

HEART HEART

SPRING 2015

— Back in the Saddle



Packers' Great Visits
Southwest Health

— INSIDE

Legacy of the Big M

Take Charge of Your
Health with Southwest
Health's MyChart

Eat Smart This Spring



Southwest
— HEALTH —

With us, it's always personal



Dan Rohrbach, CEO

More of the Right Stuff, Right Here

I'm proud to report to you, 2014 was a year of truly remarkable progress in local healthcare. Having recently opened the doors of our new Women's Center and the Orthopedic Institute, we are excited to be growing, offering you truly champion-level physicians and healthcare services.

The latest treatment options in joint care

Champions perform at the very top of their professions. We're proud to say southwest Wisconsin is now home to a true champion of orthopedics and sports medicine as Joshua Lindsey, MD, has joined our team to lead the new Orthopedic Institute. After completing high-level training in the latest surgical techniques for joint replacement at Harvard Medical School, plus a second surgical fellowship in shoulder surgery and sports medicine, Dr. Lindsey is thrilled to be back in southwest Wisconsin, where he grew up, caring for the people of our area.

Helping athletes get The EDGE

Experts at the Orthopedic Institute – from our orthopedic surgeon to physician assistants to rehab professionals, athletic and sport performance trainers – also offer advanced sports medicine services, including a one-

of-a-kind center to help area athletes optimize their performance on the field and on the court. The EDGE provides the area's highest available level of sports performance training, all based on proven sports science and personalized for each athlete. With The EDGE, athletes don't just train, they turn their hard work into their best performances. For more information on what The EDGE can do for an athlete in your family, visit our website. Or call 608-342-4790.

The area's first and only Women's Center

Our champions also include one of our nation's most prominent women's health specialists, Kim Christopher Mackey, MD, OB/GYN, who directs our area's only Women's Center. We built the new Center to provide the women of southwest Wisconsin with the wide range of high-quality services they deserve to have, right here at home. Dr. Mackey's experience includes thousands of surgeries and thousands of deliveries, yet his patients will tell you it's also his highly personal and personalized approach to caring that makes the care he provides truly remarkable.

The future of healthcare is a bright one here in southwest Wisconsin. As we continue to grow, rest assured, you are the focus of everything we do. As always, it's our honor to serve you.

-Dan Rohrbach, CEO

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The Women's Center



SPECIALIST CLINICS

“These advances and many others we have achieved recently are the direct result of tremendous dedication on the part of 430 plus employees as well as exceptional vision and planning by our Medical Staff and volunteer Board of Directors.”

- CEO Dan Rohrbach

Former Green Bay Packers running back Ahman Green with Dr. Mackey

HEALTHCARE IN LEAGUE WITH CHAMPIONS

Champions is a term that describes people performing at the highest levels of their professions. At Southwest Health, we are proud to bring you people of exceptional skill, experience and dedication. We were especially delighted when so many of you joined us to celebrate champion-level healthcare at the November Grand Opening of our Women's Center and Orthopedic Institute.

Our remarkable story of champions begins with remarkable primary care providers caring for families every day in our newly acquired Platteville and Cuba City clinics. The account of our champions also features outstanding women's and orthopedic specialty care in our new 20,000-square foot addition completed late last year. And it continues with the exciting new champion-level athletic training services now available in The EDGE. Indeed, Southwest Health brings truly great healthcare home to you.

“These advances and many others we have achieved recently are the direct result of tremendous dedication on the part of 430 plus employees as well as exceptional vision and planning by our Medical Staff and volunteer Board of Directors,” says CEO Dan Rohrbach. “It's personally very rewarding to work with a championship-caliber team, but



I believe the real benefits go to the people of our communities whose lives are made better through great local healthcare.”

The Grand Opening event held November 15 featured a special appearance by Green Bay Packers legend Ahman Green. As the all-time leading rusher in Packers history, Ahman is a record-setting professional who’s performed at the absolute highest levels in the NFL. From 2000 to 2004, no one in the league gained more yards than Ahman. He holds numerous records, including the Packers’ single-season rushing record, and he endured for many seasons as a champion-level professional.

A champion in his own right, Kim Christopher Mackey, MD, OB/GYN, Director of the Women’s Center at Southwest Health, is among our nation’s premier experts. Having delivered more than 3,000 babies and performed more than 2,000 surgeries, Dr. Mackey has the skill, experience and dedication to his profession equivalent to a champion in any sport.

Likewise, the homegrown and Harvard-trained Director of the Orthopedic Institute at Southwest Health, Joshua Lindsey, MD, brings champion-level orthopedic care to our area. Dual fellowship training in joint replacement and sports medicine make him an exceptionally well-trained, highly skilled surgeon. Plus, proficiency in techniques, such as minimally invasive anterior hip replacement surgery, indicates a level of skills exceedingly rare among orthopedic specialists.

Furthermore, area families are fortunate to have an outstanding team of expert family practice providers close at hand. And now that these caring people are officially part of Southwest Health, they also accept a wider range of insurances than ever before. These are highly skilled professionals dedicated to the art and science of family medicine. They care for family members before they’re born, and they stick with you for the long haul. From expert OB care to regular checkups to injury and illness – from infancy to your golden years – our experienced champions are always close by and ready to provide our trademark personal care, all without the hassles of traveling.

So, although our champions will never do a Lambeau Leap, we’re as proud of the amazing and important jobs they do as any who have ever worn the green and gold.

THE LEGACY OF THE BIG M EXPANDS TO SPREAD PREVENTION MESSAGE

Many in southwest Wisconsin have a personal connection with the world's largest "M." The massive letter, measuring 241 feet high and 214 feet wide, is many things: a landmark, a piece of history, and a symbol of education. We visit our M, we climb our M, and we celebrate our M. And it's always there to guide our travels, reminding us where we are and how far we have to go.

Now, thanks to a partnership between Southwest Health and the University of Wisconsin-Platteville, the M takes on new meaning each October. In 2014, on two consecutive weekend nights, we bathed our favorite giant character in pink light, creating a unique reminder (the world's largest) that mammograms save lives.

"The big M is a point of pride for our community," says Southwest Health CEO Dan Rohrbach. "We're proud to partner with UW-Platteville to spread the message, not only about breast cancer, but also about the importance of regular screenings to detect the disease in its earliest stages. Typically, patients who are treated in the earlier stages have the best outcomes."

Because mammograms play a powerful role in early detection, the American Cancer Society recommends women have a mammogram every year, starting when they turn 40 years old. The positive impact of mammograms is clear: Research by the U.S. Preventive

Services Task Force found that women, ages 50 to 69, who received regular mammograms had a 14 to 32 percent lower risk of dying from breast cancer than those who did not get mammograms.

Technological advancements in mammography equipment are producing more accurate results quicker. For example, the digital mammography available at Southwest Health is clinically shown to produce more clear images, resulting in more accurate diagnoses, especially for women with denser breast tissue, those younger than 50 years old and premenopausal women. What's more, women receive results from digital mammograms quicker than from traditional mammograms.

Though turning the big M pink is a fun way to bring attention to the importance of mammograms in October, women should be reminded year round of the importance of early detection. In addition to regular mammograms after women turn 40, the American Cancer Society recommends women ages 20 to 39 have a clinical breast exam at least every three years. Also, experts encourage women to perform regular breast self-exams, beginning in their 20s. This do-it-yourself technique takes only minutes and can help identify changes in breast tissue. Visit cancer.org or ask your doctor for guidelines on how to perform a breast self-exam.

Early Detection Guidelines from the American Cancer Society

Age	Description	Frequency
20-30	Clinical Breast Exam	At least every three years
40 +	Clinical Breast Exam	Every year
40 +	Mammogram	Every year
All women, 20 +	Breast Self-exam	Multiple times each year

HIP REPLACEMENT PATIENT FINDS RELIEF

It wasn't so long ago that Kevin Kase reluctantly accepted the fact his hip pain restricted some of his favorite activities, such as horseback riding and other physical endeavors. But when the pain grew so intense that he couldn't sit for long, found it difficult to move without severe pain, and was persistently ornery and tired from the constant discomfort, this Platteville small-business owner knew it was time to do something about it.

Thankfully, his primary care doctor, Kevin Carr, MD, recommended Kevin see Southwest Health's newest orthopedic surgeon, Joshua Lindsey, MD, a Harvard-trained specialist, originally from southwest Wisconsin. When Kevin met Dr. Lindsey, he knew he found the right surgeon for the job.

"As soon as Dr. Lindsey walked in the room, I breathed a sigh of relief because he just felt like part of the family," Kevin said. "I felt like I could sit down to dinner with him.

He's such a nice guy, and you can just talk to him. It's so easy. As soon as I met and talked with him, I knew I wasn't going to have a problem."

Beyond his friendly demeanor and great bedside manner, Dr. Lindsey is highly trained in a wide range of orthopedic skills and holds world-class credentials. He has performed countless joint replacements and has recently completed advanced training to perform an innovative new approach to total hip replacement called the "anterior" approach.

"The anterior hip approach procedure is different from traditional hip replacement because the surgeon makes a smaller incision in the front (anterior) of the hip, rather than the side or back," said Dr. Lindsey. "Reaching the hip this way through the natural gap in muscles, we don't have to detach (and later reattach) hip and thigh muscles. This leads to less pain and scarring, along with a shorter hospital stay and quicker recovery for patients."



After Dr. Lindsey examined him and took diagnostic images of Kevin's joints, he found a lot of arthritis in Kevin's hip. In fact, Kevin's hip bone was worn down and the cartilage was gone, causing bone-on-bone contact and a lot of pain. Dr. Lindsey recommended the anterior hip approach for Kevin, who was delighted at the results.

"Everything went the way Dr. Lindsey said it would," Kevin said. "When I woke up from surgery, I had none of that pain that I had been living with for the last two years. I could tell I had been cut, but that pain from earlier was gone."

Kevin was walking with a walker the same day of his surgery. He went home the next day, and began walking with a cane. Soon he was back to his active lifestyle, but this time, without pain.

"I was stiff at first, but I had none of the pain I had before," Kevin said. "It was all gone. It was crazy. Now, I

just get up and go! I can work, run, get up on my horse and ride at a competitive level."

Thanks to his new hip, Kevin is back to enjoying all the things he missed out on for the past couple years, due to his pain. He and wife Lori, who have six boys and three grandsons together, are enjoying an active life together again.

Kevin is quick to compliment Dr. Lindsey's surgical expertise and warm demeanor and has already referred several people to him.

"Dr. Lindsey did a wonderful job," Kevin said.

"Everything went the way he said it would. Plus he's a nice guy to get along with. When I first met him, I had confidence in him right away. He's the real deal."

To learn more about Dr. Lindsey and other orthopedic services at Southwest Health, call 608-342-4748.



ASK THE DOC

Take Charge of Your Health with Southwest Health's MyChart



Dr. Klann

Patients today are increasingly knowledgeable and proactive when it comes to healthcare. At Southwest Health, we want to encourage patients to take charge of their health and are pleased to offer the MyChart online patient portal. This extension of our EPIC Electronic

Medical Record (EMR) software allows patients to do a variety of healthcare-related tasks in a secure way from their own computer or mobile device (phone or tablet) at any time, day or night, for free.

In addition to other tasks, patients are able to do the following on MyChart:

- View lab results
- Schedule appointments
- View upcoming and past appointments
- Send their provider a secure message, and receive a response
- View and pay bills
- Refill prescriptions
- Upload photos

These online tools are not only convenient for patients, but also allow caregivers (who have permission) to access these items of either children or elderly family and friends to help manage their care.



MyChart

Your secure, private health records are as close as your computer.

What can you do with MyChart?

- Get secure and confidential web-based access to your electronic health record.
- Communicate privately with your doctor.
- See lab results.
- View past and future appointments as well as request new appointments.
- Access your information from any computer on the Internet, securely, at your convenience, at any time.
- Research medical topics, see health reminders and screenings, request prescription renewals, and much more.

Exceptional Portability

You can use MyChart on your Apple or Android device — each platform has a free MyChart app to provide quick and secure access. Just like a computer, the MyChart app allows you to view your health information, manage appointments, get test results, and more.

“MyChart allows our patients to take control of their personal health record,” said Andrew Klann, DO, who specializes in family practice and obstetrics. “This free online service is convenient and easy to use, and I encourage all of my patients to register for a MyChart account. Patients can view test results, schedule appointments and send me secure messages online. It’s a great resource.”

It’s easy to create an online account. Visit southwesthealth.org/mychart and click “Sign Up for MyChart Now” on the right side of the page. You’ll complete a quick online form and will receive your activation code in the mail within three to five business days (this code ensures that your health information will remain private and secure once your MyChart account is created). Once you receive this code, follow the instructions that will be sent with it, and you will be able to complete your MyChart account and receive your MyChart ID and password.

Our MyChart system includes data from all Southwest Health facilities as well as other MyChart partners. A full list is available on the MyChart website.



How to sign up for MyChart:

To get started with MyChart, you need a one-time activation code. To get one, visit the MyChart website at southwesthealth.org/mychart, and click “Sign up for MyChartNow.”

Your activation code will then be mailed to you (we do this as an extra security measure). After receiving your code, return to the MyChart website and activate your account.

Questions? Call MyChart support: (888) 521-3326

southwesthealth.org/mychart

EAT SMART THIS SPRING



The snow is starting to melt and it is time to think of vacations, picnics, cookouts and meals on the go as a part of our warm weather routine. The warm weather takes us outdoors for fun as well as mealtimes. As a result, many of us are so focused on what’s outside that we don’t think about what we put inside our bodies. Here are some tips to combat those bad summer-eating habits:

- Keep your energy up by limiting sweets and fatty foods. Take advantage of fresh fruits and vegetables.
- Don’t attend festivities overly hungry — this may tempt you to overeat. Eat a small snack beforehand.
- When traveling, pack a cooler for a better selection of foods so you’re not limited to convenience stores and fast food.
- Be creative. Instead of the usual hot dogs and burgers, seek out sources online for some new healthy summer recipes.

BREAKTHROUGHS IN CERVICAL HEALTH



Dr. Mackey

A gynecology checkup used to automatically include a Pap test. Today, women still need yearly exams, but they no longer need a Pap test every time.

Pap smears, as well as our knowledge around the causes and behavior of abnormal cells on the cervix, have improved tremendously. The big

breakthrough was finding human papillomavirus (HPV), the virus responsible for abnormal cells on the cervix. We now have tests to find HPV, and a vaccine to largely prevent it.

Women should have their first Pap test at 21 and every three years after until age 30. The standard after 30 is to be tested every 5 years if the HPV test is negative. A Pap test doesn't look for HPV, but can find cell changes to the cervix caused by the virus. Pap tests are an important line of defense against cervical cancer.

But, it's best to prevent abnormal cells in the first place, and HPV is the cause of changes on the cervix.

HPV is passed during sex, and though condoms may reduce HPV transmission, they don't prevent it. It can take weeks, months, or even years after exposure to HPV before symptoms develop or the virus is detected.

Vaccines also help protect against the HPV types responsible for most cancers. The vaccine must be given before age 26, and is best given between ages 9 and 12.

Because the issues around HPV and cervical cancer are complicated, I urge every woman to talk with her healthcare provider or OB/GYN about Pap and HPV tests. I also encourage everyone to talk to the women in their lives – wives, girlfriends, mothers, daughters, sisters, nieces, best friends – and encourage them to safeguard their health and have a conversation with a doctor.

Today, women still need yearly exams, but they no longer need a Pap test every time.

WELCOME TO THE BOARD – ANGELA UDELHOFEN



Angela Udelhofen

Southwest Health is pleased to welcome Angela Udelhofen to its Board of Directors. No stranger to southwest Wisconsin, Angela is from Dodgeville, graduated from Dodgeville High School in 1988 and has worked in Admissions and Enrollment Services at UW-Platteville since 2000. She and her family live in Platteville.

She brings years of higher education knowledge and experience with her to this new position, including serving the past three years as assistant chancellor of Admission and Enrollment Services at UW-Platteville.

"I would say that my role on the Board is personal because of my family. The Southwest Health team was

there through a very emotional time when my father-in-law discovered he had cancer. Every one of the staff from the doctors and nurses to the food service personnel was so comforting to the family."

"We also had an experience with my son. He had a football accident and experienced loss of feeling in his limbs and slurred speech. The emergency team was very responsive and patient with two very worried parents. We also learned of a separate pre-existing condition, and because it was diagnosed, we were able to treat it."

"I want to be part of a team that is collaborative, strategic and is empathetic. I've found this at Southwest Health."

"We're excited to welcome Angela to our Board," said James Schneller, Chairman of the Southwest Health Board of Directors. "Her knowledge of southwest Wisconsin and her extensive experience in higher education will be wonderful assets for our Board."

YOU IMPACT OTHERS

The people of southwest Wisconsin are amazing. And just like the people of larger urban areas, they deserve great healthcare. The lives of your family, friends, and neighbors are made stronger, better, healthier because our area is home to strong local healthcare.

Truth is, it's all made possible by generous people like you who support what we do. Choosing us when you need care, choosing insurance that allows you to stay local, and choosing to make a gift to the Southwest Health Foundation are all ways you can help ensure local healthcare stays strong and grows stronger every day.

We invite you to see for yourself how investing in local healthcare impacts lives. Simply call us to request a tour. We also invite you to see the amazing story of Amanda and Josh, whose lives were forever impacted by the exceptional care they discovered when they left Dubuque to come to Platteville (go to southwesthealth.org/amaze).

So please consider joining us in making an investment in local health care. Contact Tammie Richter, Foundation Director at 342-4704 to make a gift, ask questions, or set up your tour.



You made this happen.

A high risk pregnancy. A determined Doctor. One amazing story.

It's through your generous support that Amanda and Josh were able to keep their family together. See the amazing story at: www.southwesthealth.org/amaze





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An innovative approach to total hip replacement

KEEPS YOU GOING STRONG.

The Orthopedic Institute at Southwest Health is now offering a minimally invasive hip replacement procedure for a faster return to daily activities.

The "anterior approach" procedure reaches the hip through the natural gap between muscles — no longer having to detach and reattach other hip or thigh muscles.

Besides a much smaller incision, patients benefit from:

- Less muscle trauma, less scarring and less pain
- Improved leg length control and lower dislocation risk
- Significantly shorter hospital stays
- A speedy return to normal activity with fewer restrictions

For more information or to schedule an appointment, call 608-342-4748 or visit southwesthealth.org.



Harvard-trained orthopedic surgeon Joshua Lindsey, MD, holds world-class credentials and a wide range of advanced orthopedic skills. He specializes in hip and knee replacement, shoulders and arthroscopic procedures.

 The
Orthopedic Institute
— AT SOUTHWEST HEALTH —

