St. Mary's Gains High-Tech Honors

St. Mary's is one of just 48 hospitals in the country – and the only one in Wisconsin – to have completed six of seven stages for implementation of the electronic health record, according to the Healthcare Information and Management Systems Society. The technology, which can improve care and reduce errors, will be fully implemented when clinical information can be shared electronically as needed with other hospitals, clinics, employers, payers and patients.

New Hospital Remains Priority

A new president has been hired and planning continues for St. Mary's Janesville Hospital. The time line for construction has been extended, however, because of the uncertainty in national credit markets. The new hospital campus remains the top priority for SSM Health Care.



Actions Speak Loudly

Character is built through actions with no audience. Because personal character plays a big role in St. Mary's heritage and continuing mission, the hospital's web site now celebrates the unsung, everyday actions of St. Mary's employees and volunteers. Called "Mission in Action," the monthly video honors employees by showcasing their stories in their own words. Log on to stmarysmadison.com > About Us > Our Mission. Patients and visitors are welcome to tell about exceptional experiences with St. Mary's staff by emailing missioninaction@ssmhc.com.

the DOCTOR is



Q. I lost my job and cannot afford health insurance on my own. I'm afraid of going to the doctor for fear of the bill. Do you have any advice?

To begin, I encourage everyone to make these tough economic times your motivation to practice good health habits, including seeing your doctor for wellness checks. You may actually save money in the long run by catching problems while they are still inexpensive to treat. Anyone without insurance or enough funds to cover out-of-pocket expenses may be eligible to use the following resources:

- ABC for Health identifies options for denied claims and lack of coverage; (800) 585-4222 or (608) 261-6939
- Access Community Health Centers provide medical and dental care for the underserved; (608) 443-5480 for medical appointments and (608) 443-5482 for dental
- BSP Free Clinic gives free specialty health care; (608) 827-2308
- Dean Community Care Service identifies health coverage options for patients of Dean Health System; (608) 294-6463
- Dean On Call helps anyone in Wisconsin through 24/7 free telephone access to registered nurses; (608) 250-1393 or 1-800-57-NURSE (1-800-576-8773)
- Dean & St. Mary's Neighborhood Asthma Clinic offers screening, diagnosis, education and treatment of asthma; (608) 446-3344
- St. Mary's Financial Assistance Program covers all or part of St. Mary's patients' out-of-pocket expenses; (608) 258-7600



Frank D. Byrne, MD
President
St. Mary's Hospital

Investing in Community

Patients Benefit Most From Unique Nursing Scholarship

Dedicating money and time to education is next to impossible for many, especially when the economy is so sour and employment so uncertain.

A scholarship and work—experience program for minorities pursuing careers in health care is just what the doctor ordered – and what St. Mary's has prescribed for more than 20 years.

St. Mary's Minority Scholarship Program has provided approximately \$120,000 in tuition assistance and about \$240,000 in paid work experience for 22 students since the program began in 1988. Eligible academic programs range from dietetics and radiography to physical therapy and nursing.

Padau Yang, among her family's first generation to attend college, began her education as an art major before she switched to biology and eventually entered nursing school. "I love that nursing is an interdisciplinary field addressing human biology, psychology, sociology and spirituality," says Yang, who graduated as a registered nurse in May. "I have a lot of interest in all of them."

In addition to classroom learning, all scholarship recipients gained hands-on experience at St. Mary's, along with a paycheck for their work.

"Working during school is difficult," says Alfredo Delgado, who returned to school while employed at St. Mary's, earning a registered nursing degree last year. But, he points out, the experience builds understanding of the commitment and develops work skills that will benefit patients, employers and oneself.

The scholarship program also opened a door for Zainabou Cole, whose life-long interest in nursing didn't translate to a health career until mid-life—something made possible only by tuition assistance and work experience.

"I love working with people; it's what I have done all my life," Cole says, explaining that her first career was in agriculture. From her home in West Africa, she traveled extensively for education and work in Africa, Asia and Europe before taking a job as a seed technologist at the University of Wisconsin-Madison.



Zainabou Cole

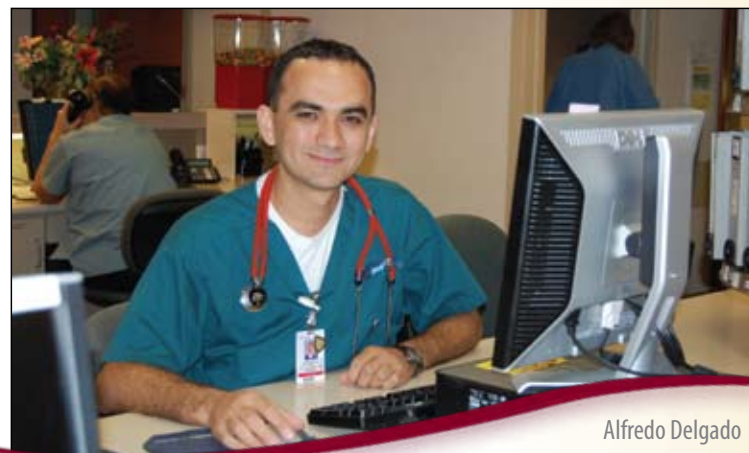
7



"I love that nursing is an interdisciplinary field addressing human biology, psychology, sociology and spirituality."

Padau Yang (right) is pictured with Megan Seep-Mazvimav

Cole's student nursing experience set the stage for her continuing employment in the same unit at St. Mary's over the last 10 years. Delgado, who was encouraged by colleagues to advance his nursing education, says he is loyal to St. Mary's because of all the support: "I am very proud to be part of such a caring organization." ♥



Alfredo Delgado

IN THIS ISSUE

- NEW ERS FOR MADISON, SUN PRAIRIE
- A REASON FOR KIDS TO LIKE DOCTOR VISITS
- AMAZING NEW TREATMENT FOR STROKE PATIENTS

St. Mary's
SUN PRAIRIE
EMERGENCY CENTER

closeER fastER bettER

St. Mary's Sun Prairie Emergency Center Open House

Thursday, June 25 • 4:30 to 7:30 p.m.

Want an email reminder for this event?
Sign up at stmarysmadison.com/communityconnection



St. Mary's Hospital is a nonprofit organization, as described in Section 501(c)(3) of the U.S. Internal Revenue Service code.

Issue Number 6

Editor

Kelly Cheramy

Director of Public Relations & Marketing

Steve Sparks

President

Frank Byrne, MD

Sign up to receive this publication via email. Log onto stmarysmadison.com/communityconnection

608.258.5065

Affirmative Action Employer and Provider.

SSM Health Care and an Equal Opportunity / Marketing at St. Mary's Hospital, a member of

by the Department of Public Relations &

Community Connection is published periodically



St. Mary's
HOSPITAL
700 S. Park St.
Madison, WI 53715

NON-PROFIT
U.S. POSTAGE
PAID
Madison, Wisconsin
Permit No. 1294