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21

SCRMC

ANNUAL REPORT



ST. CROIX  
REGIONAL  
MEDICAL CENTER



# FROM THE PRESIDENT | CEO

When I reflect back to the beginning of the pandemic, we faced many challenges. There were many unknowns. Over time, we learned and adjusted to the new world we were living in. There was hope on the horizon with a potential vaccine and a return to a new normal Fall 2021. I was optimistic.

I realize today, the challenges we faced initially would only intensify as we move between hope and despair through multiple surges of COVID-19.

Even though the United States was fortunate to have access to three effective vaccines, the public, driven by ideology and political discord, would contribute to this most recent surge driven by the Delta variant. Making it the most demoralizing and intense surge yet. Leading to more hospitalizations and more deaths. It is a sad statement regarding the broader society, lack of focus on the common good versus individual rights.

Our internal culture is tired, frustrated, suffering from burnout from dealing with COVID-19 for 20 months straight while also working to manage other critical care needs delayed during the pandemic.

It is important, though, to hold on to hope for a better tomorrow. This report shares vignettes of positive stories that could only have occurred through the commitment, dedication, and adaptability of our team members. They are the ones creating the hope now and into the future. Through their perseverance, they continue to move forward, for our patients, our communities, and each other. Helping people live healthier, happier, and longer lives.

*Best regards,*

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**DAVE DOBOWSKI, PRESIDENT | CEO**



Provider Social, June 2021 | Rustic Roots Winery, Scandia, MN

# HOPE | COLLABORATION | ONE TEAM

## Wellbeing Platform

SOMETHING new that was offered to St. Croix Regional Medical Center staff in 2021 is an employee wellbeing platform with associated incentives. The purpose is to acknowledge the needs that employees were identifying as concerns to their mental and physical health. This optional program offered SCRMC employees 24/7 access to an online, wellbeing platform with activities that focused on everything from weight loss to creating better sleep habits to bringing awareness to positive thinking. The first step was to complete a Health Assessment on the platform. If an employee completed this by March 31, 2021, they earned a \$50 reward. Other Wellness Incentives could be earned by completing one of the multiple activities on the platform and by having a preventative care visit with a primary care provider of their choosing. We are hoping that this incentive program with the wellbeing platform has addressed concerns of the staff about their wellbeing while also increasing awareness, education, and engagement of what constitutes healthy behaviors.

## Mental Health First Aid

MENTAL health is a known concern throughout organizations and healthcare as a whole. St. Croix Regional Medical Center continues to work on addressing mental health in training for staff and by participating in the “Make It OK” campaign in May. In collaboration with the United Way St. Croix Valley, SCRMC hosted multiple classes entitled “Mental Health First Aid.” This all-day course helps increase each attendee’s ability to identify, understand, and respond to mental health and substance-use issues. Currently, 93% of SCRMC triage nurses are now trained in this nationally-recognized program.

## Total Worker Health

ST. CROIX Regional Medical Center has been working in conjunction with Harvard University and HealthPartners on a pilot program entitled Total Worker Health (TWH). This program was developed to create policies and practices that promote safe, healthy, and positive working conditions for everyone. The goal of TWH is for SCRMC employees to feel supported in their safety, health, and well-being at work and at home.

Part of this program is identifying specific concerns of SCRMC employees and once recognized, create options to address these.

WORKER HEALTH continued next page

# GROWTH | TRUST

## Worker Health continued

For example, a concern was brought up about SCRMC employees being constantly in a high-stress working environment. To acknowledge this, our organization is working to increase opportunities and options for employees to decrease their stress. Another example is how difficult it can be to make healthy choices when those aren't always the easiest choices. A response to this concern is providing 24-hour vending machines with healthier food options.

Another highlight of Total Worker Health has been implementing Healthier Together Moments. These Moments are groups or individual employees taking an intentional pause to provide a break from being in one position or thought process for an excessive length of time. Taking this moment to focus can help relax, renew, and restore employees' well-being during the day. An example of a Healthier Together Moment is taking turns in meetings to acknowledge something positive that happened that day. Another example is using an appropriate song to get up and dance. SCRMC has had leaders bring inspirational videos to their team meetings and sometimes it is simply the practice of intentional, deep breathing.

Creating a safe, healthy, and positive working environment is an ongoing goal and one that St. Croix Regional Medical Center is committed to through their Total Worker Health program.

## Community Health Needs Assessment (CHNA)

WHEN the Affordable Care Act was implemented, one of the mandates is all not-for-profit hospitals must complete a community health needs assessment (CHNA) process every three years. A CHNA is a systematic process involving the community to identify and analyze community health needs and assets, prioritize those needs, and then create and execute a plan to address significant community health needs identified. An assessment such as this can be used to focus SCRMC's efforts around improvements specific to community health in our local areas. It can also be an opportunity to create a method to address the determinants of health challenges in our communities.

SCRMC does not work on this on its own. We partner with the Polk County Health Department, United Way St. Croix Valley, UW-Extension, Osceola Medical Center, Amery Hospital and Clinic, and Western Wisconsin Health to complete the CHNA.

Currently, SCRMC and its partners are working on identifying the priorities based on the CHNA. Once identified, a new community implementation strategy addressing these will be created and executed in 2022.

## Healthy Vending Machines

ST. CROIX Regional Medical Center continues to help our community and staff be able to make healthier food decisions when working or visiting our facility. One of the adjustments made this year was changing who services the vending machines on the St. Croix Falls campus. By changing the vendor, we are able to switch up what we offer. These vending machines are available 24 hours a day, and offer healthier drink and snack options. We are continuing to work with the new vendor on getting and keeping the healthier options stocked on an ongoing basis.



## New Respiratory Illness Clinic

WHEN COVID-19 testing began, St. Croix Regional Medical Center responded with drive-through testing at our St. Croix Falls location. The first version of the drive-through was held outdoors to help prevent exposure to staff and other patients. As weather became a challenge, the drive-through added the capability for patients to be tested and screened indoors in a sectioned off area of the hospital. The demand to address a more long-term response to this type of testing became obvious. To respond to this need, SCRMC planned, built, and opened the Respiratory Illness Clinic on the St. Croix Falls campus. The Respiratory Illness Clinic offers patients a safe place to be seen for symptoms including fever, cough, sore throat, congestion, muscle/body aches, runny nose, loss of smell, and fatigue; symptoms associated with COVID-19, but also other highly-contagious viruses. The Clinic, which opened in November 2020, offers a separate entrance for patients experiencing virus and flu-like symptoms to limit exposure.

It also has an independent air handling system separate from the rest of the St. Croix Falls Clinic to restrict any airborne illnesses from being transported throughout the building. A safe space not only for our patients, but our staff as well. SCRMC is a leader in offering this type of clinic setting in our service area in both Wisconsin and Minnesota.

# RESPIRATORY ILLNESS CLINIC



“Patients will be able to have the latest in surgical technology without having to travel great distances to take advantage of the da Vinci surgical option.”

**DR. CLAUDIO NUNES**  
General Surgeon and  
Chief of Surgery for St. Croix  
Regional Medical Center

## ROBOTICS AT SCRMC

ST. CROIX REGIONAL Medical Center invested in an upgrade of our robotics program to the latest da Vinci Surgical System in the fall of 2020. This is an advanced robotic surgery system that allows our surgeons to perform more complex, minimally invasive (laparoscopic) procedures such as prostatectomy (prostate removal), hysterectomy (uterus removal), gastrointestinal surgery (colon removal, anti-reflux surgery), and hernia repair.

The surgical team has over 5 years of experience in robotic surgery. St. Croix Regional Medical Center was the first health care facility to offer the benefits of robotic surgery in northwestern Wisconsin. The new da Vinci Xi Surgical System is the latest in robotic surgery technology that extends the surgeon's eyes and hands. This system allows the surgeon to operate while seated

at a console positioned a few feet away from the patient. This technology provides a 3-D image of the surgical area, mimics the surgeon's hand movements in real time, and allows precise work in a smaller space. The updated technology also allows the patient's bed to communicate directly with the robot, helping with overall patient monitoring and safety.

With robotic surgery, the incisions made by the surgeon are much smaller than those made during traditional surgery. Some studies of robotic surgery have shown the following potential benefits compared to traditional surgery: shorter hospital stay, less blood loss, fewer complications, improved safety and reliability, less need for narcotic pain medicines, smaller incisions (meaning less scarring), and faster recovery.

# SCRMC COVID-19 RESPONSE BY THE NUMBERS

## KEY DATES:

10/26/2020 Mandatory Federal Reporting Began

11/12/2020 Respiratory Illness Clinic Opened

12/3/2020 Antigen Testing for Patients Began

12/28/2020 Employee Vaccinations Began

1/5/2021 Monoclonal Antibody Infusions Began

1/13/2021 Employee Voluntary Testing

[Click here to watch Vaccine Information](#)

ST. CROIX Regional Medical Center is committed to helping protect staff, patients, and the community from the spread of COVID-19. We continue to adjust and shift our resources based on case numbers and patient needs while ensuring we have adequate supplies, space, staff, and testing available to care for our community.

The spread of COVID-19 in our community was high for the majority of our calendar year. We worked to educate the people in our area that the best tools for reducing the spread of COVID-19 are:

- Social distancing when possible
- Washing your hands frequently with soap and water
- Wearing masks when in public spaces including outside of work
- Avoiding large gatherings of 10 or more people
- Working remotely when possible
- Testing when exposed or dealing with any symptoms
- **Vaccinating yourself against COVID-19**

We averaged 11% positivity rate throughout the year; we can best support patients when it is 5% or lower.

**3,093**  
COVID-19 Antigen Tests done at SCRMC Lab.  
\*\*\*  
Over 514 done in one week!

**10,758**  
COVID-19 VACCINES administered through our clinics.

**12,413**  
COVID-19 specimens processed by SCRMC staff and sent to Marshfield.  
\*\*\*  
Over 756 done in one week!

**16,384**  
COVID-19 specimens were processed by lab staff.

**4,580**  
COVID-19 PCR Tests done at the SCRMC Lab.

**147**  
Monoclonal Antibody infusions for COVID-19 treatment.

From July 1, 2020 to June 30, 2021

SCRMC offered same-day testing of surgical patients so they only had to make one trip.

VACCINATION is the primary way to minimize the impact of the pandemic without returning to more stringent public health measures. We are fortunate to have three very safe and effective vaccines: Pfizer, Moderna, and Johnson & Johnson. We recognize vaccination does not provide 100% protection from being infected, but data shows conclusively that vaccinated patients are seeing decreases in the severity of illness, long-term complications, and death from COVID-19 when compared to non-vaccinated patients.

The staff at SCRMC has been nothing short of amazing. Between testing, treating patients, opening the Respiratory Illness Clinic, beginning staff vaccinations in December and moving to specific populations in January, these numbers are truly something we should be proud of!



## Monoclonal Antibodies Treatment at SCRMC

ST. CROIX Regional Medical Center was one of the few medical centers in the area offering monoclonal antibodies treatment for COVID-19. The FDA authorized the use of IV infusions of monoclonal antibodies as a treatment for COVID in January of 2021. These antibodies can attach to parts of the coronavirus and can help the immune system recognize and respond more effectively to the virus.

### Antibody treatment can be used by people with mild to moderate COVID-19 who:

- Test positive for SARS-CoV-2.
- Are within 10 days of the start of their symptoms.
- Are age 12 or older and weigh at least 88 pounds.
- Are at high risk of getting very sick from COVID-19 or of needing to be admitted to a hospital because of COVID-19.

### The process:

- Qualifying patients are contacted via phone by an SCRMC pharmacist to provide initial education/information.
- If interested, patients are referred to the Respiratory Illness Clinic for a virtual appointment with a provider who will assist with informed decision-making.
- An infusion appointment is made and this appointment will last two to three hours. Infusion is approximately one hour, followed by a one-hour observation for any immediate or allergic side effects.

**Nearly 150 Monoclonal Antibody infusions have been provided at SCRMC!**





# PAYING IT FORWARD



## 2020 Heroes

At the end of 2020, the staff at the St. Croix Falls location was gifted with planted succulents from Endeavors, an adult development center that has its own greenhouse. They brought boxes of tins filled with these planted succulents for our front line nurses and CNAs to thank them for being “2020 Heroes.”

## Food Donations

There have been many worthy areas in need of assistance, but food insecurity tends to remain high. Over the last year, St. Croix Regional Medical staff have stepped up multiple times to address this need.

Last Fall, as part of Pharmacy Week, the St. Croix Valley Pharmacies participated in the Pharm to Tables food and toiletry drive. Our Frederic, St. Croix Falls, and Unity Pharmacies collected over 109 pounds of food to be donated to the local communities.

In March, the staff at our Business Office on Pine Street spent 7 weeks collecting food to be donated to Family Pathways. Altogether, their donation totaled 168 lbs. When asked what inspired them, they said, “It just seems like now more than ever, people may be coming up short paying their monthly bills, and food and meds should never be things that people go without.”

This summer, a call went out at our St. Croix Falls location for a staff member who was in need of some assistance. Although the exact amount of the donation isn't known, there were boxes, totes, bags, carts, and baskets filled beyond the donations of gift cards.

Service and compassion continue to be a thread that winds through the employees at SCRMC.



## Cuts Against Cancer

As part of our digital St. Croix Regional Breast Center Breast Health event, we promoted the services our Breast Center offers while highlighting the importance of having regular mammograms for cancer screening. We utilized mailers and social media to bring this information to our communities and had a very positive response. As part of the Breast Health event, we had multiple staff cut and donate their hair to a non-profit organization called Cuts Against Cancer to be used to create and donate full cranial prosthesis for patients unable to afford it.



## Give Kids a Smile® Dental Event

The Give Kids a Smile® (GKAS) program's purpose is to provide free oral health care to underserved children. The program began in 2003 through the efforts of dental team members partnered with the American Dental Association (ADA). For the second year, Benjamin McKinley, DDS and the staff of Webster Dental clinic opened their doors and participated in GKAS by offering free dental appointments and services to youth in the community. On February 5, 2021, Dr. McKinley and his staff provided over \$2,000 of free dental services including dental exams, x-rays, fillings, and extractions.



## American Red Cross Blood Drives

Over the years, St. Croix Regional Medical Center has hosted 25 different blood drives collecting a total of 954 units. Usually, these drives are open to the public and the amount of units collected includes the entire community's efforts to help. Since March 2020, however, these blood drives have been closed to anyone outside of SCRMC staff. In the 2 blood drives that we have held with only staff able to donate, we have been able to help their “critical need” for blood by donating 85 units. According to the American Red Cross website, each unit can help save up to three lives. In two days of donation, SCRMC staff has helped up to 255 patients.

# CONTINUING COMMUNITY SUPPORT



## Volunteer Partners

THE VOLUNTEER PARTNERS have had to adjust how they support SCRMC patients and staff with the limited opportunities for them to physically be on campus. One place that has been missed is the Gift Shop that was located on the main level of the critical-care hospital in St. Croix Falls. The area that was previously used as the Gift Shop has been transformed into an outpatient treatment area for COVID-19. The Volunteer Partners either sold or donated their larger display cases to community shops, the local library or schools. The merchandise has been handled many different ways. Some of the larger items have been sold to local gift shops and personal hygiene items were donated to a women's shelter in Polk County. Other donations included winter weather wear being gifted to a local church, a community photographer received many decorations and props to use in their business, and vases, ribbons, and flower display items went to a neighborhood florist. Although the physical location does not exist anymore, the St. Croix Valley Pharmacy locations have graciously worked with the Volunteer Partners to offer space in each of their locations to continue to sell items. All of the money raised continues to support the community through education scholarships and assist the patients at St. Croix Regional Medical Center.

## St. Croix Valley Health Care Foundation

ST. CROIX Regional Medical Center continues to appreciate the work and support of the St. Croix Valley Health Care Foundation. Recognizing the need to prioritize the health and safety of the community and members, the Foundation canceled its Annual Fall Fundraising Gala in 2020. However, because of the changes in COVID-19 mandates and vaccine availability, the SCVHC Foundation was able to host their 2021 Annual Golf Tournament. Thanks to the 27 teams that participated, the Foundation raised over \$11,000 to continue their work supporting St. Croix Regional Medical Center.



### Volunteer Partners Scholarships

- Nina Paffel (Chisago Lakes)
- Grace Gintner (Chisago Lakes)
- Laura Ellefson (Osceola)
- Emma Cooper (St. Croix Falls)
- Allison Peterson (Grantsburg)
- Hannah Jassen (Webster)

### Daellenbach Scholarship

- Karley Methner (Chisago Lakes)

### Kathy Nesgoda Scholarship for Nursing

- Emily McCurdy (St. Croix Falls)
- Sydney Boyle (Chisago Lakes)
- Cole Otte (Chisago Lakes)

### TeBina Boomgarten Scholarship

- Madison Thiex (Siren)
- Sam Wilson (St. Croix Falls)

# COMMUNITY SPONSORSHIPS

AS a member of our local communities, St. Croix Regional Medical Center offers support and partnerships to help people live healthier, happier, and longer lives. We use an application process and committee selection approval to allocate limited funds and/or time to help community partners that join us in living and promoting our Mission. Although we are a not-for-profit healthcare system providing a critical-access hospital, community, and dental clinics, we understand that our role is more than just providing access to healthcare for rural areas in Minnesota and Wisconsin. We are here to be a partner with the communities that we work and live in. Like many things over the last year, events and fundraisers have been put on hold, rescheduled, or canceled. Within that environment, our requests for sponsorships and donations have been less than in previous years, but it has not changed our commitment to our communities. We have continued to support organizations that encompass our Mission, Vision, and Values.



## Festival Theatre

ONE of the sponsorships supported by SCRMC was the “In the Garden” play presented through the Festival Theatre located in St. Croix Falls. The play, written by Matthew Widman, features a man with an Alzheimer’s diagnosis and his three adult children working through the real-life issues around memory loss, decision making, and love. The Festival Theatre offered free registration for anyone interested in watching the play. For everyone that registered, they were sent a Zoom link to be able to watch safely from wherever they were comfortable and with whomever wanted to join them. According to the Festival Theatre’s Marketing Associate, there were 50 unique viewers plus whomever watched with them. After the presentation, there was also a discussion by the attendees about the play and the topics it brought up including many personal stories and experiences with memory loss and Alzheimer’s.



## Harmony in the Park

THROUGHOUT the summer, Lindström offered outdoor concerts every Wednesday for free that they entitled “Harmony in the Park.” One of the concert evenings in June was dedicated to a health fair including an opportunity to thank healthcare workers for their hard work and dedication, especially over the past year. SCRMC sponsored a booth at this event to not only represent community healthcare, but to also promote and honor our own healthcare workers and their dedication to Lindström and surrounding communities.

## Other Sponsorships

- Frederic Arts
- Healthy Kids Running Series
- Kinship of Polk County
- Let’s Go Fishing
- Northwoods Homeless Shelters
- Polk County Mental Health Task Force
- Taylor Falls Lighting Festival
- Wildcat Community Center



# HEALTHY GROWING

## Roots and Wings Grant (Reach out and Read/Muddy Feet and Healthy Eats)

ST. CROIX Regional Medical Center was awarded the Roots and Wings Grant for \$85,000. This grant helps to increase opportunities for low-income families and children to reach their full potential. SCRMC used the grant to support two specific programs, “Reach Out and Read” and “Muddy Feet and Healthy Eats.”

The “Reach out and Read” program began at our Lindström Clinic in June 2021. Our clinic providers advised parents about the importance of reading aloud while also providing developmentally appropriate books to children during their well-child visits. One of our Lindström providers, Dr. Kelsey Hultman, has stated that she “loves it” and thinks, “it is a great program.” When the Wisconsin branch of this organization has capacity, SCRMC hopes to roll this program out to all of our clinics.

The “Muddy Feet and Healthy Eats” was a summer school class offered in the St. Croix Falls school district during their summer school session last June. The students from this one-week class helped tend a garden while learning about growing and eating healthy food and the importance of caring for the environment. Each day the students performed a variety of gardening tasks, enjoyed outdoor activities, prepared and ate healthy snacks, and enjoyed some time just playing outside.

# NEW STAFF AT SCRMC



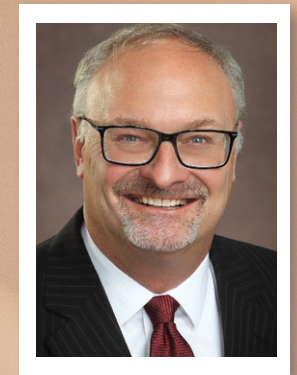
**Sarah Bengtson, FNP**  
Family Medicine



**Kelsey Hultman, MD**  
Family Medicine



**Janine Rose, MD**  
Family Medicine



**Michael Tiffany, DO**  
Obstetrics/Gynecology

## MEDICAL CENTER GOVERNING BOARD

**Gurdesh Bedi, MD**

**Trudy Canine**

**John Driscoll**

**Connie Erickson**

**Rebecca Lyman, MD**

**Patrick McDonough, MD**

**Joseph Thimm**

**William Ties**

**Joseph White**

# Preliminary Comparative Income Statement

	6/30/2021	6/30/2020
<b>PATIENT REVENUES</b>		
Inpatient Hospital	\$21,213,673	\$19,685,264
Outpatient Hospital	131,300,509	110,133,122
Professional and Clinic	56,148,565	50,064,784
<b>Total Patient Revenues</b>	<b>\$208,662,747</b>	<b>\$179,883,170</b>
Government & Insurer Discounts	( \$95,225,787 )	( \$80,645,116 )
Bad Debt Expense	( 2,456,723 )	( 2,092,421 )
Charity Care	( 536,570 )	( 696,926 )
Miscellaneous	5,837,367	5,434,353
<b>Net Operating Revenue</b>	<b>\$116,281,034</b>	<b>\$101,883,061</b>
<b>OPERATING EXPENSES</b>		
Salaries—Staff	\$47,648,028	\$43,754,765
Employee Benefits	12,319,703	10,988,080
Contracted Physician Fees	10,180,824	9,269,953
Purchased Services	7,439,455	6,152,051
Supplies and Drugs	22,240,680	18,746,043
Building, Equipment and Repairs	3,619,350	3,338,439
Depreciation and Amortization	4,069,502	3,960,604
Interest Expense	28,065	5,328
Rental Expenses	541,183	464,030
Utilities Expenses	764,456	728,429
Other Expenses	2,169,018	2,321,154
<b>Total Operating Expenses</b>	<b>\$111,020,264</b>	<b>\$99,728,874</b>
<b>Operating Income</b>	<b>\$5,260,770</b>	<b>\$2,154,187</b>
<b>Non-Operating Net Revenues</b>	<b>4,028,558</b>	<b>4,212,580</b>
<b>Net Income</b>	<b>\$9,289,328</b>	<b>\$6,366,767</b>

**CHARITY CARE \$536,570**

Number of Applications for Financial Assistance **445**

Affecting how many Families **364**

**118,091** Clinic Visits

**9,756** ER Visits

**1,350** Outpatient Surgeries

**41,155** Radiology Services

**1,072,663** Lab Services

**1,387** Inpatient Admissions

**464** Inpatient Surgeries

**23,898** Rehab Services

**415** Sleep Studies

**238** Nursery Admissions



**SCRMC**

**Hospital services 800-642-1336 / 715-483-3261 / [www.scrmc.org](http://www.scrmc.org)**

235 State Street, St. Croix Falls, WI 54024

**St. Croix Falls Clinic 715-483-3221 / 800-828-3627**

216 South Adams Street, St. Croix Falls, WI 54024

**St. Croix Falls Pharmacy 715-483-0426**

216 South Adams Street, St. Croix Falls, WI 54024

**Kinisi Institute for Movement 844-4-KINISI (844-454-6474)**

at St. Croix Regional Medical Center [www.kinisiinstitute.org](http://www.kinisiinstitute.org)

216 South Adams Street, St. Croix Falls, WI 54024

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**Frederic Clinic 715-327-5700**

205 Oak Street West, Frederic, WI 54837

**Frederic Pharmacy 715-327-4208**

201 Oak Street West, Frederic, WI 54837

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**Lindström Clinic 651-400-2240**

12375 Lindstrom Lane, Lindstrom, MN 55045

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**Unity Clinic (Balsam Lake) 715-825-3278**

1504 190th Avenue, Balsam Lake, WI 54810

**Unity Pharmacy with Drive-Through 715-825-4498**

1504 190th Avenue, Balsam Lake, WI 54810

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**Webster Health Center 715-866-4271**

26425 Lakeland Avenue South, Webster, WI 54893

**Webster Dental Clinic 715-866-4420**

26425 Lakeland Avenue South, Webster, WI 54893



**ST. CROIX  
REGIONAL  
MEDICAL CENTER**

235 State Street, St. Croix Falls, WI 54024

800.642.1336 | 715.483.3221 | [www.scrmc.org](http://www.scrmc.org)

Mellissa Solin, SCRMC Director of Marketing and Communications

Theresa Jaeger Gedig, digdesign, Art director/designer

10/21

