

## *Each Day, Healthier Together* | 2010 Report to Community

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

Dear fellow community members,

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

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

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

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

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

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

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

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

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

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

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

Sincerely yours,

Marian M. Furlong  
President & Chief Executive Officer