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## The Beat: November 2010

CentraCare Health

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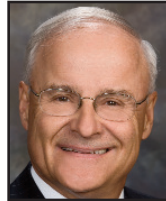
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**Do you have an idea for the *Beat*?**

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## Take pride in CentraCare's impact on area communities

By Terry Pladson, MD  
President



People in the communities we serve know we operate clinics, hospitals and long-term care facilities, but few realize the extent to which we provide other benefits.

As we conduct Report to the Community meetings in St. Cloud, Long Prairie and Melrose this fall, we are sharing with business people and elected officials a summary of what is called our "community benefit." This term encompasses educational and research programs, charity care, cash and in-kind contributions and services we provide at a financial loss. For instance, in the fiscal year ending June 30, CentraCare's cost of caring for Medicare patients was \$56.23 million more than the federal government paid us for that care; and we spent \$13.4 million more caring for Medicaid patients than we were reimbursed. The latter figure represents a \$2.5-million increase from the previous year because the recession has caused more people to need and qualify for Medicaid.

In addition to these losses, we provided more than \$6 million in charity care and made nearly \$2.5 million in cash and in-kind gifts to organizations that work to improve community health.

CentraCare Health System's community benefit for Fiscal Year 2010 totaled \$78.5 million. That is a benefit to Central Minnesota of which you can be proud.

You also can be proud of the role you played in helping CentraCare Health System finish the fiscal year with a solid 5.44 percent operating margin. We are a not-for-profit organization, but it is important for us to have a healthy bottom line so we can reinvest those dollars in the people, facilities and equipment we need to provide high-quality care.

You also can be proud of the awards CentraCare earned during the past year, including recognition as the #1 Best Place to Work in Minnesota, St. Cloud Hospital's eighth Top 100 Hospital designation and CentraCare Clinic's awards from the Bridges to Excellence program of the Buyers' Health Care Action Group.

For more about the awards, financial performance and service enhancements of Fiscal Year 2010, visit [www.centracare.com/community/annual\\_reports.html](http://www.centracare.com/community/annual_reports.html).

## CentraCare Wound Center opens

The CentraCare Wound Center, a service of St. Cloud Hospital, opened Nov. 8. The new outpatient department, located at 2035 15<sup>th</sup> St. N., St. Cloud, is dedicated to the evaluation and management of patients with chronic, non-healing wounds using specialized technology. The center offers treatment for chronic and acute non-healing wounds and is only the fifth wound center in Minnesota to offer hyperbaric oxygen therapy (HBOT), which saturates the blood plasma with oxygen to speed healing of the tissues.

Under the medical direction of Denise Buruse, DO, this outpatient wound care will be provided by Dr. Buruse, as well as CentraCare Clinic general surgeons Drs. James Jost, Matt Maunu and Scott Houghton and Central Minnesota Emergency Physician Ted Ruzanic, MD, who all have received specialized training in wound care.



"The Wound Care Center complements the quality care already offered in the area and also can serve as a key addition to the practices of our referring physicians — both of which will positively impact the health of our community," Buruse said.

Nationally, approximately seven million people suffer from chronic, non-healing wounds — a serious disorder that can lead to amputation of limbs and dramatically impair quality of life. Associated with inadequate circulation, poorly functioning veins and immobility, non-healing wounds occur most frequently in the elderly and in people with diabetes — populations that are sharply rising as the nation ages and chronic diseases increase.

St. Cloud Hospital is working with Diversified Clinical Services (DCS) to develop the center. DCS has more than 15 years of experience in opening more than 250 wound care centers across the country.

**An open house is planned from 5:30-7:30 p.m. Nov. 22.**

## **CCHS annual report available online**

View the 2010 CentraCare Health System annual report online. This publication highlights our quality improvement efforts, programs and services, and financial performance. It also showcases some of our benefactors and provides construction project updates. Visit [www.centracare.com/community](http://www.centracare.com/community) and under the news and publications section click on Annual Reports.

## **Looking for a great gift? How about an SCH journal?**

St. Cloud Hospital is proud to share its rich heritage by offering journals/engagement calendars commemorating the 125<sup>th</sup> anniversary of hospital care in St. Cloud. The spiral-bound books are for sale for \$8.95 each in the St. Cloud Hospital Gift Gallery. A journal would make a wonderful holiday gift for a current or past St. Cloud Hospital employee, volunteer or physician — or a local history buff.

## **New Volunteer Opportunity**

The St. Benedict's Senior Community Gift Gallery has volunteer openings each day of the week. Any CentraCare Health System volunteer or employee who refers new volunteers is entered into a monthly drawing for a \$25 gift certificate to the St. Cloud Hospital Gift Gallery! For more information, contact Volunteer Services by calling 255-5638 or e-mailing [volunteer@centracare.com](mailto:volunteer@centracare.com).

## **Small Wonders**

Watch for ads for the new Center for Advanced Maternal, Fetal & Newborn Care at St. Cloud Hospital on the radio, billboard and Web over the coming months. Through its high-risk obstetrics clinic, birthing center and Neonatal Intensive Care Unit, the center provides unmatched care in Central Minnesota. The center specializes in high-risk pregnancies and critical care for newborns. For more information, visit [www.centracare.com](http://www.centracare.com).

## **Celebrate Festival of Lights**

Bring your family and friends to the 22<sup>nd</sup> annual Festival of Lights from 6-8 p.m. Dec. 2, in front of St. Cloud Hospital. In addition to the traditional holiday lighting ceremony at 7 p.m., there will be horse-drawn trolley rides, reindeer, holiday carols by the St. Cloud Hospital choir, a Living Nativity presented by Messiah Lutheran Church, cookies and cocoa. The Festival of Lights is free and open to the public. Please bring non-perishable food items to donate to the Food Shelf. The Gift Gallery at St. Cloud Hospital also will host its annual holiday sale from 8 a.m. to 8 p.m. Dec. 2 and from 8 a.m. to 7 p.m. Dec. 3.

## **Recovery Plus director honored**

Jim Forsting, MS, LISW, LADC, ACATA, Behavioral Health Services co-director for St. Cloud Hospital, was honored with a lifetime achievement award by the Minnesota Association of Resources for Recovery and Chemical Health (MARRCH) Oct. 26 during the 41<sup>st</sup> annual conference in St. Paul.

Forsting has spent the past 32 years working with the St. Cloud Hospital Recovery Plus program.



## **Projects recognized by state organization**

CentraCare Health System's Communications, Marketing and Government Relations departments received nine Beacon awards from the Minnesota Health Strategy and Communications Network. The annual Beacon Awards Program recognizes excellence in research, planning, marketing, communications, public relations and community relations.

## **Recycling at SCH gains ground**

St. Cloud Hospital achieved a 63 percent increase in recycling, for a total of 195 tons (includes the co-mingled recycling and cardboard) in fiscal year 2010. Please visit the Green Team's booth at the upcoming benefits fair to learn more about efforts to be eco-friendly and watch for future "green" engagement activities.

## **Annual Holly Ball scheduled for Dec. 18**

Join us for the annual Holly Ball scheduled from 6:30 p.m. to 12:30 a.m., Dec. 18, at the St. Cloud Civic Center. Proceeds benefit CentraCare Health Foundation — Hospice Fund. Holly Ball has raised more than \$2.5 million for St. Cloud Hospital over the past 35 years.

Holly Ball guests will enjoy grand hors d'oeuvres, a silent auction and dancing to the Fabulous Armadillos and Belladivas playing non-stop entertainment side by side on the main stage from 8 p.m. to 12:30 a.m. General tickets are \$100 per person and are available at St. Cloud Hospital Gift Gallery or online at [www.centracare.com](http://www.centracare.com).

To learn more about Holly Ball, join St. Cloud Hospital Holly Ball on Twitter or Facebook or visit [centracare.com](http://centracare.com). For more information, call the CentraCare Health Foundation office at (320) 240-2810.

## **Mary Buhl wins state award**

Mary Buhl, RN, retired St. Cloud Hospital director of quality and patient safety, has been honored by the Minnesota Alliance for Patient Safety with its Individual Leadership in Patient Safety Award. Buhl was recognized for her 35-year record of advancing the culture of safety at St. Cloud Hospital.

## **Clean-out the cabinet results**

The Medicine Cabinet Clean-Out day at CCHS-Long Prairie had a total of 38 cars and walk-ups. More than 60 percent of the people who stopped returned old or expired medications and nearly 70 percent reported they would have flushed the medications down the toilet or thrown them in the garbage. Thanks to this event, medications will be properly disposed of by Todd County Public Health.

## **Give Link to Life as a gift**

This holiday season, consider giving Link to Life, formerly known as Lifeline, as a gift to loved ones and friends concerned about living safely at home. As a benefit to employees, receive half off the first three months of the personal response system service. For more information, call Link to Life at ext. 54619 or visit our booth at the Benefits Open House.