

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

### Our Year

Hudson Hospital & Clinics aims to be the premier partner in our community's quest for health and happiness. While a health care campus set apart by its warm and healing environment, Hudson Hospital & Clinics continues to grow its reputation for excellent clinical outcomes and service.

We believe in the power of a supportive culture of excellence that influences how we work together and care for our community. With every encounter – among patients, staff, volunteers, community members, families and visitors – we focus on four Dimensions of care: *People, Health, Experience, and Stewardship*. For patients, their families and the community, the results are remarkable.

#### Highlights of 2010

Working in partnership with each other, our HealthPartners family, Hudson Physicians – WWMA, and the community, Hudson Hospital & Clinics accomplished a great deal in 2010. Looking back over the past year, we take pride in the advancements we made to ensure better health for all, improved patient experience and affordable health care.

#### People

*We will foster a highly engaged and committed workforce*

- Kelly Ilavsky, RN, was recognized as one of nine Individual President's Award recipients across the entire HealthPartners organization. "Her positive, can-do attitude inspires optimism in others and leads many to a higher performance and shared enthusiasm."
- Hudson Hospital & Clinics continues to have a highly involved and engaged workforce. For the first time, staff participated in the HealthPartners-wide employee survey. Hudson's response rate was an impressive 99+ percent and revealed an overall "engagement index" of 86%. The nationally recognized index measures employee commitment and enthusiasm for their work and the organization. According to Towers Watson,

a global organizational performance consulting firm, "high performing" companies have engagement indexes beginning at 76%.

- By continuing Best Care Best Experience activities, including Promises to Patients and Promises to Each Other, we aligned our mission and values with HealthPartners. These activities help build a culture of partnership – one of respect, accountability for excellence and employee engagement and involvement.
- 170 volunteers gave more than 14,000 hours of service in support of 37 programs and departments. This equals seven full-time employees.
- Employee Jean's Day proceeds totaled more than \$2,800 for 2010. Charities chosen by staff to receive funds included:
  - Help for Haiti – Mark Druffner, MD Mission Trip
  - American Cancer Society – Hudson Relay for Life
  - STRIVE – program for at-risk youth
  - The Source – community assistance and referral services for those in need
  - Community Thread – hosts families for the holidays with a meal, gifts, and groceries
  - Youth Action Hudson – empowers and engages youth through service learning, leadership and education
  - Stuffed Animal Ministry (SAM) of western Wisconsin – donates stuffed animals to local hospitals in hopes of providing a bit of comfort for patients.

#### Health

*We will improve health for our patients, members and community*

- To help local businesses and organizations better understand the changes in the health care market place as a result of health care reform, Hudson Hospital

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### Our Year — continued

& Clinics and Westfields Hospital, New Richmond sponsored *Extreme Makeover 2010: Western Wisconsin Health Care Reform Event* in June.

Over 225 community stakeholders packed the house to discuss the emerging implications and what they might mean for the cost and quality of employee health care in the future; opportunities and challenges; priority issues; and the impact on hospitals, businesses and the State. A group of industry experts from Madison and keynote presenter Mary Brainerd, President and CEO, HealthPartners, provided their perspectives.

- Not only were extra efforts implemented in our inpatient areas to prevent falls through the “Start Seeing Yellow” program, but a multidisciplinary team also worked throughout the year to create and offer several falls prevention seminars and screening events to the public.
- Hudson Hospital & Clinics implemented the *Surgical Care Improvement Project (SCIP)*, a national patient safety initiative to reduce patient infection rates, and now reports some of the lowest surgical infection rates in the region.

Data from the National Healthcare Safety Network (NHSN) shows that, on average, surgical site infections occur at a rate of one infection per 57 procedures in the United States. In 2010, Hudson Hospital & Clinics experienced only one infection for every 201 procedures.

Careful attention to best practices for the prevention of surgical site infections, including ongoing education of caregivers and visitors about the importance of hand hygiene (soap and water and alcohol-based hand sanitizers), has made all the difference.

- Epic® rollout was the big story of the year. Hudson Hospital & Clinics successfully implemented the Epic® Electronic Health Record (EHR) which advanced quality and experience for patients, clinicians and medical staff, and created a regional HealthPartners network. The hospital is one of the few of its size

nationally to have Epic. The project team is seen here escorting out the old system, Dairyland, in preparation for the new state-of-the-art Epic system.

EHR helps caregivers make the best possible treatment decisions with more accurate records, streamlined information, and timely access, while reducing the amount of paper waste. Patients have online access to their health information, test results, medication refill ordering and appointment requests.

- As co-facilitators of the St. Croix County Community Health Improvement Process (CHIP), now known as *Healthier Together* – St. Croix County, the hospital and Public Health had the unique opportunity to engage partnerships and bring key players together around a shared goal – community health improvement. The hospital has provided a significant amount of intellectual, in-kind and financial resources to this initiative since it began in 2009.

### Experience

*We will deliver an exceptional experience that customers want and deserve at an affordable cost*

- More than 530 babies were welcomed into the world at the Hudson Hospitals & Clinics Birth Center – that’s the highest number in a single year since our founding in 1953! Our Birth Center nursing staff ranks among the best in the nation, according to Press Ganey’s survey data. Eighteen hundred hospitals contribute to a database that shows our nurses rank in the 99th percentile for friendliness and attitude. That’s among the top 18 hospitals nationwide.

Overall, we rank in the top 3% of birthing units nationwide – meaning we’re among the top 50 hospitals demonstrating the most exceptional care.

- Phase II Cardiac Rehabilitation added a comprehensive six-session class to existing cardiac physical rehabilitation programming, giving patients focused time for education and support to live healthier lifestyles.
- “I want to share my appreciation for the exceptional volunteers at Hudson Hospital & Clinics. Twice a

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### **Our Year — continued**

month, talented ladies from a local salon offer their services to hospital patients. I was the lucky recipient of a haircut and manicure, and was just delighted to experience this act of kindness from people within our community. Other wonderful volunteers brought in fresh cut flowers and just baked cookies. During a troubled time, I was completely uplifted by their thoughtfulness. We are so fortunate to live in a community where we can experience such kindness and concern from our neighbors.”

#### **Stewardship**

*We will deliver greater value, growth, and financial results*

- A landmark moment was achieved when Hudson Hospital & Clinics and five other collaborating hospitals signed formal agreements along with two medical provider groups to create the Cancer Center of Western Wisconsin. The agreements paved the way to build a system of coordinated cancer care, including convenient regional access to the area’s only radiation therapy center in New Richmond.
- Many new health care providers joined the campus team, including specialists in internal medicine, pediatric cardiology, endocrinology, midwifery, ophthalmology, sports medicine, nephrology, family medicine, hospitalist program and others.
- Hudson Hospital & Clinic opened an Internal Medicine Clinic with the addition of Rynn Burke, MD. Our Heart Care clinic welcomed pediatric cardiologists to our campus from The Children’s Heart Clinic, becoming western Wisconsin’s only source for this specialty.
- Sustainability and green initiatives advanced through many new programs and practices. Hudson Hospital & Clinics began participating in Community Supported Agriculture and is now a site for distribution of locally grown fresh, organic, produce to the community and participating campus employees. *The Community Garden – Hudson Hospital & Clinics* opened for planting in May 2011. We installed a trash compactor that will yield substantial cost savings each year in addition to requiring only monthly pick up.