

The Madonna Independent, an employee newspaper 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 or trudder@madonna.org

Brig. Gen. Kadavy visits Madonna



PAGE THREE

Adaptive Sports and Rec Fair



PAGE THREE

Aloha week for the Child Development Center



PAGE FOUR

## Lee Woodruff to speak at Madonna Chairman's Goal Awards event

Madonna Rehabilitation Hospital is pleased to feature Lee Woodruff as keynote speaker for the Chairman's 2008 Goal Awards event on Sept. 29.

Lee Woodruff knows that life changes in an instant. One minute, you're a successful freelance writer and business woman, mother of four children and wife of Bob Woodruff, the newly appointed co-anchor of ABC's *World News Tonight*. The next minute, your life turns upside down when your husband is severely wounded in a roadside bomb attack in Iraq while anchoring a broadcast.

Lee held their family together, providing the extra support her children needed, as well as providing moral and physical support to her husband during his slow recovery from near-death. She and Bob wrote a compelling account of their amazing journey in *The New York Times* best seller, *In an Instant: A Family's Journey of Love and Healing*. A frank and fascinating account of how their lives came together, were blown apart and then were miraculously put together again, *In an Instant* shares how they persevered with grit, but also with humor, through intense trauma and fear.

Above and beyond their own incredible personal ordeal, they made the decision to help others, founding the Bob Woodruff Family Fund for Traumatic Brain Injury to assist members of the military with cognitive rehabilitation and other care needs following traumatic brain injury suffered in service to their country.



Lee Woodruff

Lee recently joined ABC's *Good Morning America* as a family and life contributor. Currently, she is also a contributing editor of *Family Fun* magazine, where she writes about health and travel and serves as a Family Fun spokesperson, appearing on national and regional broadcasts about various topics on behalf of the magazine.

As a freelance writer, Lee has written numerous corporate materials and her articles have appeared in *Health*, *Redbook*, *Country Living*, and *Family Fun*. Over the years, she has written articles with a personal slant about family life and the often humorous and poignant moments of being a parent.

In her work as a public relations executive, Lee has more than 20 years experience in marketing and PR, with clients ranging from the healthcare and travel industries to the electronics and accessories markets. She is a sought-after public speaker who has earned wonderful reviews for her inspiring and heartwarming speeches.

The Madonna Chairman's 2008 Goal Awards luncheon will be held at the Embassy Suites in Lincoln, Neb., on Monday, Sept. 29, from noon to 1:30 p.m. Tickets are \$40 per person and seating is limited so please call 402-483-9813 to reserve your seat before Sept. 8. The event will be simulcast in the Sheridan rooms at Madonna at no charge. Learn more about the Madonna Goal Awards event at [www.Madonna.org](http://www.Madonna.org).

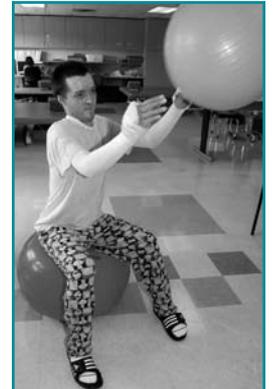
### NEW live feed broadcast!

The Madonna Chairman's Goal Awards luncheon will be broadcast live, via the Internet, in the Sheridan rooms on Monday, Sept. 29. Drinks and cookies will be provided. Staff and visitors are welcome to bring their lunch and enjoy watching the event for free. The broadcast will start at noon, with the Goal Awards video scheduled at approximately 12:30 p.m. The program will conclude at 1:30 p.m. A DVD will be available in October for those unable to attend the broadcast.

## Small steps equal big gains for burn patient

“One day at a time” were simple words of encouragement that hung in Brad Amos' room. It's how the 23-year-old from Griswold, Iowa, survived after being burned over 60 percent of his body.

Brad, a senior at Iowa State, was working a summer job at the local cooperative. On June 3, while refilling propane tanks with his grandfather and three other coworkers, one of the tanks suddenly exploded. His body and clothes afire, Brad tried the “stop, drop and roll” method, but the flames continued to engulf his body. A friend was finally able to get him hosed off under a water hydrant.



Still coherent, Brad ran to the nearby fire department, charred skin and clothes hanging off his arms. He was lifeflighted to University of Nebraska Medical Center and was in a medically-induced coma for two weeks in the intensive care unit.

It was heart-wrenching for Brad's parents, Angie and Wade, to see their son. Along with his significant burns, Brad had a trach, catheter and feeding tube. “He was literally covered in bandages and had tiny slits for his eyes and mouth,” shared Angie. Gradually, his condition was upgraded and Brad endured five skin graft surgeries in three weeks.

Five weeks following his horrific accident, Brad transitioned to Madonna Rehabilitation Hospital. “It was a big adjustment because I literally could not bend my hands,” Brad said.

One of his toughest obstacles was using the Continuous Passive Motion (CPM) machine that moves a patient's hands and fingers in long, slow motions. The CPM treatment helps alleviate pain, tightness and swelling in burn patients. “The therapists and nurses here are awesome; they know how to treat burn wounds,” said Brad.

(continued on page three)

# Foundation pleased with campaign participation

**C**ongratulations Madonna employees! The Madonna Family Division has surpassed its goal of \$400,000. The Madonna Foundation extends a heartfelt thank you to all who participated in the largest campaign in Madonna's history. It is truly a tribute to our first 50 years and a huge boost to the next 50 years.

Every gift – no matter what the level – made reaching this goal possible. Nearly every department was represented in the overall giving as well as all shifts. Special thanks goes to the nursing departments. These departments, both on the hospital side and the long term care side, have large numbers of employees distributed over three shifts, yet they still managed to make a tremendous showing of support for the campaign. The VAU/SN Unit earned the top honor among nursing departments with the largest number of nursing employees supporting the campaign. Thank you to all nursing managers who arranged times for us to meet with their staff.

The Foundation is pleased to announce that the following departments have a **100 percent** giving to the campaign, these include:

- Executive Team
- Employee Health
- Facilities Management
- Foundation
- Finance
- Grounds
- Information Technology System
- Mission Services
- Non-Clinical Float
- Nurse Practitioners
- Physiatry staff
- R.C Senior Wellness

- Rehabilitation Services
- Risk Management
- Therapy Plus O Street
- VAU/SN Social Workers
- Volunteer Services

Departments that had a **50 percent or higher** level of giving include:

- Accounting
- Administration
- Admissions and Referrals
- Aquatic Therapy
- Human Resources
- ITS – Hospital Applications
- Long Term Care Administration
- Neuro Psychology – Outpatient
- Neuro Psychology – Inpatient
- Nursing Administration
- Outpatient Business
- PR & Marketing
- Program Development
- Research Institute
- Therapeutic Learning Center
- Therapy Plus Northwest
- Therapy Plus ProActive
- Therapy Plus Main
- Ventilator Assisted/Special Needs Unit

Thank you to all the department managers who invited the Foundation to present during staff meetings.

The capital campaign will continue until the end of 2008. We have raised \$6 million of the \$8.5 million goal. Any employees who have not yet made a gift to the campaign are welcome to do so. Special incentive Madonna t-shirts and scrub tops are still available for gifts of \$120 or more. A gift of \$120 amounts to \$1 per pay period over five years.

Please feel free to contact the Madonna Foundation at 483-9524 with questions.

## Brad Amos, cont. from page 1

Brad's therapy team and family cheered his smallest achievements. He set goals to sit and soon progressed to walking, always pushing himself forward.

Brad commented that Sara Bills, physical therapist, has a quick stride and that challenged him to keep pace. Strengthening his body and keeping his skin pliable were always foremost on his mind.

Sara's husband, Charlie, is a fitness trainer at ProActive, and helped set up a weight-lifting program for Brad to follow. Brad felt his body start to respond and was excited to have a personalized program to take back to Iowa.

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Slowly, he bends his fingers with the new, pink skin. "See? I couldn't do that before I came to Madonna" said Brad.

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Brad is eager to show the gains he's made. Slowly, he bends his fingers with the new, pink skin. "See? I couldn't do that before I came to Madonna," he states. He picks up a large therapy ball and tosses it back and forth with Sara. She notes he's made exceptional progress over the past weeks. His parents have noted the changes, too. "He's never stopped improving once he came to Madonna," said Wade.

On August 20, Brad discharged and had crossed off his goals of being independent in his care and walking. Now his goals include hunting, fishing, riding his motorcycle and returning to college. He's grateful to be savoring life again, one day at a time.

## Get in the game

### Season training for football fans

**A**re you on the team yet? Over 200 Madonna coworkers attended the kick-off event sponsored by Fit for Work to start conditioning for the football season. Challenge #1, "Conditioning for the Climb to the Nosebleed Section" encourages coworkers to increase their stair steps and track them for one week. Remember to return your challenge sheet to Brittany Baack (Cochran) in Employee Health on or before Monday, Sept. 8 to receive your incentive.

Challenges will be given out at the live events and via email. You are encouraged to sign up to avoid being benched from the action! Challenge # 2, "Think your Drink" kicked off on Friday, Sept. 5 and examines what is in your cup.

Improve your food I.Q. by stopping by Karen Rehm's "Cooler Strength Training" on Tuesday, Sept. 23 from 11:30am-12:30pm in Commons Cafe, 1:30-2:30pm at ProActive or 3:30-5 p.m. at main campus revolving around the nursing units.

Huddle up with your coworkers and become a part of the team. You don't want to red-shirt for this season. Down, set, hut, hut, hike!

## Does vegetarian always = low fat?

**F**ood labeled "vegetarian" on its package or on a restaurant menu may not contain meat, but that doesn't necessarily mean that it's low in fat.

In fact, some vegetarian foods can be high in fat, including textured soy patties, soy hot dogs, soy cheese, refried beans and snack bars. Even tofu may have more fat than you might think: 4 ounces has about 95 calories and 6 fat grams, mostly from polyunsaturated fats.

Even those practicing the healthy vegetarian lifestyle should be aware to read the nutrition facts panel on food labels to compare the calories and the nutrients in foods. A registered dietitian can help you with a vegetarian food plan that is also low in fat.

Source: American Dietetics Association's Public Relations Team

## Employee Focus: Fun factoids about Sue



Sue Brandl  
Transportation  
MRH employee for 36 years

- 1 *My favorite hobbies:* Love to ride motorcycles, golf, play cards with friends and hit the casino once in awhile.
- 2 *Most memorable vacation:* Hawaii — saw Tom Selleck, the actor!
- 3 *Favorite movie:* Pretty Woman.
- 4 *First job:* Started at Madonna in 1972 as a nurse aid/care staff member; secretary 1979-2008; presently a transportation driver
- 5 *Family:* I was born in Burke, S.D. I have four sisters and four brothers. My parents owned a cafe in Edgar, Neb., from 1965-1985 until our family moved to Lincoln in 1972.

## Strategic

### Examining the Clifton StrengthsFinder™ theme

The Strategic theme enables you to sort through the clutter and find the best route. It is not a skill that can be taught. It is a distinct way of thinking, a special perspective on the world at large. This perspective allows you to see patterns where others simply see complexity. Mindful of these patterns, you play out alternative scenarios, always asking, "What if this happened? Okay, well what if this happened?" This recurring question helps you see around the next corner. There you can evaluate accurately the potential obstacles. Guided by where you see each path leading, you start to make selections. You discard the paths that lead nowhere. You discard the paths that lead straight into resistance. You discard the paths that lead into a fog of confusion. You cull and make selections until you arrive at the chosen path—your strategy. Armed with your strategy, you strike forward. This is your Strategic theme at work: "What if?" Select. Strike.

#### How Strategic works in my life

submitted by Karen Divito  
Director, Rehabilitation Programs

I am a plotter and planner. There are lots of ways to get from point A to B, so I like to play out various scenarios, consider the pros and cons to each, and then make a decision. In my role as director of rehabilitation programs, I often work with teams of clinicians on developing new programs or enhancing current offerings. I often use "What if..." types of questions to help the team envision different paths they could take to get where they want to be. Then I help the team use objective data to make the best choices. When a plan does not work, I am not upset but pretty willing to look at alternative ways to get things accomplished for I believe there are many acceptable ways to get wherever you are going. In fact, I generally have already thought out some alternatives ahead of time along with the positive and negative consequences of each. By combining my strategic strength with another top strength "Ideation", I am often able to suggest creative solutions to different challenges. To me, strategic really is all about "What if?"

“Go confidently in the direction of your dreams. Live the life you have imagined.”

— Henry David Thoreau

## Brigadier General Kadavy visits Madonna

On Friday, Aug. 22, Brigadier General Timothy Kadavy of the Nebraska National Guard toured Madonna and visited with five military patients who have received or are currently receiving treatment for battle-related injuries. Madonna President and CEO, Marsha Lommel and other staff members provided a tour of the hospital, highlighting the rehabilitation therapies and equipment used for traumatic brain injury, one of the most common injuries among wounded military.

During lunch, Brig. Gen. Kadavy learned more about Madonna's advanced brain injury program and the exclusive contract relationship the hospital has with the Veterans Administration. Retired Sergeant Mack Richards, who served with Brig. Gen. Kadavy in the Republic of Kosovo, discussed his experience in Iraq, where he was injured by a propelled rocket and suffered a brain injury in addition to other physical injuries. Brig. Gen. Kadavy expressed his concern for prompt treatment of wounded military and shared his thoughts about possible joint projects with Madonna.



## Georgann Claussen Memorial Award of Excellence

The Employee Appreciation Team will be facilitating the 2008 nominations for the 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 located in Human Resources. All nominations must be turned into Human Resources by Thursday, Sept. 18. The award will be presented at the Oct. 13 WHAM.

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

### Come join your coworkers at The Arbors/Madonna to cure Alzheimers...



Nationally presented by  
Genworth Financial

September 21, 2008 at 1 p.m.  
Antelope Park & Auld Rec Center

Registration, entertainment & activities begin at noon

Memory Walk is the Alzheimer's Association's signature event for awareness and fundraising. Since 1989, Memory Walk has raised more than \$225 million to help fight Alzheimer's and help those currently living with the disease.

Sign up online TODAY at  
[www.alz.org/memorywalk](http://www.alz.org/memorywalk)

- Type 68506 for the zip code in the yellow search box
- Select Lincoln, NE for the city/state
- Select "Join a Team" option at top of page and read the waiver
- Select "Join a Team" again, type "The Arbors/Madonna" in Team Search
- Select "Join Team" and fill out form

Questions?  
Contact Geri Hepp at ext. 6675 OR Lisa Ferguson at 310-8650.

### MADONNA REHABILITATION HOSPITAL'S 3rd ANNUAL

### Adaptive Sports & Rec Fair



Sunday, Sept. 21  
1-4 p.m. at  
Madonna ProActive  
7111 Stephanie Lane  
(55th & Pine Lake Rd.)

FREE and open to the public

Hands-on learning and interaction through a variety of activities and booths including adaptive exercise, basketball, dance, golf, handcycling, horticulture, music therapy, pedal cars, playstation/Wii, power soccer & rugby, scuba and much more!

For more information, please contact Ian Thompson, 486-7766, [ithompson@madonna.org](mailto:ithompson@madonna.org) or Linda Ohnoutka, 483-9554, [lohnoutka@madonna.org](mailto:lohnoutka@madonna.org)

## > CALENDAR

- Sept. 8** **NEO Week 1**  
**WHAM: Victor Witkowicz on Financial Report**  
 Noon & 3:15 p.m. in Sheridans  
**Effective Meetings Module II**  
 1-3 p.m. in Sheridans  
 Call 6406 or 6476 to register
- Sept. 9** **Golden Opportunities: Nurse Aide Workshop**  
 8 a.m.-4 p.m. in Sheridans  
 Register with your supervisor  
**RES: Prevention of Ventilator Associated Pneumonia**  
 5:30-6:30 p.m. in Lau
- Sept. 10** **Strength Orientation**  
 8 a.m.-Noon in Agee  
 Call 6507 to register  
**Supervisor Education-Week 1**  
 9:30-11:30 a.m. in Lau  
 Call 6406 or 6476 to register
- Sept. 11** **Blood & medical Assist**  
 in Agee. Call 6406, 6550 or 6476 to register for a time.  
**Word Mail Merge**  
 9-11 a.m. in Computer Lab  
 Call 6507 to register
- Sept. 15** **NEO Week 2**
- Sept. 16** **MES: Rehab Nurses**  
 Linda Stones & Paul Nathenson  
 5:30-6:30 p.m. in Sheridans  
 1.0 CH
- Sept. 18** **Intermediate Excel**  
 9-11 a.m. in Computer Lab  
 Call 6507 to register

*The calendar of events is subject to change and events may be cancelled. Please contact Kim Howard at ext. 6406 to verify listings.*

## 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. 7** Katherine Stangl-harp

**Sept. 14** Blessed Sacrament choir

*Do you belong to a group that hasn't performed at Madonna? We welcome new talent. Contact Steve Werner at ext. 6831 or [swerner@madonna.org](mailto:swerner@madonna.org).*

## Giving for others

The Community Blood Bank will stop at Madonna's main campus on Sept. 18, from 8 a.m. - 1 p.m. To schedule a time to donate, please contact Jim Fry at ext. 6413 or [orfry@madonna.org](mailto:orfry@madonna.org).

## > WAY TO GOs

Way to go **Jodi Blowers and Melody Gagner** for filling all beds in St. Jane de Chantal. Way to go **Kara Merchant and Julie Willnerd** for full census on VAU.

—Paul Nathenson, CRRN, HN-BC, MPA  
*Vice President Corporate Planning and Long Term Care*

Way to go **Ginny Moxham** on VAU for being a fantastic employee! **Ginny** goes out of her way to make sure all residents receive fantastic care; not just the ones assigned to her. No matter how busy she is, she responds with "I will do that." I love her team and work ethic. Floating to VAU is good thing thanks to **Ginny!**

—Sarah Parker  
*LPN Float Staff*

Thank you to **Jennifer Ehmke, Sheila Folsom and all the Food Services staff** who put together a lovely employee appreciation meal and coordinated the shirt orders. Thanks also to **Marla Buresh** for her fine attention to detail and work on the event; you are a gem! Kudos to **Molly Nance and Tami Rudder** for their fine work and communication in getting the word out about the event. Thank you everyone who played a part in putting this special celebration together!

—Lou Ann Manske  
*Director Human Resources*



"Aloha Week" was celebrated August 8-15 at Madonna's Child Development Center (CDC). Goodbyes were said to friends that left for school and new faces were welcomed to the CDC. Children and staff enjoyed a variety of activities including Hawaiian art, leis and grass skirts, fresh pineapple tasting, swimsuit day, water play and a pizza party.

## New pediatric policy

In order to meet the special safety and security needs of our pediatric patients, access to the 1E hallway, location of the pediatric unit, will be limited, effective Sept. 1, to only one accessible path to enter and exit the unit. The south entrance fire doors will be closed off. The only travel through the doors will occur during code situations.

Refer to Operational Definition 2201 on the intranet for details. If you have further questions, contact Judy Harvey, ext. 6442, Holly Schifsky, ext. 6697, Karen Divito, ext. 6872 or Davie Shutzer-Hill, ext. 6512.

A big thanks to **Kay Wheeler** for initiating the process to have inpatient scheduling print daily patient therapy schedules. Thanks to **Kay and Noelle Crew** for taking on this extra responsibility. It is greatly appreciated.

—Melissa Starr, De Shafer and  
 Michelle Claycomb  
*Inpatient Physical Therapy*

A great big "Way to Go" to **Rose Hurt**, Nurse Educator for presenting the "Abuse and Neglect Inservice." You made the information relevant and made us all reflect about how we should treat residents and fellow staff members. You are an integral member of our unit. Thanks!

—The VAU/SN nursing staff

Madonna's Environmental Services staff would like to say "thank you" to **Marsha Lommel and the Employee Appreciation Team** for the bonus and the much-needed Madonna polos!

Thank you - English  
 Gracias - Spanish  
 Pennagigi - Winnebago (Ho-Chunk)  
 CFIACUP - Russian  
 Dyakooyu - Ukraine  
 Pélāmāyā - Sioux  
 Hvala - Bosnian

—From the multi-cultural staff in  
 Environmental Services

Special recognition goes out to **Rebecca Seeber, Whitney Patterson and the Lower Level nursing team** for their commitment to recognition. The Lower Level team selects a department each month to provide special recognition to and recently recognized the award-winning performance of their LPN team. Great job to all of you and keep up the good work!

—Linda Stones,  
*Vice President & Chief Nursing Officer*

Way to go **Scott Ash**, director of the Nebraska Sports Council, who raised more than \$6,000 for the Madonna Foundation by taking pledges for running the Lincoln Half Marathon! "I knew Madonna was treating injured military personnel and I wanted to help. Turns out, a lot of other folks wanted to help, too." Scott said. Kudos to **Scott** for his extensive fund-raising efforts!

—The Madonna Family



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August 27 was a red letter day for **Sara Nielsen**. She retired after 27 years with Madonna's linen services and it was also her birthday. Sara (at left), is shown with her supervisor, Carol Ann Trapp.