

HEART @ 2 HEART

Summer 2016

OVERCOMING ADULT ACNE

It's more common
than you think -
simple steps to
clear skin

AMAZING TRANSFORMATION!

ONE YEAR - 202 POUNDS

Discover Jaime's secrets to
creating a slimmer new life,
one small step at a time

OUR VISION:
*Creating a
healthier
southwest
Wisconsin*

DAKOTA'S DRAMA

How a routine visit
for one college
student caught a
life-threatening
heart condition



Southwest
—HEALTH—

With us, it's always personal

When *Worry*
Becomes Too Much

Coping with anxiety disorders



BRINGING *you* INTO FOCUS

My son Jack is just a year old, but for my wife Andrea and me, he is the center of our universe. Our family's health and happiness is everything. We laugh. We share. We play. And we love.

Jack is also my pint-sized daily reminder that healthy people make healthy communities. Good health strengthens families. Healthy people forge a stronger local economy. And healthy lifestyles give rise to a higher quality of life.

That's why I'm delighted to report to you that we at Southwest Health are doing more with each passing day to create a healthier southwest Wisconsin. It's our vision of the future – working with you and your family, with area businesses, with local governments, schools, community leaders, and with those who may need a little extra help – to find ways to boost health and help our communities thrive.

Of course, both nationally and locally we've met with success already, and we celebrate everything we've achieved! Today, people live longer than ever, and right here at home we have a remarkable health care workforce and amazing medical technology to help keep us productive, happy, and living well.

Yet, there's much more to do. The death rate in the U.S. rose last year for the first time in a decade, due largely to more people dying from drug overdoses, suicide, and Alzheimer's. The death rate from heart disease also edged up slightly. Here in southwest Wisconsin, obesity and smoking rates are above national averages. Our collective health issues too often stem from inactivity and unhealthy diets. Because so many of our ills are preventable through lifestyle changes, we all have a part to play.

At Southwest Health, we recently completed a Community Health Needs Assessment that identifies health issues in our region, sets priorities, and serves as a guide for our efforts. You can review that important document for yourself on our website at southwesthealth.org/CHNA.

Working together, we can and will improve health. Millions of Americans are alive today thanks to simple initiatives, such as vaccinations, safety laws, restrictions on tobacco use, and clean water standards.

Ultimately, what's important to you is what's important to us at Southwest Health. All who live in our region are connected. Like extended family, our many branches grow in all different directions, yet our roots nourish us from the same soil. We won't take anyone's good health for granted. So count on us at Southwest Health to lead the way to a healthier and happier southwest Wisconsin to benefit generations to come.

Robb Pastor, Chief Clinical Officer



Jennifer Miller Kass, MSW, LCSW

When *Worry* becomes too much

We all know life can be stressful at times. But what if simple worries become too much to handle? For people with constant worry or anxiety, life can be an endless round of stress, disrupting sleep, reducing productivity, and wreaking havoc on relationships and even physical health.

Chronic worrying can be very painful, and it can take pleasure out of everyday life. In some cases, excessive worrying may turn into something worse.

What causes anxiety disorders? A combination of biological and environmental factors, much like physical disorders, such as heart disease or diabetes. Anxiety disorders develop from risk factors, such as genetics, brain chemistry, personality, and life events. Though anxiety disorders are both real and serious, they are also very treatable.

Signs and symptoms of anxiety disorders include repetitive worrying, irrational or uncharacteristic rage, difficulty sleeping, bouts of crying, and difficulty concentrating. Some people also experience muscle tension, an inability to solve minor problems, and physical symptoms like tremors, muscle twitching, undiagnosable aches and pains, and even stomach or intestinal problems.

“Anxiety should not be dominating your life. If you feel that nervousness and fear are effecting your day-to-day choices and behavior, consider talking to a mental health professional.”

Therapists recognize six categories of anxiety disorders:

- Generalized Anxiety Disorder (GAD) is characterized by excessive, unrealistic worrying that lasts six months or more
- Obsessive-Compulsive Disorder (OCD) occurs when people are plagued by persistent, recurring thoughts (obsessions) that reflect exaggerated anxiety or fears
- Panic Disorder sufferers experience severe attacks of panic which may make them feel much like they are having a heart attack
- Post-Traumatic Stress Disorder (PTSD) follows a traumatic event such as a sexual or physical assault, witnessing a death, the unexpected death of a loved one, or a natural disaster
- Social Anxiety Disorder (SAD) is characterized by extreme anxiety about being judged by others or behaving in a way that might cause embarrassment or ridicule
- Specific Phobias occur when people suffer from an intense fear reaction to a specific object or situation, such as spiders, dogs, or heights

The silver lining with anxiety disorders is they are treatable. With a combination of psychotherapy and medications, most people can find relief. If you or someone you know suffers from symptoms of an anxiety disorder, consider contacting our mental health clinic at Southwest Behavioral Services.

608.348.3656
swbehavioral.org



WHAT'S NEW AT SOUTHWEST

3D Mammography Arrives (page 8)

Saving You Money on Meds (page 9)

PEDALS Project (page 10)

EMS Station Construction (page 11)

Dakota's *Drama*



UW Platteville's Dakota Vaassen immersed himself day and night in his craft inside the Center for the Arts.

For theater major Dakota Vassen, life as a senior felt loaded with stress and moved far too fast. Little did the 23-year-old UW Platteville student know, the source of those feelings was likely a medical one that lied deep within him. Literally, in his heart.

One day in the middle of his busy last semester, it all bubbled to the surface, besieged his body, and created a day of drama the aspiring young actor and playwright will not soon forget.

"My throat was sore for a few days," recalls Dakota, "But I had lots of sore throats as a child and wasn't worried. I was in a play at the time, and since there were so many of us in close quarters, a lot of people in my cast were getting sick. I figured I was coming down with strep."

"The day it all happened, I woke up, and I couldn't even swallow. I realized this isn't what my roommates have." So, he came to Student Health Services (SHS) on the UW Platteville campus where Southwest Health's medical practitioners provide essential health care students need away from home.

This was Dakota's first visit to SHS in his four years at UW Platteville. Family physician Anna Svircev, DO, had recently joined the team at Southwest Health, where she practices at the Platteville Clinic. Thanks to our partnership with UW Platteville, she also sees patients on campus at SHS. Which was good news for Dakota.

"Our nurse Lois [Dietzel] saw Dakota first and noticed it wasn't a routine sore throat," says Dr. Anna. "She was right. He had a peritonsillar abscess, which is a

dangerous infection. Even more alarming, his heart was in atrial fibrillation (afib), and that's very unusual for someone so young. Fortunately, he wasn't also having shortness of breath or chest pain. Nevertheless, we sent Dakota immediately to the ER at Southwest Health where we could better assess and treat his conditions."

"I feel a whole lot better today," says Dakota. "Life just moves a little slower now, and I seem to take things a little easier. It's been a year or more since the last time I felt this way, this calm and relaxed. With my afib everything seemed to move at 100 miles an hour. I feel better now than I have in a long time."

"We can't say whether the abscess and the afib are related. Reality is, we don't know how long Dakota had been in afib." Later in the day, Dakota was transferred to another facility for cardioversion (see side bar) to correct his irregular heart rhythm.

"If I hadn't come to the clinic first," insists Dakota, "I don't know what would have happened. Dr. Anna treats

Atrial fibrillation (Afib) is an arrhythmia of the heart, which is a fast, irregular beat involving the heart's upper chambers. It's highly unusual in younger people and is potentially dangerous as it can cause blood clots or stroke. Afib is treated with medication or cardioversion, a procedure using a therapeutic dose of electric current to the heart at a specific moment in the cardiac cycle to convert the arrhythmia to a normal heart rhythm.

you like a real person and made me feel cared for. You could just tell she had experience. At that point, I knew I was at the right place."

Dakota has since graduated and is off pursuing plans for a successful career in acting. "I also love writing. I plan on doing some play writing, too, and later get into directing."

To all students, Dakota offers this message: "If you're not feeling well, and you have any reason to see a doctor, trust that instinct."



Anna Svircev, DO, MPH

Her caring personality and experience make Dr. Anna a big hit among her patients. Originally from Middleton, she performed her undergraduate work at UW-Madison and earned a Masters of Public Health in Behavioral Science and Health Education at Emory University, Rollins School of Public Health in Atlanta, GA. She then earned a Doctor of Osteopathy (DO) from Midwestern University, Arizona College of Osteopathic Medicine in Glendale, AZ. She performed both her internship and residency in Family Medicine at the University of Colorado in Aurora, CO as well as an advanced Fellowship in Adolescent Medicine at Children's Hospital Colorado, where she held positions as Senior Instructor and Assistant Professor in the Department of Family Medicine. She is certified by the American Board of Family Medicine and comes to Southwest Health with broad experience in treating patients of all ages.

View Dr. Anna's video profile at southwesthealth.org/DoctorAnna

We Did It!

Small steps and a kind coach helped Jaime lose 202 pounds.

“I had a really great childhood,” Jaime Bies says with a beaming smile. With confidence and energy she hasn’t felt since her weight began to roller coaster after high school, she now eagerly shares the story of her struggle with being overweight and the impact it’s made on her life.

“I wasn’t so overweight when I was a kid, but I was really shy.” The simple country life she knew growing up on a farm near Bagley, Wisconsin instilled in her the values of raising a good family and working hard. In 2003, with her husband, Greg, and their son, Morgan, she came to Platteville where she earned a spot on the hardworking housekeeping crew at Southwest Health.



As time marched on, Jaime gained weight, and as so many of us do, she learned to live with the extra pounds she put on each year and to accept them as the new reality. But, Jaime’s painful reality was the physical and emotional toll her weight began to take on her. There was the physical challenge of an eight hour workday. Her legs ached. And at home all she could do was sit and rest to be ready for the challenge of the next day. The emotional pain, too, was difficult to bear. Driven by living a life far removed from that she planned for herself, the negative feelings fueled her appetite for unhealthy food and ultimately created a downward spiral.

Then along came a simple opportunity. One that changed everything.

As part of our employee wellness initiative, Southwest Health challenged the entire team—510 people strong—to increase our activity and exercise levels. To help us achieve our personal goals, interested staff enjoy the benefit of free wellness consultations and personalized training programs designed by Ryan Siegert, Sports Performance Trainer in The EDGE, Southwest Health’s center for sports performance optimization.

“I will never forget that first day,” recalls Jaime. “I didn’t know Ryan, and I was really afraid he was going to judge me. My first step toward a new life was stepping on that scale in front of him, and that was a big test for me.”

Jaime hadn’t weighed herself in a long time, which added to her tension. “The moment I stepped off the scale, I thought, I can do this. Ryan wasn’t judging me at all. He was there to help. In reality, keeping that appointment and getting on that scale in front of a fitness pro was the number one hardest thing I did.”

That moment also marked the beginning of a friendship that helped Jaime turn her life around 180 degrees and helped her drop a whopping 202 pounds from that day when she weighed in at 370.

“At that first consultation, Ryan gave me some ideas on what to eat. But, he didn’t give me an entire plan right away. When I first started, I couldn’t even walk a block, and he wanted to change things one step at a time. Now I do 60 minutes on the treadmill every day, sometimes 90. I track my heart rate. I do weight training. I check in with Ryan at least once a day. And when I go home, I have support there, too. My husband even tells me what an inspiration I am to him.”

Ryan created programs for Jaime in two areas: nutrition and activity. “You can’t get fit on a bad diet, no matter how much you exercise,” says Ryan. “Jaime is making healthy choices now. We’ve worked through what she should be eating and what she should stay away from. And we’ve gotten her to very impactful levels of cardio and weight training.” Still, Ryan insists the real keys to



Ryan coached Jaime on simple workouts and fitness techniques that she was able to do on her own.

her amazing success are her dedication and consistency. “I believe we each have the power to determine our own lives, and Jaime’s done all this herself. I just feel very fortunate to be here to help her achieve her goals.”

“I learned how to do it from Ryan,” says Jaime.

“Temptations are always in front of you. It’s not easy. Everyday takes willpower. I know this will be a success long-term because I have the tools thanks to Ryan. And he still helps keep me on track, too. If we didn’t have Ryan and this employee wellness program, I don’t know where I’d be.”

SIMPLE MEAL CHANGES MADE THE BIGGEST IMPACT

BEFORE



Jaime and her family used to dine out on fast food burgers, soda, and fries. Now they look forward to a healthier turkey burger, loaded with fresh vegetables, on a whole wheat bun. She also eliminated sodas from her diet in favor of more water. Simple changes like this help her stay on track while still enjoying foods she loves.

AFTER



3D Digital Mammography

your piece of mind

Breast cancer screening in southwest Wisconsin took a giant leap forward recently with revolutionary 3D digital mammography technology at Southwest Health. Our new 3D breast imaging system—the first of its kind in southwest Wisconsin—produces three-dimensional views of breast tissue and helps doctors more accurately identify and classify breast tissue structures to better diagnose breast cancer and to save lives.

What is 3D mammography?

3D mammography offers better cancer detection, fewer call backs, and greater peace of mind. 3D technology has been shown to detect small breast cancers up to 15 months earlier than traditional technology.

What are the benefits?

- Earlier detection of small breast cancers that may be hidden during 2D mammography
- Greater accuracy in pinpointing size, shape, and location of abnormalities
- Fewer unnecessary biopsies or additional tests
- Greater likelihood of detecting multiple breast tumors which occur in 15% of breast cancer patients
- Clearer images of dense breast tissue

Is 3D mammography safe?

YES! Radiation exposure to the breast is very low. The radiation dose for a combined 2D/3D mammography exam is well below the acceptable limits defined by the FDA and is only a fraction of the level of radiation everyone receives annually from the natural background of being outdoors. There is no evidence that this low level of radiation has any significant effect on the breasts.

What can you expect during your mammogram?

You will be positioned just like you were for a traditional 2D mammogram. During the 3D part of the exam, an x-ray arm sweeps over the breast, taking numerous images in seconds. No additional breast compression is required, and it only takes a few more seconds. The experience is very similar to every other mammogram.



“Imagine looking at a closed book, unable to read the words inside. That’s traditional mammography. Now imagine you open the book, flip

the pages, and see every word. That’s 3D mammography,” says JoAnn Geissbuhler, Radiology Director

Where can you get it?

We are proud to be the first in southwest Wisconsin to provide 3D mammography. Until now, this technology has only been available in larger cities.

How do you get one?

Talk to your doctor. Once you have your doctor’s order for your next mammogram, either your practitioner or the mammography technologist can help you decide if 3D is right for you. Together, we can do what’s best for you.

Learn more: southwesthealth.org/3Dmammo



By the Numbers:

Saving you money

No doubt about it, we are here to treat you right. As your local, not-for-profit health system, our first priority is you, not some far-flung stock holders. Reality is, we have no stock holders, so it’s only you—our customers—who get our full attention and loyalty.

That’s why we’re on a mission to save each of you money on your medications. In the 10 months since we opened, we put \$57,024 in our patients’ wallets. The other guys are there to turn a tidy profit, but for us, finding you the right generic and other low cost options is part of how we help you get the most from your medications. With us, it’s always personal. And especially when it comes to pharmacy care, we will always be the better value.

Customer Savings
over 10 months

\$57,024



Kim White-Faulk, Rph

QUICK TIPS: *Overcoming Adult Acne*



Acne can be painful and frustrating. It affects both men and women and can occur at any age. Often caused by hormones increasing and changing over time, many women will notice flare ups around their cycle while others experience acne flares later in life as their hormones continue to change. Excess stress can make acne flares worse, too. One of the most common causes of acne is occlusion (blocked pores) which may result from touching your face a lot throughout the day, holding your phone against your face, using some hair products, sweating, and wearing makeup, lotions and other pore-clogging products.

1 Wash your face twice a day with a gentle cleanser. Over the counter examples include CeraVe, Cetaphil and Neutrogena Ultra Gentle Cleanser.

2 Avoid touching your face as much as possible, and wash your face after exercise.

3 Reduce stress.

Christina Burr, PA-C

4 Avoid picking, popping, or vigorously scrubbing your acne; it may increase the risk of scarring.

5 Limit make up when possible and when necessary, use products labeled “non-comedogenic.”

If you are still struggling with acne despite following the above regimen, consult your local dermatology practitioner for an evaluation and additional recommendations. We can prescribe effective medicated washes and topical creams as well as oral medication options that can help calm even the most stubborn acne.

At Southwest Health Dermatology, we’re here to treat your skin right. It is our privilege to provide you an individualized treatment regimen to address your needs and help clear your skin. Call us today at 608-342-5060 to schedule an appointment.

southwesthealth.org | 9



MAKING BREAKTHROUGHS EVERY DAY

Southwest Health Family Physician Aditya Sukhwal, MD, MS, FAAFP has been awarded a grant of \$4000 from the Ira and Ineva Reilly Badwin Wisconsin Idea Endowment to positively impact community health by studying the impact of diet and exercise on patients with diabetes.

With both the grant and the assistance of fourth year students from the University of Wisconsin School of Medicine and Public Health in Madison, Dr. Sukhwal's *Program for Extensive Diabetes Activity and Lifestyle Success (PEDALS)* will soon begin enrolling volunteers (diagnosed with diabetes) in a 12-week study that begins in July. A total of about 20 patients will meet regularly to receive education and counseling on nutrition and exercise and to have their diabetes management monitored closely to determine the medical impacts of the interventions.

“As the Cardiac Rehab program director, I regularly see first-hand the positive health benefits patients reap when they are able to consistently maintain positive lifestyle changes. The students I work with are really eager to make an impact while they're on rotation, and this is a perfect opportunity to involve them in making a real difference in people's lives.”

Through this grant, Dr. Sukhwal and his students intend to further their understanding of diabetes, demonstrate

positive outcomes, and reduce the costs of diabetes care. The goal of this study is to effectively manage diabetes in patients while reducing their reliance on medications. “With a single diabetes medication costing as much as \$500 a month, we stand to help people not only live healthier but also greatly reduce the costs of their chronic disease,” says Dr. Sukhwal.

Dr. Sukhwal is a highly experienced, board-certified family physician with special interests and expertise in cardiology, obstetrics, pediatrics, and diabetes management. He practices at the Platteville Clinic at Southwest Health and is also the Medical Director for our Cardiac Rehabilitation Program, as well as Assistant Clinical Professor at the University of Wisconsin's Medical School, whose fourth year students come to Platteville for rotations under his guidance.

DIABETES

PEDALS project

- A1C levels
- exercise
- diet



Construction is well underway!

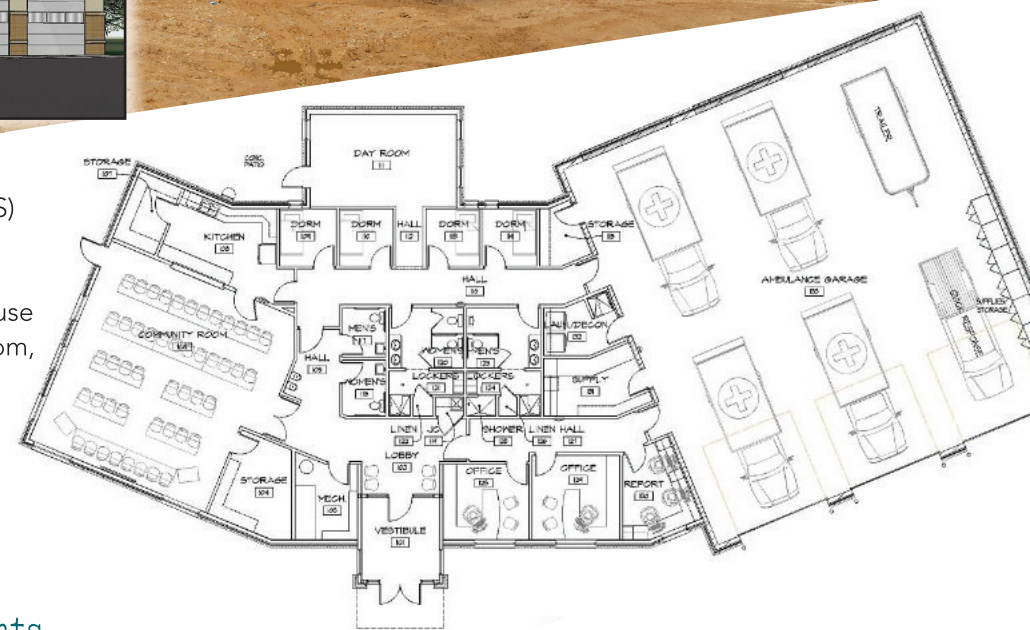


Our new Emergency Medical Services (EMS) Station is going up fast!

The new 8,325 square foot building will house a six-bay garage, community education room, plus offices and sleeping quarters for our hardworking EMS crew. The \$1.5 million ambulance facility is scheduled to be completed in late August of this year.

“The future will definitely be one in which more lives are saved thanks to improvements we're making today,” says Brian Allen, Director of Emergency Medical Services at Southwest Health.

Other upgrades will also impact our EMS personnel's life-sustaining capabilities. These include new equipment for transport vehicles



funded in part with a grant awarded by the Dubuque Racing Association as well as additional training to continue upgrading staff capabilities to paramedic level.

Our experienced crew will be on-site and on standby 24 hours a day, anytime you, a loved one, a friend, or neighbor needs us. An open house is currently being planned.



WELCOME TO THE BOARD – DON TUESCHER

We are pleased to welcome Darlington native Don Tuescher to our Board of Directors. After starting out farming for seven years, Don and his wife Sue created Tuescher Electric and Refrigeration, which they have owned and operated for more than 30 years. Don believes in giving back to through volunteerism and has generously given his business experience to other area institutions as well, including Southwest Wisconsin Technical College where he's been a board member for 22 years. “I give back where I think society needs me,” says Don. “Everything I've been a part of has been very fulfilling work.” Don and his wife have two children and three grandchildren. Says Dan Rohrbach, CEO, “We are delighted to bring Don and his experienced leadership to our Board.”



Southwest
—HEALTH—

With us, it's always personal

1400 Eastside Road
Platteville, WI 53818

Non-Profit Org.
US Postage
PAID
Permit No. 80
Platteville, WI

southwesthealth.org • facebook.com/southwesthealth • twitter.com/southwesthealth

*Eyes are windows
to your soul*
Treat them accordingly.

*From the latest in care to the
latest in wear, no one treats
your eyes like we do.*

608.342.2020


The
Eye Center
— AT SOUTHWEST HEALTH —

