

# COMMUNITY BENEFITnews



A PUBLICATION FOR STAFF

inside:



**community education**  
**Living Well** program improves quality of life through chronic disease management



**staff profile**  
Rose Gaskell,  
Froedtert Leader and  
Community Volunteer

## community OUTREACH

### Forever Changed

Prom and commencement season should be a time of celebration. It's a time of independence and exciting possibilities. It's also a time of great danger—traffic crashes are the leading cause of death for people ages 15-19. Contributing factors are driving experience, risk-taking behaviors, poor driving judgment and excessive driving during high-risk hours.

As the Level I Trauma Center in our region, Froedtert & The Medical College of Wisconsin is committed to injury prevention throughout our community. In an effort to reduce traffic-related injuries and deaths among teens, the Trauma center staff created **Forever Changed**, a program aimed at high school junior and senior students. "This program helps students see the possible outcomes of poor decisions such as texting while driving, not wearing your seatbelt, underage drinking, and drunk driving. This program not only shows the potential crash, but also how their lives could be Forever Changed! If we can help change at least one student's attitude towards these poor decisions, we are happy. But if we can reach more students and their families, life is even better," says Lisa Haas-Peters, emergency preparedness and injury prevention educator.



**Forever Changed** features a mock car crash which includes involvement from numerous emergency responders.

In the first part of the simulation, a two-car crash scene, using actual crashed vehicles, is staged on the school grounds. The crash involves a driver under the influence and another on a cell phone. Students act as crash victims, complete with "injuries."

Police officers respond to the collision and assess the situation. Local emergency medical services dispatch fire trucks and ambulances. The teen victims are treated according to their injuries. Flight For Life may arrive on the scene to airlift a critically injured victim. The police perform a field sobriety test, and the student is frisked, placed in handcuffs and driven away in a squad car.

—Forever Changed continued on page 2

## Chronic Disease Management

**Living with a chronic disease can be stressful.  
Living *well* with a chronic disease can be empowering.**

**V**icki Conte, coordinator of the Froedtert & Medical College of Wisconsin's Parkinson's and Movement Disorders program has seen first hand, the improvements in health and quality of life that individuals can achieve through chronic disease self-management and workshops.

Vicki is one of three trained facilitators at Froedtert who lead **Living Well** workshops for people with chronic medical conditions. Developed at Stanford University, the Chronic Disease Self Management Program, known here as **Living Well**, is an evidence based program designed to enhance standard treatment, such as cardiac rehabilitation or diabetes instruction. This self-management approach provides positive outcomes in a variety of ways – improved exercise and cognitive symptom management, as well as communication with physicians. Participants typically spend fewer days in the hospital, and often require fewer outpatient visits.

“After someone has received an accurate diagnosis and has started treatment and education for their illness, they must learn to manage the disease themselves,” says Vicki. Their physician and care team are their consultants, but day-to-day

coping skills must be learned by the individual.” Offered free of charge to community members as well as Froedtert patients, **Living Well** workshops are conducted for two and a half hours, once per week, for six weeks, in various community settings. Participants include individuals with a great

variety of chronic conditions, such as diabetes, heart disease, Parkinson's and arthritis. Participants learn the tools to break “the symptom cycle” i.e. problem solving, using your mind to manage symptoms, communication, understanding difficult emotions, managing fatigue, managing pain, better breathing, healthy eating and medications. Supplemental reading may be assigned as homework along with working on an individual action plan for the week. Participants are asked to report back to the group at the beginning of each session.

“Frequently, people with chronic conditions label themselves with their disease,” explains Vicki. “This program is especially enlightening to participants when there is a mix of conditions, ages and experiences in the group. People begin to see themselves differently and they find support in each other. It can be very ‘freeing’ for them.”

This last year, Froedtert offered fifteen **Living Well** workshop series, with 12 to 15 participants per class. Watch for Froedtert Today for a full schedule of classes coming this fall. The cost of the workshop is free and includes the use of an accompanying book for the duration of the class.



*Living Well program facilitators from left to right: Donna Johnson, Vicki Conte and Michele Meissling*

## Forever Changed

A fatality is staged at the scene, and the local medical examiner arrives. The deceased student is placed in a body bag and taken away in a hearse/medical examiner vehicle. The students then return to their classes, except for the student actors.

In the second part of the simulation, the students reassemble in the afternoon and the student actors appear on stage with their injuries. The students view a video about the effects of drunk driving. A Trauma staff member then describes the impact of each injury to the individual. A parent of the “deceased” student writes a letter about what life will be like without his or her child, and the “deceased” child writes a letter about what he or she would miss in his or her life. Those letters are read to the assembled students.

The Trauma Center at Froedtert & The Medical College of Wisconsin offers **Forever Changed** as a free community service. The two-to three-hour program is offered in the spring (April and May) and fall (September and October). If you would like more information, please call 414-805-3666 or 800-272-3666.

### A Student's Reaction

My name is Jessica and I am a junior at Franklin High School. I am writing in response to the car crash dramatization you held at my high school. First off, I want to thank you for taking your time to do this. Seeing this crash scene, even though it was fake, was a life changing experience, not only for me but for my friends as well. Seeing everyday normal people that I go to school with in that crash really opened my eyes. One minute you can be driving with your friends and goofing around and then in a flash, you could wind up in a fatal crash or wrapped around a tree. This might sound silly but I just realized that this can happen to anybody! I know a lot of adults say that, but when you see people you know and are friends with in that position, you really think twice. At one point, I actually felt tears in my eyes as I looked around the stands seeing the people I have gone to school with for years and people I loved and then looking at the crash scene. I can't thank you enough for what you did and I know that even if only one person took something away from this assembly, it already made a huge difference in the world.

Sincerely,

Jessica D

## A Froedtert Leader and Community Volunteer

**A**t 5 a.m. on a sunny Sunday morning last June, Rose Gaskell was already reporting to the “scrambled egg division” in preparation for the 2010 Breakfast on the Farm in Washington County. She, among the many other volunteers, were preparing to scoop eggs for the four to five thousand hungry people who would be lining up for the “farm experience.”

“After five hours, my feet were killing me,” said Rose. “But I grew up on a farm and this was a way to share that experience with others.” With a sparkle in her eyes and a cheerful demeanor, it’s easy to see that sharing her experience, time and talents, is at the heart of what Rose enjoys most. Rose Gaskell, director of nursing, began her career at Froedtert Hospital as a solid organ transplant nurse in 1979. She has managed a variety of departments, both inpatient and ambulatory, including nephrology transplant, medicine, internal float pool and nurse staffing. Meanwhile, her two children also grew up and she began to miss the reason she went into nursing in the first place – direct patient care, taking care of people by sharing her skills. Two years ago, Rose turned to the Albrecht Free Clinic as a way to once again, take care of patients – and help her community. Located in Washington County, the Albrecht Free Clinic provides free medical care to over 1,300 uninsured and underinsured residents each year. Services range from treating acute conditions such as sore throats, ear infections and abdominal pain, to chronic conditions including

heart disease, diabetes, and dental decay and infection. Rose volunteers one to two evenings per month, usually after putting in a nine to ten hour day at Froedtert. The waiting room at Albrecht is typically full from 6 to 8 p.m. with 20 to 30 patients per night.

“I know this work is important to Rose by her faithfulness in coming back again and again,” says Lynn Pasbrig, Albrecht clinical coordinator. “Some patients haven’t been to a doctor in many years and Rose has a tremendous ability to make the patients feel comfortable. She goes out of her way to ensure the patient experience is a positive one.”

“It’s not a chore at all,” said Rose, who looks forward to her nights at the clinic. “I enjoy getting the patients ready for the doctors, who are also volunteers. It’s a great opportunity for me to sharpen my nursing skills. As I’m getting older, I’m finding more and more time to commit to volunteering. I’m not one to sit around. I like to be busy and I like being with people,” said Rose.



## Charity Care—Back on Pace

**S**andy David stopped into the Froedtert & Medical College of Wisconsin Plank Road Clinic in 2002 for what she thought might be a case of pneumonia. A quick assessment and redirection to the emergency department revealed a much more serious diagnosis - congestive heart failure. Sandy had surgery within 24 hours, including the insertion of a pace maker, and for the next several years, she received routine care with excellent outcomes from her Medical College physicians. “I’ve chosen to get my care at Froedtert and the Medical College for a long time,” says Sandy. “I wouldn’t go anywhere else!”

When the economy faltered though, Sandy lost her job as well as her health care coverage. And although she was able to find other full time employment, it did not provide health benefits. Like so many others in the down economy, Sandy could not afford to purchase insurance on her own and hoped she could stay healthy until a job with health benefits came her way. She let routine medical check-ups lapse and only made essential visits to her cardiology team.

By October of 2010, Sandy wasn’t feeling up to par. She had little energy and suspected something was wrong. Her pacemaker reading that month verified that her aging pacemaker battery was not functioning properly, and had

a very short time left. Sandy knew she would need another life saving surgery, but initially declined due to the lack of medical insurance. With limited time left on her pacemaker and no insurance, her care provider’s feared time might tick away before she could afford the surgery for a new pacemaker.

Sandy’s care team immediately went to work on her behalf. They contacted the device manufacturer to see if a free or discounted pacemaker might be available, and they connected Sandy with a financial counselor at Froedtert Hospital to navigate the anticipated costs for another surgery. Froedtert’s patient financial services team determined that she qualified for a 69% discount for her care. “I was relieved to learn that I was eligible for charity care,” says Sandy. “There are not enough words to express my gratitude and appreciation!”

Sandy had her surgery in November 2010, and she is back on pace now – returning to work shortly after her surgery and able to cover the balance of her surgery costs. “I wouldn’t be here today if it weren’t for the overall care I received from Froedtert and the Medical College of Wisconsin. Everyone involved in my care made me feel important and that I was worth it.”



## WHAT IS COMMUNITY BENEFIT?

Community Benefit is most commonly defined as: “a planned, managed, organized and measured approach to a health care organization’s participation in meeting identified community health needs. It implies collaboration with a “community” to “benefit” its residents—particularly the poor, minorities and other underserved groups—by improving health status and quality of life.

Froedtert Hospital’s community benefit framework is to improve the quality of life in the communities we serve through healthcare programs and services that are measurable, accessible and culturally appropriate; recognizing the greatest opportunity for impact is in Milwaukee’s underserved, urban population.

Froedtert’s community benefit department focuses on addressing health disparities, community capacity building and programs that train the next generation of healthcare workers.

To find out how you can get involved with the **Froedtert Cares Community Service Program**, please contact **Jean Davis Mallett** (805-0445 / jdavisma@froedterthealth.org)

Stay informed about Froedtert’s community benefit programs by visiting **froedtert.com / About Us / Our Commitment to Community**, or through the Intranet under **Inside Froedtert**.



## 2011 activities & HIGHLIGHTS



### School District Innovations

Denise Callaway, Business and Community Partnerships Coordinator for Milwaukee Public Schools, recently met with Froedtert staff to share promising improvements and innovations underway at the school district. Pictured with Denise (front), L to R are Monique Graham, Diversity & Inclusion manager; Steve Wojack, Talent Acquisition director; Laura Tidwell, Education Services coordinator; and Alfred Jefferson, Employment supervisor.

### Exploring Careers in Healthcare

On Wednesday, March 16 Froedtert Hospital joined Milwaukee Public Schools and more than a dozen other healthcare organizations to deliver “Exploring Careers in Healthcare” at Hamilton High School on Milwaukee’s southside. The event was organized to showcase the variety of careers available in healthcare to approximately 200 high school sophomore and junior students.

When asked about the event’s goal, Terri Salzer, Milwaukee Public Schools youth apprentice coordinator shared, “We wanted to expose our students to the healthcare field and reveal that



healthcare isn’t limited to doctors, nurses, and therapists. We also wanted to encourage students to take an interest in the Project Lead the Way Biomedical Science program offered at select Milwaukee Public Schools.”

Departments participating on behalf of Froedtert were Human Resources, Radiology, and Community Benefit. Anne Bassler, senior Human Resources employment generalist shared, “Students came to us looking for direction. So, we stressed the variety of career paths within healthcare. Part of our mission is to train the next generation of healthcare professionals and having the opportunity to provide students with the information they need to start their journey is one of the most rewarding parts of being at Froedtert.”

### Froedtert Nurse Liason Elected NBNA President

JoAnn Lomax, nurse liaison in the Patient Relations department, was recently elected president of the Milwaukee Chapter of the National Black Nurses Association, Inc. (NBNA). Founded in 1971, the NBNA is guided by the principle that African-American nurses have the understanding, knowledge, interest, concern, and the expertise to make a significant difference in the health care status of African-American communities across the nation. Its members improve the health of the community through the provision of culturally competent care and the delivery of health promotion, disease prevention and public health education programs.

JoAnn has worked at Froedtert Hospital for 15 years. She is a graduate of Alverno College, Cardinal Stritch College and Independent University, holding a BSN in nursing and two master’s degrees in Health Administration and Community Health and Wellness Promotion. “My goal is recruiting more nurses to the NBNA in Southeastern Wisconsin. It is the responsibility of all nurses of color to promote and uphold the standards of nursing, and ensure culturally competent care is being provided to people within our community,” says JoAnn.

