

Giving opportunities never go out of season

Fore! HFM Samaritan Golf Day successful

A resounding thank you goes out to golfers, diners and sponsors of the recent HFM Samaritan Day Golf Benefit. The day was an energizing blend of sunshine, games, golf challenges and camaraderie which successfully raised funds to benefit the HFM Samaritan Endowment Fund.

According to Pat Reilly, Golf Event Chair, "It was a great day in every way and we are so appreciative of all the people who attended or donated to our event. The spirit of giving and golfing was surely alive and well on the Lakeshore," she said.

Congratulations to the winning team: Will Casey, Don Brisch, Mike Howe and Andy Steimle.

Mark your calendar now for next year's event on Monday June 18, 2018.



Left to right: Andy Steimle, Mike Howe, Don Brisch, and Will Casey

Join us for HFM's elegant Sip, Savor and Support Benefit Gala



If you're interested in attending the social event of the fall season and donating to an exceptional cause, we invite you to join us for an enchanting evening of delicious culinary creations presented by local chefs, entertainment, and opportunities to support community health and wellness.

Gala proceeds help our friends and neighbors in need with wellness scholarships to support their personal efforts for enhanced health behaviors. Scholarships provide recipients with exercise memberships, nutrition counseling, personal health coaching and smoking cessation.

Please join us Saturday, September 23, beginning at 6 p.m., at the Franciscan Center for Music Education & Performance, located at Silver Lake College. Please register at hfmhealth.org/gala.

Love Light Tree Celebration and Holiday Light Show

It's not too early to mark your calendars for HFM's 31st Annual Love Light Tree Celebration and Holiday Light Show. Held annually on Pearl Harbor Day (December 7), this event honors local veterans as well as anyone, living or deceased, donors wish to remember during the holiday season.

All proceeds from this event benefit veteran's health and hospice services.

Watch for information on how to honor your loved one as the holiday season approaches and join us at 6 p.m. on December 7 for the annual tree lighting celebration.



Family, faith and a bit of fate

From patient to provider, Derek Bown, DC focuses on a functional, integrative approach to chiropractic care

HFM Chiropractic's Derek Bown, DC is a proud, self-described "townie." Having lived in Manitowoc since he was four, he's established deep roots in the community. And he always knew he'd end up working and living in his hometown. The details just needed to come into focus, with help from family, faith—and a bit of fate.

I'm blessed to see how rapidly my patients improve with proper, individualized care.

Growing up, Dr. Bown developed a passion for sports. Although he loved being a two-sport athlete, the years of hard work had taken a toll on his body. So Dr. Bown sought chiropractic care in his hometown. And while he appreciated the benefits of the treatment, he didn't think much deeper about it at the time. He was just happy to feel better and to continue doing what he loved.

After high school, Dr. Bown decided pre-med was the path he wanted to pursue. And for nearly his entire undergraduate career, he maintained that focus. But as graduation loomed, his focus began to shift.

"I had some talks with family, friends, my future wife, advisers and others," Dr. Bown recounted. "Based on where I was at and what I wanted out of life, I decided—after much deliberating—that I was meant to take a different path. I thought back to the chiropractic care I received and how much it helped me, so making the change to pursue chiropractic just made sense."

Six months later, Dr. Bown headed to Palmer College of Chiropractic in Davenport, Iowa to continue his education. And he quickly found that chiropractic was a perfect fit. Then, as he approached graduation, fate stepped in to bring him home.

"Just months before graduating, I received a call from the chiropractor who treated me in my youth," Dr. Bown recalled. "One of his colleagues was moving on to pursue another opportunity, and long story short, I was able to return to Manitowoc and begin practicing immediately."

Early on in his career, Dr. Bown developed a functional approach to chiropractic care, focusing on tailoring a personalized plan of evaluating and rehabilitating each patient he served. And after 13 years honing his skills in private practice, he made the move to Holy Family

"Coming to HFM allowed me to further my functional, integrative approach," Dr. Bown explained.

Memorial in 2004.



When he's not in the office, Dr. Bown enjoys spending time with Sue, his wife of nearly 30 years—who happens to be a Manitowoc native and operating room nurse at HFM—as well as with his three adult children. He also serves on HFM's board of directors and is active in various groups at Faith Church.

individualized care. Bottom line—HFM

provides the resources and expertise to

care for patients well-regardless of the

illness, injury or issue."

To schedule an appointment with Dr. Bown at HFM Chiropractic, visit hfmhealth.org/chiropractic or call (920) 320-4700.



Giving Back

ON AIR: Seehafer Broadcasting—supporting the community

Mark Seehafer, President of Seehafer Broadcasting

Seehafer Broadcasting has been a proud member of the lakeshore community for more than 50 years and currently owns and operates six radio stations in the Manitowoc and Sheboygan markets:

- WOMT-1240 AM—Manitowoc County's #1 rated radio station with a strong focus on news/ sports/weather
- WQTC-102.3 FM-Classic rock
- WLKN-98.1 FM—Playing the best variety from the 80s, 90s & today
- WCUB-980 AM—Classic country and the official farm station on the Lakeshore
- WLTU-92.1 FM—Today's HOT country
- WEMP-98.9 FM—Beautiful music

After taking ownership of Seehafer Broadcasting a few years ago, I am pleased to be able to continue the company's commitment to the community.

Seehafer Broadcasting is dedicated to the local community—taking pride in covering local news, sports, and events, maintaining a presence within the community, and partnering with community businesses and residents. We recognize the value of the local community, and understand that we

as a community thrive when we all work together. Seehafer Broadcasting identifies the value in connecting community residents with local businesses, services and events to fit their needs. We offer a variety of options for marketing and take pride in working with each of our clients to create a custom advertising plan to best suit their needs. That plan could include seasonal marketing, on-location live events, live programs, interviews and more. Each client is as unique as the community members that they serve, and we at Seehafer Broadcasting are proud to provide a custom experience for each client and individual.

Seehafer Broadcasting is honored to serve as Holy Family Memorial's media sponsor.

Our sponsorship reflects our desire to impact our local community. A healthy community is a thriving community, and the innovative work done and



Mark Seehafer, President of Seehafer Broadcasting

care provided by Holy Family Memorial helps our lakeshore community to do just that, and we are honored to be a part of it.

For more information about Seehafer Broadcasting, visit SeehaferNews.com

Lee Douglas and Damon Ryan



Thank you to our generous corporate partners for your support.







The Herzog Family



Take it to heart

Holy Family Memorial's top-quality cardiac care continues to be recognized by the nation's leading heart experts

Heart disease is the leading cause of death in the U.S. Every year, about 790,000 Americans have a heart attack. And for 114,000, it proves fatal. All sobering facts directly from the American Heart Association.

We're only as successful as our partners help make us be.

But while much of what we hear about heart attacks trends to the overwhelming and negative, there are points of light and hope that shine through. And to the benefit of those who live in and around Manitowoc and Sheboygan counties, many of those points feature Holy Family Memorial.

Recently, HFM has been recognized with three awards for excellence in heart care-including an award from the NCDR ACTION Registry Platinum Performance Achievement Award. Only a small percentage of the top hospitals in the nation are honored with these awards. In fact, HFM is one of only 193 hospitals nationwide to receive the American College of Cardiology's Platinum Performance Achievement Award in 2017. And

according to Dr. Michael Rosenberg, medical director of the Heart and Vascular Center and Cardiac Cath Lab at HFM, it's a feat that requires teamwork and trusted partnerships.

"We're only as successful as our partners help make us be," Dr. Rosenberg noted. "We pride ourselves in working collaboratively with EMS providers, area hospitals and others to provide the best, quickest care for our patients. For a small community hospital, we're very proud that we've achieved enough reputational success that providers in outlying communities, even hospitals in larger cities, send their patients here because they know they'll get expeditious quality care."

HFM's leading-edge Cardiac Cath Lab-the only 24/7 cardiac cath lab in Manitowoc and Sheboygan countiesalso plays a critical role to continued success. Because as the phrase coined by cardiologists states—"time is muscle"—meaning the guicker the response to a heart attack, the better the outcome.

"Our Cardiac Cath Lab exemplifies HFM's commitment to providing the highest quality of care," Dr. Rosenberg commented. "It's a large institutional investment in terms of financing and staffing. We're available 24/7 with the best team and tools modern medicine can offer. And that shows—we're in the top five percent in the nation when it comes to positive outcomes. Our community can be proud to be able to say that we have heart attack care that's second to none."

Our Cardiac Cath Lab exemplifies HFM's commitment to providing the highest quality of care.

So what does this mean for you? It's simple—if you experience a heart attack or other heart issue, you could be at HFM within minutes receiving expert care and on the path to recovery before you'd even enter another provider's doors.

Learn more about risk factors, our 24/7 cardiac cath lab, our cardiac awards and recognition and more by visiting hfmhealth.org/heart-care.

Pictured left to right: Dan Downey, RN; Dr. Matthew Gentile; Mayor Justin Nickels; Michael Wellner, Director of HFM Cardiovascular Services and Specialty Clinics; Dr. Michael Rosenberg; Todd Blaser, Manitowoc Fire Department; Lynn Serdynski, American Heart Association; and Mark Herzog, HFM President & CEO



Small town, big hearts,

big results

Get to know the people behind our award-winning 24/7 Cardiac Cath Lab

At Holy Family Memorial, our awardwinning, nationally recognized cardiac cath lab is ready when you need us most with the rapid response and expertise you can depend on.

HFM offers the only 24/7 cardiac cath lab in Manitowoc and Sheboygan counties. In fact we believe, no other community in Wisconsin with a population under 40,000 has a 24/7 cardiac cath lab. We are proud to share that our cardiac program recently received a variety of national recognition and awards for excellence in heart care.

Speaking of points of pride, our 24/7 cardiac cath lab is only as good as the team who keeps it staffed and running smoothly—which is no small feat. We recently sat down with some of the team to get their thoughts on what it means to work in the lab, among other things.

Q. What's the biggest challenge you face in your job?

A. Jenna Rathsack, registered nurse:

The biggest challenge

we face working in the cath lab is coordinating our personal life when we're on call. Our schedules are 33% on call, which means when we're on call we can't commit to anything in case we get called in. It takes a great support system that includes our friends, families and even coworkers for the times we're on call. My family knows that when I'm on call and I send a text that says "STEMI," they shouldn't expect me home soon. We have to rely on other people to help pick up the pieces sometimes, but it's all worth it because we get to save lives.



Matthew Gentile, MD, Michael Rosenburg, MD, and Vladimir Swerchowsky, MD

Q. Why did you choose to work in the cardiac cath lab?

A. Sarah Benzing, registered nurse: I started in the lab as a nurse intern. After my first few days, I knew it was the place that I wanted to work after graduation. The staff was welcoming and extremely knowledgeable in the work that they did. They held themselves and each other to a very high standard and were always looking out for the best interest of the patient. Through the internship experience, I discovered my passion for cardiology.

Q. When work gets stressful like it does for all of us, what do you do to keep your morale up?

A. Dan Downey, registered nurse: We use humor all the time and we support each other in every sense of the term, especially in our low times. We're like a family.

Q. What do you want people to know when they hear HFM received recognition from organizations like the American College of Cardiology?





A. Elizabeth Elmore, registered nurse: The standards are strict and difficult to attain, especially over and over again each year. The staff in the lab is truly dedicated to giving the highest quality care possible, and the recognition we receive shows that. I want our community to know how very fortunate they are to have a team standing by 24/7/365 to respond immediately to try and increase their chance of surviving a heart attack.

Q. What's the most unusual case you've ever been involved with?

A. Heidi Stradal, radiologic technologist: I remember being called in one night for a 19-year-old female having a heart attack. Her EKG (heart tracing) and lab work showed she was having a large heart attack. We brought her to the cath lab and performed a cardiac catheterization procedure on her. We found she had a "broken heart." She had been under a lot of emotional stress, which can lead to what's called Takotsubo cardiomyopathy-commonly known as broken heart syndrome. She recovered fully and today leads a completely normal life.

Q. What's the most rewarding part of your job?

A. Heidi Stradal, radiologic technologist: Being able to save someone's life is pretty rewarding! And I really enjoy the feeling of being called in for a very sick patient. Most of the time they're quiet and frightened, and often crying. Once the blockage is opened, the procedure is finished and the patient is crying tears of joy, it makes all the hard work worthwhile.

Q. What do you want the people of Manitowoc and Sheboygan counties to know about the 24/7 cardiac cath lab service at Holy Family Memorial?

A. Michael Wellner, paramedic and director of HFM cardiac services: Most individuals think every hospital has state-of-the-art equipment to treat heart attack patients. The fact is, many don't due to the cost of equipment, supplies and the amount of staff needed to provide 24/7 coverage. As a small community hospital, HFM is unique in the fact that we have three interventional cardiologists and a staff of 11 team members who are able to provide the 24/7 coverage that's necessary for heart attack patients. I only wish all the residents of Manitowoc and Sheboygan counties knew when they are having a heart attack that HFM is their closest cardiac cath lab that can save their life. Traveling anywhere else is wasting time and heart muscle is dying every second until blood flow is restored to the heart.

Remember, always dial 911 if experiencing the signs/symptoms of a heart attack.

Dr. Vladimir Swerchowski



- Since beginning 24/7 coverage late in 2012, our cardiac cath lab has treated more than 200 STEMI heart attack patients—with nearly 40% coming from Sheboygan County. STEMI stands for ST-elevation myocardial infarction—a very serious, life-threatening type of heart attack where an artery in the heart is blocked and requires immediate medical attention.
- Over the same five years this team has performed approximately
 4,000 additional heart and vascular procedures to provide exceptional care to their patients.
- Our average door to intervention for heart attacks is 45 minutes—HALF the time of the national standard of 90 minutes. We've clocked in times as low as 11 minutes.
- The HFM Cardiac Program participates in numerous world-wide cardiovascular clinical trials. These trials help find new treatments to improve the health of cardiovascular patients while offering cutting-edge treatment.
- In addition to working full time each week, all cardiac cath lab team members, including doctors, take 115.5 on-call hours every third week—totaling 24,000 on-call hours for the team annually. Each team member gets called in an average of 138 hours per year—that's almost 3.5 extra weeks of work each.

Whew...thanks cath lab team members for your heartfelt dedication in providing 24/7 cath lab care for our community.

Front cover photo (from left to right): Karen Umnus, Sarah Benzing, Jenna Rathsack, Dan Downey, Heidi Stradal, Whitney Sonnenburg, and Elizabeth Elmore

Not pictured: Michael Wellner, Mark Voelker, Elizabeth Krueger, and Megan Gospdarek

Time serving is time well-spent

From across the globe to Manitowoc, the Olsons find home in serving others

Home is a subjective term. It can mean many things—a place—a feeling. For some, it's where you were born. For others, it's where you ended up. For Holy Family Memorial volunteers Duane and Jane Olson, home has existed wherever they've found themselves through one constant—serving others.

of Lake Huron that just so happens to share the same pronunciation as Sheboygan, Wisconsin—knew during college that he wanted to make an impact beyond himself by serving God and helping others. Jane, originally from Sioux Falls, South Dakota, found herself on a similar path.



When it came time for retirement, we wanted to use our time serving and not just for ourselves.



And the Olson's journey of service has been one that's taken them around the world.

Duane, originally from Cheboygan, Michigan—a small city on the shores

Their paths crossed when they both took summer jobs at a Christian family dude ranch in Colorado. And the rest, as they say, is history. Although they were attending colleges in different states and seldom saw each other outside of their summers on the ranch

throughout their collegiate careers, they knew they were meant to be together.

After graduating college, Jane followed in her sister's footsteps and took a teaching job—in none other than Manitowoc—where her sister had come to teach two years prior. It was her first connection with the community, but it wouldn't last long. Within a year, Duane proposed, the couple was married, and their life of service was about to kick into high gear.

The Olsons settled into married life and welcomed two children while still residing stateside.

Duane and Jane became



missionaries serving with Greater Europe Mission. Before long, the young family found themselves packing up and heading for Denmark, where they spent the next six years serving the mission's church planting and evangelism efforts. While in Denmark, they also welcomed their third child. From there, they headed to Portugal, where they spent 28 years spreading the Word of God and helping a local Bible school grow and thrive.

But after 30-plus years serving in Europe, Duane and Jane were ready for their next step.

Seven years ago, they moved to Manitowoc. Duane became an associate pastor at Faith Church—a role he served until three years ago, when they decided it was time for another next step—retirement.

"When it came time for retirement, we wanted to use our time serving and not just for ourselves," Duane commented.

Still relatively new to the community, the Olsons began researching volunteer options. A friend from church—who happens to be a longtime volunteer in the mailroom at HFM, suggested they check out all the opportunities available at the hospital. Before long, both Duane and Jane had found their right volunteer fit. get a chance to learn from colleagues and their experiences. And more than anything, volunteering has helped us identify with others in our community beyond our normal circle."

"

We're both able to serve in a small way, because every effort helps—even something as simple as the mail needing to be delivered!

Jane works one afternoon shift a week in the mailroom, helping sort and deliver all the mail that makes its way to HFM. Duane works one morning shift a week as a hospital escort, helping patients and visitors—everything from assisting patients in wheelchairs to their destinations to simply directing visitors on where to go and how to get there.

"We've both found this to be a rewarding experience," Jane noted. "We're both able to serve in a small way, as every effort helps.

Along with offering a platform to continue their commitment to serving others, volunteering at HFM has also provided the Olsons with many other benefits.

"People have been very welcoming, and we've made many new friends in our two years volunteering here at HFM," Duane explained. "We've gotten to know other volunteers and employees. We

Whether you've spent a lifetime serving others like the Olsons, or if you're new to volunteering, Duane and Jane offer a piece of simple advice—don't overthink, just do.

"There are opportunities for almost anyone based on their skills and availability," Jane noted. "You get the chance to help and serve others beyond yourself, along with connecting with your community on a deeper level." Some current exciting volunteer opportunities at HFM include:

- Gift Shop
- Welcome Desk
- Network Mail Room
- Admission/Discharge Escort
- Espresso Connection Coffee Shop
- Hospitality Center/
 Surgical Lounge
- Harbor Town Escort/ Information Desk

For more information on all of the ways you can become involved volunteering at HFM, contact Susan Senglaub, director of volunteer services, at (920) 320-2396, or ssenglaub@hfmhealth.org. Or visit hfmhealth.org/volunteer.



New HFM providers keeping you well

Nurse practitioners Cheryl Lustig and Doreen Kruase have joined the team at HFM Walk-In Care located at HFM Harbor Town Campus. As part of this expert team, Cheryl and Doreen will offer prompt, personal treatment for a variety of non-life threatening ailments and injuries.



Cheryl Lustig, FNP-BC
Walk-In Care

Cheryl has over 30 years of nursing experience. Her clinical interests include pediatric and adolescent medicine, preventative care, allergies and asthma.

I believe in educating patients and providing them with information that they can use to take care of themselves after they leave the clinic.

Cheryl received her masters of science degree in nursing from the University of Wisconsin-Milwaukee, and is certified as a family nurse practitioner by the American Nurses Credentialing Center.

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Doreen Krause, FNP-BC
Walk-In Care

Doreen Krause is an experienced nurse practitioner with 22 years of nursing experience primarily focused in primary care, walkin care, gastroenterology, pain management, urology, and as a labor and delivery nurse.

I love what I do and want to help make patients feel the best they can.

Doreen enjoys working together with patients to help them understand the cause of their illness, how to treat it, and then how to prevent it.

Doreen completed her masters of nursing degree from Concordia University in Mequon. Her clinical interests include family medicine and women's health.

Outside of work, Doreen enjoys hiking with her dogs, photography, traveling and downhill skiing.

Need walk-in care services? Now you can skip the wait with online reservations for HFM Walk-In Care located at HFM Harbor Town Campus. Reserve your spot at hfmhealth.org/walk-in-care.



Emily Graf, DO

Physiatrist

Helping patients get back to an independent lifestyle is the biggest reward for Emily Graf, DO, a physiatrist who joined HFM Lakeshore Orthopaedics in August.

It's important that my patients and I listen to each other's concerns through an open line of communication, I believe that this is paramount for achieving success.

Dr. Graf provides non-surgical orthopaedic care, including non-surgical spine, musculoskeletal medicine and functional medicine to treat a wide-variety of conditions, including sports injuries, spinal

disorders, sciatica, fibromyalgia, carpal tunnel syndrome and pain management.

She believes that successful patient outcomes depend on thorough education, understanding and participation from both the provider and patient.

Dr. Graf received her doctorate of osteopathic medicine from Des Moines University in Des Moines, Iowa. She completed her medical residency in physical medicine and rehabilitation at the Medical College of Wisconsin in Milwaukee where she also served as chief resident.

Dr. Graf enjoys spending time with her husband and 1-year-old son. In her free time, she enjoys staying active and being outdoors gardening, fishing, hiking and boating.

Appointments with Dr. Emily Graf can be made by calling HFM Lakeshore Orthopaedics at (920) 320-5241.

Clinical therapists Rachel Fruin and Bonnie Halper are the newest members of the clinical team at HFM Behavioral Health.

Both Rachel and Bonnie provide therapy for a wide variety of issues including drug and alcohol dependency, depression, anxiety, grief, trauma and more.

Rachel has been in the mental health field for four years, and enjoys helping patients discover the positive things that they have to share with the world.

Rachel earned her master of science degree in counseling, and undergraduate degree in psychology from the University of Wisconsin-Whitewater.



Rachel Fruin, LPC Clinical Therapist

In her spare time, Rachel enjoys reading mystery novels, gardening, biking, traveling, and spending time with family.

I want to combat all negativity that I find. I work very hard to help my client's obtain a more positive perspective and find reason and strength, even in their suffering,

Bonnie also has nine years of experience in the mental health field working with adolescents to adults. She became a clinician because of her passion for working with people, and being able to offer counseling to ease the struggles of others.

Bonnie believes that therapy is an investment and wants patients to find a therapist that they are comfortable with.

She graduated with a master's degree in clinical psychology from Cardinal Stritch University in Milwaukee, Wisconsin in 2013.

Bonnie's clinical interests include drug and alcohol treatment, depression, anxiety, trauma (including PTSD), and grief therapy. She has training in Cognitive Behavior Treatment (CBT), Dialectical Behavior Treatment (DBT), grief therapy, substance abuse treatment, Eye Movement Desensitization and Reprocessing (EMDR), parent skills training, and motivational interviewing.



Bonnie Halper, LPC Clinical Therapist

It's important that I take time to listen and provide patients with evidence-based treatment and approaches to meet the unique needs of each patient.

Bonnie enjoys researching the latest trends in effective treatment options, hiking, biking, and activities with friends and family.

Rachel Fruin and Bonnie Halper are welcoming new patients at HFM Behavioral Health. For an appointment with either provider, call (920) 320-8600.





Holy Family Memorial Medical Center 2300 Western Ave. PO Box 1450 Manitowoc, WI 54221-1450

Take charge of your health.



Health for Me Series

Join us the third Tuesday of each month for our Health for Me Series. Register at hfmhealth.org/HealthForMe.

Tuesday, September 19, 5:15 p.m. Tuesday, October 17, 5:15 p.m. Tuesday, November 21, 5:15 p.m.

Tobacco Independence Program (TIP) Are you thinking about quitting tobacco? Are you ready to quit, even though it may be tough? Holy Family Memorial's Tobacco Independence Program can help. You'll learn tips on motivation, medications, rewards, relaxation and more as you work toward your quit day. Cost: \$100. Register at hfmhealth.org/Fall2017TIP. Scholarships available, call Lisa at (920)320-3487.

Thursdays, September 18—October 26, 3-4 p.m.

Lung Cancer Screenings HFM offers self-referred, low-dose CT screenings year-around for those at high-risk of developing lung cancer but we especially encourage you now to learn more about lung screenings if you are or were a smoker. Visit hfmhealth.org/lung

Varicose Vein Screening Meet with Dr. Milan Jordan and have a screening ultrasound for varicose veins for just \$10. Learn more at hfmhealth.org/leg or to schedule an appointment, call (920) 320-3165.

Wednesday, September 27, 10:45-11:45 a.m. Wednesday, October 4, 3:15-4:15 p.m. Wednesday, November 1, 10:45-11:45 a.m.

Childbirth Class Saturday, October 14 8:30 a.m.-3 p.m. These classes, led by our certified nurse midwives, cover a wide range of topics including understanding the labor and birth process, comfort measures for labor, breastfeeding tips, postpartum care, and much more. The day includes a tour of the HFM Women's and Children's Center. Cost: FREE for HFM Women's Health patients (ask for a discount code to use for registration) and \$50 for non-HFM patients. Learn more at hfmhealth.org/childbirth or call (920) 320-6705.