

the INDEPENDENT

A Newsletter for Madonna Rehabilitation Hospital

www.Madonna.org

September 18, 2009

402.489.7102

The Madonna Independent, an employee newsletter of Madonna Rehabilitation Hospital, is published every other Friday by the Marketing and Public Relations department. To submit a story idea, news item, announcement or recognition information, contact Tami Rudder, editor, at 486-8606.

All story ideas, news items, announcements or recognition information must be submitted the Friday before the Independent is printed. **The deadline for the next issue is Friday, September 25.**

**The Independent can be viewed online at www.Madonna.org*

Physical therapist's tribute to patient



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Community outing for patients



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Determined athlete making great strides at Madonna

Thirteen-year old Derek Ruth of Malcolm, Neb., is a champion to those who know him, both on and off the football field or baseball diamond. During a midget football game on Sept. 6, 2008, Derek ran with the football toward the end zone, then he suddenly straightened out his arm and dropped the ball.

His mother, Jennifer, said, "I remember thinking that was strange because he wasn't even near another player."

One of the coaches pulled Derek from the game as a precaution.

He'd been tackled in

a couple plays during the game, yet Derek responded appropriately to questions. But, a few minutes later, Derek removed his helmet and fell from the bench, clutching his head. An emergency crew responded within minutes, providing medical care and transporting Derek to BryanLGH West where a CT revealed a devastating traumatic brain injury. After two surgeries to save Derek's life, which involved removing portions of his skull on both sides, he was transferred to Madonna's inpatient pediatric rehabilitation program.

At first, Derek was so weak, just sitting in a wheelchair was a strain after short periods of time. He was unable to walk, verbally communicate or eat on his own and was not fully aware of his surroundings. He could, however, respond to his mom and dad, with a weak thumbs up or down to their questions.

With the help of his Madonna team, the constant support of his family, and his faith and determination, Derek has made incredible progress. He struggled to stand with support, then took a few assisted steps, then used

the body weight support treadmill to relearn proper gait positioning and regain strength. By the end of December 2008, Derek's therapists had to keep up with him as he quickly crossed the Therapy Gym on his own. He achieved one of his first goals: to discharge from inpatient treatment and return home for Christmas.

In January 2009, Derek returned to Madonna for outpatient therapy in the Rehabilitation Day program. He made great gains in his physical strength and coordination and focused on his cognitive and communication skills. He became lightning fast with his letterboard, spelling out answers to homework questions in Madonna's Kit Scott Therapeutic Learning Center and joking with his parents and four brothers.

"Derek is a living miracle," said Holly Schifsky, OT, pediatric program manager. "His determination and faith have helped him make incredible progress."

Friends organized "Team Derek" to celebrate his achievements by participating in the Lincoln Marathon on May 3, 2009.

Derek cheered on his supporters, including several Madonna employees, and crossed the finish line with his family—running the last few yards. His winning smile said it all.

Derek Ruth is one of four patients who will be honored at the 2009 Chair's GOAL Awards on Oct. 13, 2009.



Derek Ruth works with Holly Schifsky, occupational therapist (OT) and pediatric program manager, on fine motor skills during a therapy session.

"Derek is a living miracle. His determination and faith have helped him make incredible progress."

—Holly Schifsky
OT and pediatric program manager

Georgann Claussen Memorial Award of Excellence

The Employee Appreciation Team will be facilitating nominations for the 2009 Georgann Claussen Memorial Award of Excellence.

The Georgann Claussen Memorial Award of Excellence is an award of \$250 presented to a Madonna caregiver who best demonstrates dedication to compassion and excellence in helping children and adults with disabilities rebuild their lives.

The nominee must be a Madonna employee with at least three years of service and be a direct caregiver who is dedicated to compassion and excellence in helping patients rebuild their lives.

Please take a few moments of your time to consider a co-worker that you would like to nominate and complete a nomination form available from Human Resources. All nominations must be turned into Human Resources by Thursday, Sept. 24. The award will be presented at the Oct. 12 WHAM.

If you have any questions please contact Marla Buresh in Human Resources at extension 6084.

Employee appreciation

Friday, Sept. 25, 2009

7-10:30 a.m. or 4-6:30 p.m.

Sheridans

Sneak preview of "Pathways" the Madonna documentary on brain injury rehabilitation

Thank you for your contributions to our successful year. Your hard work and dedication have helped Madonna achieve its goals for FY 2009.

With deep appreciation, a special celebration for all employees will be held on Sept. 25 with a delicious meal, an employees-only preview of the "Pathways" documentary and a **thank you gift card** for those employed on or before June 30, 2009. Employees unable to attend will receive their thank you gift in their home mail.

Weigh to Go!

The next weigh-in session for the Weigh to Go wellness program will be Thursday, Sept. 24 at Main Campus in the Flanagan room from 11 a.m.-Noon. ProActive employees can check their weight from 1 -1:30 p.m. on Thursday, Sept. 24 in the Fit for Work office area.

All weigh-ins are confidential and include an optional free blood pressure screen.

Not signed up for Weigh to Go? You can opt in at any time. All employees are welcome and there is no fee to participate. Weigh to Go also offers:

- Ongoing support and accountability for employees focused on working toward or maintaining a healthy body weight
- Mini goal setting sessions with health specialists
- Personal trackers for participants to gauge their progress.

For more information, contact Brittany Baack at ext. 8611.

Ohlmann promoted to Inpatient Therapy Manager



Michele Ohlmann, physical therapist, has been named the inpatient therapy

manager. Michele will assume management responsibilities for the Nebraska Heart Hospital therapy contract, inpatient occupational and physical therapies, recreation-hospital and therapy support services.

Michele joined Madonna's therapy team in 1993 and has been a member of several acute rehabilitation programs, including spinal cord injury, traumatic brain injury, stroke, orthopedic and pediatrics. She has served in a variety of leadership positions including, inpatient PT supervisor, clinical coordinator of clinical education, stroke program leader and currently serves as a stroke team mentor.

Real life Real solutions

Getting to know Madonna's Fit for Work staff



Sharon Duffy, RN, MS, CRRN
Coordinator Holistic Health and Integrative Medicine & Fit for Work Nurse

My Struggles

After being a nurse for many years and briefly retiring, I have combined my love of nursing with holistic health management. In 1981, I experienced a hemorrhagic stroke that helped me put life into perspective. My husband is retired and has recently experienced some health struggles. I am blessed with many friends, though much of our social life includes food-related events. Helping people through grief management can sometimes add stress to my own world. I am the "family health expert" and end up helping much of my extended family as they age in seeking resources. Sometimes I wear so many hats that it's tricky to find time to focus on my own health.

Real Solutions

- Holistic healing and reflection in the form of journaling helps me to better deal with the stressors of life.
- During warm weather, I take advantage of using the ProActive's labyrinth. Spiritual reflection helps me find my center.
- I find my life balance through enjoying time with my grandchild. I am blessed to have him nearby.
- Though it is tricky, I make time to travel and enjoy my friends and family.
- I always love a good pedicure at Soteria Spa. Who doesn't love a good foot massage?
- When I'm out with friends, I try to focus on choosing only my favorite treats to keep my waistline in check.

Health insurance trends and cost drivers

Costs for the most popular types of health care coverage are projected to increase at double digit rates into 2010. A recent study on the average medical spending for a typical American family presented these findings:

- The total medical cost in 2008 for a family of four was \$15,609 as compared to \$14,500 in 2007.
- An employee's share of health care services reflects a second consecutive year of double-digit increases.
- While overall medical trend was down in 2008, prescription drug cost was up for the first time since 2006.

There are a number of factors which contribute to these increasing costs. Some of the biggest contributors to rising health care costs are described below.

Chronic Care

Our health care system is primarily geared toward providing acute care or curing diseases. However, many people need care for chronic conditions (such as diabetes or obesity) that are major causes of illness, disability, and death in the United States today. Chronic conditions also account for a significant portion of health care spending – 78 percent.

New, expensive medical technology

New medical devices, diagnostic tests and medical imaging tools are enabling doctors to deliver care that would have been considered science fiction in years past. Medical technology has revolutionized medicine and improved the lives of many people. However, the advances have come with a price tag. As the number of older Americans increases, so does the need for these new devices and treatments. Some sources indicate that technology accounts for one-half to two-thirds of the growth of medical spending.

Increasing pharmaceutical use

Part of the reason health care costs continue to rise is due to an increased use of prescription drugs and an increase in the number of new, expensive drugs that are prescribed. Undoubtedly, prescription drug manufacturers have revolutionized modern medicine and improved the lives of countless individuals. However, these advances come at a cost.

National health care spending

- Health care spending is expected to reach \$3 trillion by 2011 and \$4.2 trillion by 2016. By comparison, spending was \$1.1 trillion in 1997.
- In 2007, the United States spent 16 percent of its gross domestic product (GDP) on health care. The figure is expected to rise to 25 percent by 2025.
- Health care spending is over four times the amount spent on national defense.
- In 2007, employer health insurance premiums increased at two times the rate of inflation.

Source: SilverStone, Zynwave, Inc.

Employee Focus: Fun factoids about Jim



Jim Fry
Executive Assistant
Quality/Risk Management
MRH Employee 19 years

- 1 I love professional football – especially Philadelphia Eagles and the New England Patriots.
- 2 I have a passion for making things – cooking, woodworking.
- 3 I have finally reached my goal this year to lose 75 pounds!
- 4 I love to watch the History Channel (fits with my Context theme).

Competition

Examining the Clifton

Strengths Finder™ theme

Competition is rooted in comparison. When you look at the world, you are instinctively aware of other people's performance. Their performance is the ultimate yardstick. No matter how hard you tried, no matter how worthy your intentions, if you reached your goal but did not outperform your peers, the achievement feels hollow. Like all competitors, you need other people. You need to compare. If you can compare, you can compete, and if you can compete, you can win. And when you win, there is no feeling quite like it. You like measurement because it facilitates comparisons. You like other competitors because they invigorate you. You like contests because they must produce a winner. You particularly like contests where you know you have the inside track to be the winner. Although you are gracious to your fellow competitors and even stoic in defeat, you don't compete for the fun of competing. You compete to win. Over time you will come to avoid contests where winning seems unlikely.

A Madonna employee describes how Competition works in his life

Submitted by Cole Maranville, NSCA-CPT, Personal Trainer

The Competition strengths theme is most definitely a part of who I am. I have always strived to be the best at whatever it is I am doing. As a personal trainer, I have a responsibility to set high goals in health and wellness for myself as well as my clients. I look at setting goals as a competition and not achieving those goals is simply not an option. I try to utilize my competitive spirit to help clients surpass the goals they've set; ultimately making them "winners."

Green tip: Longer-lasting lights



If a quarter of the households in the United States replaced one incandescent with one CFL, it would save as much CO₂ as planting 257,215 acres of forest. Pick out a compact fluorescent lightbulb (CFL) that will give off the familiar warm glow of incandescents; look for bulbs labeled "soft white" with a Kelvin temperature of 2,700k. To complement warmer colors in a room, pick "warm white" CFLs with Kelvins ranging from 3,000k to 3,500k. Full-spectrum or "daylight" bulbs emulate natural light and have a color temperature of 5,000k or higher.

Source: www.thegreenguide.com

A tribute to Glen Waddle

By Joyce Jaixen, physical therapist

Every so often, God places a patient in my life that inspires me to think harder than ever before. I leave work at the end of the day analyzing my impact on his or her mobility. I wake up praying for the skill to help them transfer out of bed, push a wheelchair or, God willing, even to walk again.

Glen Waddle came to Madonna with the odds stacked against him in terms of recovery. Following the removal of a pituitary tumor, Glen suffered a stroke that left him with little ability to communicate, perform self cares or initiate movement. Each accomplishment he made was the direct result of weeks and months of struggle. Day after day, repetition after repetition, Glen plugged away at being more independent with basic tasks.

Glen's fortitude was contagious and compelled me to put more effort into studying, researching and applying principles of evidence-based practice. His perseverance motivated me to make the most of each



session. Earning Glen's trust pushed me to advocate strongly for as much recovery time for him as possible in the acute rehabilitation setting.

Glen's hope challenged me to collaborate with other therapists and disciplines in order to achieve the best outcomes. His gentle nature prompted me to remain calm and reassuring, even when he struggled to the point of tears.

Glen's pride in being a state trooper allowed me to firmly remind him that self-pitying is more burdensome than requiring assistance from loved ones. His amazing relationship with his wife, Kim, reminded me to thank God for family and friends who are committed to being there every step of the recovery journey.

Glen received a "Spirit Award" from his Madonna team as a tribute to his powerful impact on the staff who were privileged to work with him. May God continue to bless Glen at Quality Living, Inc., in Omaha, as he works toward returning home.

Onsite housing unit gets "Extreme Makeover"

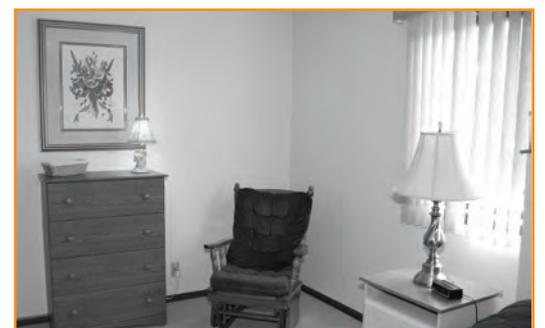
If these walls could talk, they'd tell you how a woman named Sharon Van Winkle brought them to life. Sharon's stepson, Carl, was in a near-fatal car accident in April and the onsite housing allowed her and Carl's father, Chris, to be within walking distance of the hospital. "We wouldn't have made it through Carl's rehab journey without the convenience of this housing," said Sharon.

As Carl healed, Sharon found herself adding personal touches to the unit she and Chris called "home" for three months. The couple wanted to pay it forward for the next occupants. "It's just a small way that we could give back to Madonna," said Sharon.

Sharon began combing garage sales and Craigslist for used furniture, lamps and artwork. "Your garage sales are amazing here!" she exclaimed. Sharon decided an angel theme would comfort occupants, like a guardian angel keeping watch. "There's something about the serenity of an angel that brings you peace," Sharon reflected.

Formerly an interior designer, Sharon's flair is evident throughout the revamped unit. Sharon and Chris also donated two new dressers to honor Carl and the Madonna staff.

The couple feels the temporary housing was a godsend. Their purchases were just a small token of appreciation. "We hope people will open these doors and feel like this is their home," said Sharon.



Sharon Van Winkle volunteered her time to decorate their Madonna onsite housing unit while her stepson was a patient at Madonna.

> CALENDAR

- Sept 21** **Rehab Week**
Grand Rounds
 Ventilatory Management of SCI Patient
Rebecca Wills
 Sheridans
 Noon-1 p.m.
 1 CH
- Sept 22** **Grand Rounds**
 Aging with Spinal Cord Injury
Diane Ulmer
 Noon- 1 p.m.
 1 CH
- Sept 24** **CPR Certification**
 9:30 a.m.-12:30 p.m.
 Agee
 Call 6550, 6476 or 6406 to register
- Continuity of Care**
 Debility and adult failure to thrive
Lori Molzer, RN, CHPN, AseraCare
 8-9 a.m.
 Sheridans
 Call 6550, 6476 or 6406 to register
 1 CH
- Grand Rounds**
 Mild traumatic brain injury and concussions in youth
Dr. Lori Terryberry-Sphor
 4-6 p.m.
 Sheridans
 1 CH

Chapel Services

Catholic Mass is offered Monday, Tuesday, Thursday and Friday at 4 p.m., Wednesday and Sunday at 10:30 a.m. and Saturday at 4:30 p.m. The Worship Service is Thursday at 10:30 a.m. Hymn/Music Program is Sunday at 3:30 p.m.

Sept 20 Southwood Men's Choir

Sept 27 Dustin Bower

Do you belong to a group or congregation that hasn't performed at Madonna? We welcome new talent. Contact Steve Werner at ext. 6831 or swerner@madonna.org.



Dean Osentowski lines up his pool shot with help from (left) Kristi Britten, PT, and Lindsay Tuxhorn, OT. Dean took part in a recreational outing on Sept. 10 to Madsen's Bowling & Billiards with several other patients from Madonna's spinal cord injury program.

Madonna's CFO recaps 2009



Salaries, benefits and taxes accounted for 72 percent of Madonna's total operating expenditures last year. That was one of the eye-opening statements given by Victor Witkowicz, Madonna's senior vice president and chief financial officer, at the August 31 WHAM on the financial state of Madonna. "We're putting more into our labor force in salaries and benefits – significantly more than other rehab facilities," said Victor. He added that the percentage of full time employees increased in 2009. Madonna generates \$83,000 net revenue per employee "Madonna is one of the largest employers in Lincoln; we make a noticeable impact on the city," added Victor.

Other highlights gleaned from the WHAM included:

- Physical investments in building and equipment totaled more than \$6 million last year. "We invest a significant amount of dollars back into the 'brick and mortar' of Madonna," stated Victor. "The old adage that you have to spend money to make money rings true," he added.
- The hospital accounted for two-thirds of the total revenue in 2009. Long term care contributed 24 percent, outpatient 7 percent and ProActive added around 4 percent. Expenses grew 9 percent, but hospital revenue increased at a greater rate. The growth was not attributed to patient volume, but rather the result of a rate difference. Spinal cord, pediatric and traumatic brain injury patients should increase revenue as Madonna expands regionally. These types of patients tend to be covered by insurance, private pay and Medicaid, and not Medicare.
- Hospital discharges continue to decline since their peak in 2004. "We see more revenues with less activity," stated Victor.
- Long term care revenue and growth remained steady. St. Angela's Ventilator and Special Needs Unit was remodeled and it continues to play a vital role in driving revenue.
- Outpatient and ProActive business lines experienced positive growth from both revenue and income standpoints.
- As a nonprofit hospital, Madonna receives tax exemptions from federal, state, and local governments with the expectation that, in return, we provide benefits to the community. Madonna has continuously risen above that bar. "Madonna helps to subsidize several operations in Lincoln and Lancaster county including Y-Pal, Community Medical Transportation and Adult Day Service," said Victor.

In summary, Madonna continues to reinvest in employees and the physical facility as a way to drive future results.

Taking the "lap" out of laptop

Working with a laptop perched on your lap may place the keyboard at a comfortable height, but it can wreak havoc on your neck. Repeatedly bending your neck down to view the screen can strain neck muscles that may, over time, lead to pain or injury. Try elevating the laptop to a stable platform or use a monitor arm to position the top line of the screen at, or slightly below, eye level.

If you have any ergonomic needs, contact Jody Luzum at ext. 6413.

The following letter was sent to Madonna's President and CEO, Marsha Lommel.

Sept. 8, 2009

Marsha-

Thanks for hosting the Town Hall at Madonna and for your positive letter to the Lincoln Journal-Star. Much work remains.

Regards,
 Sen. Ben Nelson

Troika Ranch Performance Preview

Saturday, Oct. 10, 2009

2-3 p.m.

Sheridans

FREE and open to the public

Learn how the Troika Ranch performance art company collaborated with the Madonna Institute for Rehabilitation Science and Engineering to develop software that helps people of all abilities create visual artwork from their movements. From the fusion of art and science, both organizations discovered innovative ways to use technology that could be used therapeutically and artistically.

You'll enjoy a sneak peak performance from "Loop Diver," a Madonna-sponsored event at the Lied Center for Performing Arts on Oct. 15 and 16.

Madonna staff will provide facility tours following the performance, showcasing our new renovations and offering a preview of "Pathways," the Madonna documentary on brain injury rehabilitation.

The event is free but pre-registration is appreciated at www.Madonna.org.

Flu season is upon us: Madonna staff directives outlined

Autumn has arrived in Nebraska and the Centers for Disease Control and Prevention (CDC) is bracing for an early flu season. Listed below are definitions and guidelines for Madonna staff regarding flu-related diagnosis and time off.

CDC definition of Influenza-like Illness (ILI)

Fever and respiratory tract illness (cough, sore throat, runny nose), headache, muscle aches, and in some cases vomiting and diarrhea.

CDC definition of Health care Clinical Staff (HCS)

Defined as persons, including employees, students, contractors, attending clinicians, and volunteers, whose activities involve contact with patients in a health care or laboratory setting.

Guidelines

If a HCS person is at work and develops symptoms of ILI, they should be instructed to cease patient care activities and notify their supervisor. They should be sent home immediately. The supervisor needs to notify Employee Health that they sent the clinical staff person home and the area they had been working.

HCS should not report to work if they have febrile respiratory illness/symptoms of ILI and should not return to work for seven days from start of symptoms or until symptoms have resolved, whichever is longer.

HCS who have had unprotected exposure to ILI may continue to work if they are not symptomatic of ILI and started on antiviral prophylaxis. They need to be instructed to cease work if they begin to show symptoms of ILI. (This applies to staff that have family with ILI).

All other staff (not Health care Clinical staff) must follow the same guidelines for symptoms of ILI however, they can return to work after being fever free for at least 24 hours without taking medication to keep fever down.

Reporting ILI Symptoms

All department supervisors/managers must ask staff calling in sick to work to specify what symptoms they are experiencing. This step must be completed to track illness in the facility. The Nurse Staffing office will track nursing staff that are symptomatic of respiratory illness or GI illness. Employee Health will continue to track respiratory and GI illness through weekly emails requesting numbers of staff who call in sick to work. Your prompt response to these emails is appreciated.

Source: Center for Disease Control and Prevention

Three action steps to protect against the flu

#1 Take time to get vaccinated.

- CDC recommends a yearly seasonal flu vaccine as the first and most important step in protecting against seasonal flu.
- Seasonal flu vaccine also is important for health care workers, and other people who live with or care for high risk people to prevent giving the flu to them.

#2 Take everyday preventive actions.

- Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.
- Wash your hands often with soap and water, especially after you cough or sneeze. Alcohol-based hand cleaners are also effective.
- Avoid touching your eyes, nose or mouth. Germs spread this way.

#3 Take flu antiviral drugs if recommended.

- Antiviral drugs are prescription medicines (pills, liquid or an inhaled powder) that fight against the flu by keeping flu viruses from reproducing in your body.
- For treatment, antiviral drugs work best if started within the first two days of symptoms.

Source: Center for Disease Control and Prevention

Madonna offering FREE flu shots for employees and volunteers!

**Flu-shot kickoff
Wednesday, Sept. 30
Lancaster Room
7:30 a.m.-10:30 a.m.**

The goal for this season is for 100 percent of Madonna staff to get vaccinated for influenza. Shots will be offered during a two week period beginning Sept. 30. Fliers will be posted throughout the facility listing additional clinic times to be offered in Employee Health. You can also check Madonna's Intranet under "Employee Health & Wellness" for flu clinic dates and times.

Jody Luzum, LPN, will also be traveling to various departments and administering shots during the two week flu campaign.

Influenza kits will be kept in the nursing area located in the med room refrigerator. This kit has all the necessary supplies to give a co-worker their flu vaccination if they cannot make it to the appointed times or for night staff that have a harder time making the clinic times. You **MUST** fill out a consent form (located in the kit) in order to receive the vaccination.

Please make a point to get your influenza vaccination. You may be fortunate enough to escape getting sick, but you can still carry influenza around and be a carrier to your patients or loved ones.

A new documentary

Pathways

Follow four individuals finding their way from the tragedy of brain injury to new hope through rehabilitation.

Pathways will be shown:

Tuesday, October 13

Sheridans

Noon-1 p.m.

Thursday, October 15

Ross Media Arts Center

313 N 13th, Lincoln, Nebraska

\$5 admission

Doors open at 5 p.m., Film begins at 6:30 p.m.

Appetizers and refreshments