

# HFM Health Savvy

Inspiring you to a healthier life

Kelly Koehn leaves arthritis pain behind with innovative stem cell and PRP therapy.

Page 4



# Celebrating our accomplishments. Facing our challenges head-on.

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Dear Manitowoc Community,

As we move into 2019, we have a lot to celebrate. This year marks the 120-year anniversary of Holy Family Memorial, as well as the 150-year anniversary of our sponsor, the Franciscan Sisters of Christian Charity. Being part of this community for more than a century is something we can all be proud of.

Our history is rich and our roots run deep. Since joining HFM in 2015, I've quickly come to understand just how much our organization means to this community—our patients, friends, family, neighbors and visitors. I can't imagine this community without HFM or HFM without this community. It's an honor and a privilege to be part of this shared story, and to lead HFM to new levels of innovation and success. Our future is truly bright.

Although while we take the time to celebrate these milestones and accomplishments, we also acknowledge that as an organization, we can always work on improving and evolving.

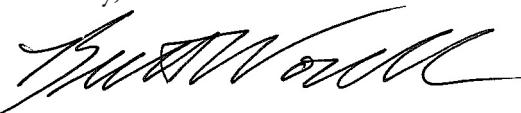
In fall of 2018, I invited you to share your feedback and opportunities for improvement directly with me through a simple, online form at **[hfmhealth.org/CEO](https://hfmhealth.org/CEO)**. Thank you to everyone who took the time to submit your feedback and ideas. To date, we've received some amazing insights—for things we're doing well and areas needing improvement. It's been refreshing to see just how invested our community is in HFM, and has allowed me to gain a much deeper perspective on your experiences.

Our path forward is becoming clearer; however, I don't want anything overlooked or unsaid. So I'm again asking for your help. If you haven't already, please consider taking a few moments to share your feedback at **[hfmhealth.org/CEO](https://hfmhealth.org/CEO)**. Please also share this link with your friends, family, coworkers and neighbors—anyone who may have some input regarding who we are, what we do and how we do it. I promise to continue to respond to and address all feedback submitted. In the end, the more we collaborate, the better off we'll all be to move HFM forward together.

We'll also be hosting another community town hall event in April. More details on that will be coming soon, so stay tuned.

As we close out the winter and transition to the rebirth each spring brings, please know our commitment to you is stronger than ever. All of us at HFM are focused on being better tomorrow than today. And we're excited for what 2019 and beyond holds.

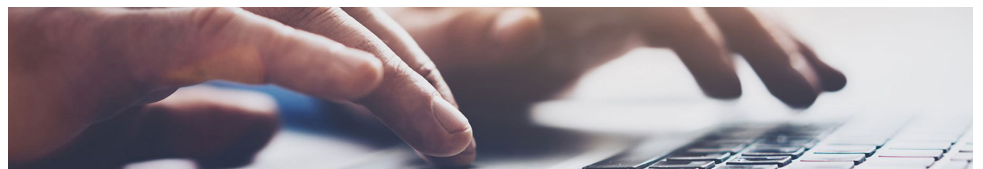
Sincerely,



Brett W. Norell, MHA/MPH, FACHE  
President & CEO  
Holy Family Memorial



*Brett Norell, MHA/MPH, FACHE  
President & CEO*



Please share your feedback and opportunities for improvement directly with me at **[hfmhealth.org/CEO](https://hfmhealth.org/CEO)**.

# The gift of giving back.

**Lifelong Manitowoc resident Diane Budnik stays active and strengthens community connections through service.**

For Diane Budnik, Manitowoc has always been home. She's lived in the community for all of her 80 years, and can't imagine it any other way.

"Manitowoc has always been very precious to me—there's no other place like it," Diane explained. "My family, my friends—all my life is and has always been right here. I was born at Holy Family Memorial, along with all of my siblings, and we grew up four blocks away from the hospital. And when I met my husband and got married, all four of our children were also born at HFM."

With such a strong and special hometown connection, it was a natural choice for Diane to stay local when it came to her career. As

school's library," Diane recalled. "Giving back was contagious. And soon enough I was back at HFM, volunteering in many departments in a variety of roles, and even coming full circle to spend time helping in the HR office and having a chance to reconnect with people I'd previously worked with, as well as make new connections with new employees."

Now, nearly 20 years into her volunteer service, Diane continues to expand her efforts and shows no signs



"If you want to feel needed, wanted and helpful—become a volunteer. There are so many places in our community that need volunteers, and there's a spot for everyone that fits with what you enjoy doing. And you'll never receive so many hugs and thank yous!"

But while it's great to reap the rewards of volunteering, at the end of the day for Diane, it's all about giving back.

"I've been very fortunate in life, and it feels great to be able to give back," she concluded. "Our volunteers make a huge positive impact in our community, and it's truly the people of Manitowoc County that make this such a great place to live and work."

**For more information on all of the ways you can give back through volunteering at HFM, contact Susan Senglaub, director of volunteer services, at (920) 320-2396 or [ssenglaub@hfmhealth.org](mailto:ssenglaub@hfmhealth.org). Or visit [hfmhealth.org/volunteer](http://hfmhealth.org/volunteer).**

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**"If you want to feel needed, wanted and helpful—become a volunteer."**

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her children got older, she decided to explore her options and landed in a familiar place—Holy Family Memorial. She started as one of the first in-house print shop employees. From there, she transitioned to work in HFM's personnel office, and was even part of hiring the very first director of volunteer services.

After 25 years of employment at HFM, Diane retired in June of 2000. But within a few short months, she was back in action—only this time as a volunteer.

"I started volunteering at our church and in our local elementary

of slowing down. In addition to her time spent at HFM, her church and Riverview Early Learning Center's library, she also volunteers at the Manitowoc Senior Center, St. Vincent de Paul and the Salvation Army.

"Volunteering has helped me stay connected to people, stay active and remember to always enjoy life," Diane commented. "It's good for the mind, body and spirit, and truly is a gift to give back."

When it comes to Diane's advice to anyone thinking of volunteering, she's quick to lean on the old adage that you get what you give.



# Invest in yourself.

## Kelly Koehn leaves arthritis pain behind with innovative stem cell and PRP therapy.

For Kelly Koehn, dealing with pain had become part of daily life.

For years, the 50-something, Sheboygan Falls resident coped with both psoriatic arthritis and osteoarthritis—affecting both of her knees to the point where she could no longer manage the stairs at her workplace and had to transition to working from home.

Even as her pain worsened, Kelly pressed on attempting to keep up her normal routine. She settled into working from home, continued volunteering once a week at a local nursing home, did her best to care for her energy-filled dog, Abbie, as well as her pet chickens, and spent time with family and friends.

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**“I was extremely impressed by Dr. Delo’s approach and how she really took the time to walk through things with me and get to the root of my issues.”**

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But with each day that passed, “normal” life became harder and harder to maintain.

### No walk in the park

Kelly reached a crossroads—literally and figuratively—after she signed up with a friend to participate in a charity walk for autism.

“It was a two or three-mile walk at most,” she recalled. “It should’ve been a cakewalk, but my knee pain became so severe about a half-mile in, I had to stop and turn around. I was frustrated and embarrassed, and I’d had enough. With traditional treatments and medicines not cutting it, and knowing I didn’t want to pursue total joint replacement surgery at this point in

my life, I had to take it upon myself to seek out something that would help me get back to some kind of normal.”

### Taking control of her own healthcare

After returning home from the charity walk, Kelly wasted no time, and immediately began researching alternative treatments and therapies for her arthritis.

One recurring search result caught her attention—stem cell therapy—where your own stem cells are extracted from your bone marrow and then injected into your problem area to help heal an injury or condition. From her research, it appeared especially effective to treat arthritis.

“If you can use your own body to heal itself, it made a lot of sense to me,” Kelly noted. “So after I was set to pursue stem cell therapy, I shifted my research to focus on finding a provider who was holistic and collaborative. I explored a variety of specialty clinics throughout the Midwest, as well as other regional providers, but ultimately landed on Dr. Marjorie Delo at Lakeshore Orthopaedics.”

For Kelly, the decision to go with Dr. Delo and Lakeshore Orthopaedics wasn’t one she took lightly.

“I went in for consultations at other providers, but I was extremely impressed by Dr. Delo’s approach and how she really took the time to walk



through things with me and get to the root of my issues,” Kelly explained. “She talked about the makeup of my knees, and explained how arthritis-wise, the stem cell therapy would help. But she felt that some of my pain was actually caused by my kneecaps being out of alignment, and recommended specific physical therapy exercises along with the stem cell therapy. No one else saw or mentioned that—not even my own rheumatologist. She also mentioned I should consider adding platelet-rich plasma (PRP) therapy to act as a booster for the stem cell therapy and to help speed the healing process. Dr. Delo was all about me and what needed to happen to get me to the best place I wanted to be. I was so comfortable and confident in her, I scheduled the procedure at my first appointment with her.”

### Healing from within

A few weeks after her initial meeting with Dr. Delo, Kelly was back at Lakeshore Orthopaedics for the stem cell therapy procedure. Done under local anesthetic, the strategically timed process took only a couple hours.

Stem cells were drawn from her hip, concentrated and injected into her knees.

“Dr. Delo kept me informed and comfortable throughout the entire procedure,” Kelly explained. “After the injections, I got up and walked right out. My knees felt a little tight following the treatment, but I had no added pain whatsoever, and within a week, there was a remarkable difference—especially since I was also religiously doing the physical therapy exercises she’d prescribed. I was ecstatic at the early results!”

Six weeks following the stem cell therapy, Kelly returned for the PRP therapy procedure. Quick and painless, platelet-rich plasma was extracted from her own blood and injected into her knees to act as a booster for the stem cells and to continue to speed her path to living pain-free.



### A worthwhile investment

Making the decision to pursue stem cell and PRP therapy is one that Kelly has never second-guessed. But, it was also a decision with a notable financial element that needed to be considered, due to the fact that these treatments are relatively new, they’re currently not covered by most standard health insurance policies.

“For me, I looked at it as an investment in myself—as well as everyone else around me—since my



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pain was so severe it affected everyone I came in contact with,” she explained. “It was like a special vacation fund, where the vacation was me getting back to enjoying normal life. Because if I hadn’t invested in myself, I wouldn’t be able to do the things I enjoy, like gardening and caring for my pets—let alone simple things like walking up stairs or sitting in a chair for more than a few minutes.”

### A walking advertisement

Now months post treatment and feeling like a new person, Kelly is happy to serve as a “walking” advertisement for the benefits of stem cell and PRP therapy. To her and those around her, the results speak for themselves.

“Eight months before the procedures, I took a trip to New York with a group of friends,” she recalled. “I saw the same friends recently, and they were absolutely blown away by the results. I love to share my story because of how successful the treatments were for me, and because I know there are so many others out there dealing with the same arthritis pain I put up with for so many years. I want everyone to know there is hope and there are effective, cutting-edge treatments available right here in our community.”

**If you’re suffering from an orthopaedic injury or chronic issue, don’t settle for simply dealing with the pain. Dr. Delo and the rest of the team at Lakeshore Orthopaedics are dedicated to offering the latest and most advanced treatments and procedures to help you live your best life. Learn more at [lakeshoreorthopaedics.com](http://lakeshoreorthopaedics.com), or call (920) 320-5241 to schedule an appointment.**





*In addition to saving lives as a interventional cardiologist, Dr. Rosenberg volunteers to provide combat medical support to the Manitowoc County Sherriff Department SWAT team.*

# Purpose. Passion. Pride.

**Dr. Michael Rosenberg continues an incredible family legacy through his life's work.**

## **Sometimes a seemingly simple question can have a not-so-simple answer.**

Such was the case when Medical Director of Cardiovascular Services at HFM Heart & Vascular Center Michael J. Rosenberg, MD, FACC, FSCAI, was recently posed with the question of why he became a physician.

"It's a complicated answer to a complicated question, though it may seem simple," Dr. Rosenberg noted.

In short, Dr. Rosenberg's path has been shaped by a pride for furthering a noble profession, a passion for saving lives and a purpose to continue a family legacy of helping others. But to fully understand how—and why—Dr. Rosenberg got to where he is today, you have to start at the beginning.

"A large part of why I'm a physician is due to my parents—the guidance they gave me and the values they established," Dr. Rosenberg explained. "Both of my parents and an aunt were the only Holocaust survivors of two very large families. And my father had always wanted to become a physician but didn't have a chance to pursue that dream because of what transpired throughout World War II."

His father, Samuel, spent the early part of the war—his teenage years—hiding from the Nazis in the forests of Poland with his younger brother. Eventually, the brothers were captured, taken to the Flossenbürg extermination camp and forced into slave labor, which they endured throughout most of the war.

Near the end of the war, as Allied forces were closing in, they were part of a group of 180 skilled slave laborers the Nazis attempted to move to central

smuggled food into the ghetto at great risk to her life rather than attempting to flee, while also caring for her one remaining sister and her sister's two-year-old daughter, Gloria.

As her sister was known to be Jewish, the three were forced to hide from the Nazis, which proved near impossible with a toddler. For everyone's safety, the sisters made the heart-wrenching choice to leave Gloria with a woman who'd been helping to hide them so the two could evade capture by other means,

## **"Both of my parents and an aunt were the only Holocaust survivors of two very large families."**

Germany. During the move, the group came under fire, and as Samuel held his brother in an attempt to protect him, bullet shot through his arm, killing his brother.

Badly wounded, Samuel was rushed into a barn with the remaining prisoners to be shot by the Nazis before they could be rescued by Allied troops. He ended up being hidden under a dead prisoner and emerged the lone survivor of the Flossenburg camp.

Yetta, Dr. Rosenberg's mother, shares an equally incredible story.

Having some college education and having non-Jewish papers, she

hiding wherever they could.

When the war ended, they returned to retrieve Gloria and learned she had been given to the Catholic orphanage in the village, where the Mother Superior wouldn't release the child to them. Through determination and sheer will, Yetta enlisted the aid of a group of Russian troops for whom she had helped interpret. They returned to the village with her and "convinced" the orphanage and the townspeople to reunite Gloria with her family.

Samuel and Yetta met in liberated Germany. Samuel emigrated to Chicago in 1947 and Yetta to New York City in 1948. In 1948 they were married in New York City and settled in Chicago.

"Each patient I've served has a connection to my family and our history, because without my parents surviving and making their way to the U.S., I wouldn't be here today, and I wouldn't have had the drive to continue their legacy through my life's work," Dr. Rosenberg commented.

Dr. Rosenberg also credits his parents' experiences with his pursuit of cardiology as a specialty.

"Cardiology deals with life and death, drawing many parallels to what my parents both dealt with throughout the war," he explained. "Beyond that, I love being able to see the outcome of the work of my hands, and the ability to positively impact my patients' lives."

Throughout his tenure in the field, Dr. Rosenberg has never stopped learning and growing.

"When I was getting my start, cardiology was a diagnostic specialty," he recalled. "Over the years, it's evolved into a risk-modifying, therapeutic specialty, and it's continuing to constantly evolve. We're capable of so much that traditional surgical intervention is rarely required, which is quite remarkable."

And his passion for remaining on the leading edge hasn't gone unnoticed.

He's directed cardiac programs at a premier academic hospital in Chicago. He was chosen as one of the members of the American College of Cardiology/American Heart Association

Emergency Cardiac Care Committee, and helped create the national standards for delivering emergency cardiac care to heart attack victims. On a presidential appointment, he served a term as a Commissioner of the Federal Department of Health and Human Services for Emergency Care. And for the past seven years, he's led HFM's Heart & Vascular Center and shaped the vision of what's become a nationally recognized model for success.

"Having come from an academic and metropolitan background, I've found that many people believe that quality care is only available at big medical centers in large cities—this isn't always the case, and HFM is a perfect counterpoint," Dr. Rosenberg explained. "We've been repeatedly recognized for our cardiac care on a national level. So much so that we've been asked to provide consulting services to much larger medical centers in much larger metropolitan areas to advise them on what could be done to improve the quality of their heart attack care."

Perhaps of greatest note is an example from two years ago when Dr. Rosenberg and his team were invited to present HFM's heart attack care methodology at a national level at the American College of Healthcare Executives.

"We gave the presentation twice due to demand, and attendees afterwards were questioning if what we were relating was true," he recalled. "What that boils down to is that people in our community are able to receive

top-quality care because of our highly focused, team-based approach that isn't readily available in many larger areas."

Now a part-time Manitowocian and a part-time Chicagoan, Dr. Rosenberg fully embraces his dual hometown status. On any given day, you may find him volunteering to provide tactical combat medical support to the Manitowoc County Sheriff Department SWAT team, enjoying time on the water boating or discussing topics from politics to opera with family and friends.

And although some questions require complicated answers, others don't.

When asked if he minds being on call, Dr. Rosenberg's response is simple—"No. Because it's the work I was meant for—the work I love to do."

**Learn more about Dr. Rosenberg and the rest of our nationally recognized cardiac care team at [hfmhealth.org/heart-care](http://hfmhealth.org/heart-care), or call (920) 320-3000 to schedule an appointment.**

An important part of Dr. Rosenberg's parents' legacy is the fact that both of their children became doctors and three of their grandchildren are medical providers. Their daughter is also married to one of three physician brothers whose parents are Holocaust survivors.

One of Dr. Rosenberg's sons is an interventional cardiologist at NorthShore University Health-Evanston Hospital where he performs cutting-edge cardiology procedures. His nephew is an MD in the field of oncology and his niece is a nurse practitioner in the field on pediatric oncology.

These achievements are especially important to Dr. Rosenberg because the field of medicine was so important to his parents. Having so many of their immediate family members become medical providers honors the life and values they passed on to their children.

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*Shown here are Dr. Rosenberg and Cardiac Cath Lab team during a ceremony, where they received the 2017 Mission Lifeline recognition from the American Heart Association.*





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# Move Manitowoc

*A step challenge to support our community  
and improve employees' health*

In honor of May Global Health & Fitness Month, HFM is challenging all Manitowoc County organizations to Move Manitowoc. Each organization donates \$250 and then competes against each other to get the most steps. The winning team selects which local non-profit all proceeds get donated to.

Ask your employer for more information or have them register at [hfmhealth.org/movemanitowoc](http://hfmhealth.org/movemanitowoc)

## Step up to the challenge.