



BRONSON SOUTH HAVEN

2019 YEAR-END REPORT

Thursday, December 12, 2019



Together, We're Building a Healthier Future

After months of planning, groundbreaking for the new \$22 million, two-story, 52,000 square foot Bronson South Haven Hospital took place on Thursday, October 3. That same day, the community was invited to a reception to celebrate the groundbreaking, see renderings of the new hospital and speak with Bronson representatives and construction partners.



Kirk Richardson, Bronson South Haven Hospital senior vice president/COO/CNO, stated, "We couldn't be more pleased to be breaking ground on a project that we know will have a tremendous impact on the future of this community. It is not only an investment in building better health for our patients, it is an investment in the vitality of our region. This well-planned, state-of-the-art facility will enable Bronson South Haven to contemporize care to meet current health trends, and will help attract new providers and staff to serve our community for decades to come."

During the course of the project, over 40 building trades companies and 1,000+ individual tradespeople will be involved in building the new hospital. Construction is expected to be completed in December 2020. Updates on the project are posted at bronsonhealth.com/southhaven.

Working to Keep Lakeshore Kids Safe

Safe Kids Greater South Haven coalition, established in 2018, is led by Bronson South Haven and funded through the Bronson Health Foundation. The coalition identified water safety as one of the top areas of focus for the community for 2019, as drowning is the leading cause of accidental death for children

between the ages of 1 and 4, and the second cause of death in children under age 15.

In September, Safe Kids Greater South Haven organized and sponsored a life jacket loaner station at Van Buren State Park. The concept of the station is that beachgoers who don't have a life jacket or forgot to bring one, can select one from the loaner station, use it while playing in the water, then return it to the loaner station when they are ready to leave. Sizes range from infant to oversized adult.



Safe Kids Greater South Haven is also focused on the safety of children traveling in vehicles. To help ensure safe travel, Safe Kids organizes car seat safety checks throughout the year. In 2019, 98 car seats were inspected for safety and proper child fit, both at Bronson Wellness Center by appointment, as well as at 11 community events.

Making Care More Accessible with BronsonConnect Video Visits

Bronson introduced an affordable new way to get care quickly in 2019. The BronsonConnect Video Visit service offers immediate care online for minor health concerns for just \$59 per visit. Users download an App and can then conduct a video visit with a doctor or advanced practice provider using their smartphone, tablet or computer. The program was launched with communications to Bronson employees and patients and with an advertising campaign throughout Van Buren County.

Beginning in January 2020, two new services will be added: Counseling and Psychiatry. When these options are selected, counselors and psychiatrists can be selected for a video visit to address concerns such as depression, anxiety, bereavement, couple's therapy, panic attacks, trouble sleeping, stress, substance use and smoking cessation, and more.

Information about BronsonConnect Video Visits is prominently featured on the homepage of bronsonhealth.com with a direct link to the video visit option. The Need Care Now page, also featured on bronsonhealth.com, outlines all Bronson immediate care options.



Bronson Wellness Center Hosted 70,000 Step Community Challenge

In October, Bronson Wellness Center challenged community members to take 10,000 steps per day for seven days. The results were outstanding! 202 people participated – cumulatively taking nearly 12 million steps throughout the week.

According to Bryan Heisler, Bronson Wellness Center director, the program was designed to highlight the benefits of being active and moving more. He explains, “Obesity is on the rise. Moving more is an effective way to be well and take steps toward a healthy lifestyle. Walking is safe and effective whether you’re already active or just getting started. As a fitness club and a part of a large healthcare organization, we want people to discover that adding exercise into their daily life doesn’t need to be complicated – and it can actually be fun, too!

Not only was the challenge enjoyed by club members – several Bronson departments competed, along with teams from local companies like Bloomingdale Communications and Vibracoustic.

Improving the Health and Wellbeing of the Lakeshore Community

Throughout the year, Chris Flood and Isabel Hinton, Bronson South Haven health educators, hosted a variety of classes designed to teach community members actionable ways to improve their health and wellbeing. Three key programs the duo led in 2019 include:

Eat Healthy, Be Active: This free six-class series teaches adults how to plan and prepare healthy foods, save money at the grocery store, and be active in fun, new ways. Although the class is open to all adults, those on Medicaid or receiving SNAP assistance receive priority registration. In 2019, 72 adults

participated in the program, held at Bronson Wellness Center. Eat Healthy, Be Active is funded by the USDA’s Supplemental Nutrition Assistance Program Education (SNAP-Ed) through the Michigan Department of Health and Human Services and the Michigan Fitness Foundation. Additionally, all participants take home a bag of groceries at the end of three classes, so they can prepare the foods sampled in class in their own home. Funding for groceries, as well as free childcare during classes, is provided courtesy of the Bronson Health Foundation. According to a post-class survey, participants report:

32% increase in vegetable intake

41% increase in fruit intake

56% increase in physical activity

Healthy Classrooms, Healthy Schools: 30-60 minute nutrition education lessons were presented in 21 South Haven Public School classrooms (kindergarten, 2nd and 4th grades). In total, 430 students learned ways to eat healthier, be more active, handle food safely, get enough sleep and rest, and take an active role in creating a healthier school environment. Upon completion of the program, parents of participating children reported:

57% of kids are eating more vegetables

61% of kids are eating more fruit

76% of kids are choosing healthier snacks at home

77% of kids are willing to eat new foods

Around the World with Food and Books: This program was a collaboration between Bronson’s Equity & Inclusion Department, Bronson Health Foundation and Bronson Wellness Center. The five-session program took participants on “trips” around the world. 102 kids (ages 5-13) and their families learned about different cultures and tasted culturally-unique foods. During each class, a book was read to children about the nationality featured, followed by a cooking demonstration. According to Christina Shanahan who participated in the program with her daughter, “My children and I learned a lot of new things and tasted lots of new foods. It was refreshing and very pleasant!”



Bronson South Haven Nationally Recognized as a Center of Excellence for Wound Care

The Bronson Wound & Hyperbaric Medicine program at Bronson South Haven has been designated a President's Circle Center of Excellence by Healogics, the nation's largest provider of advanced wound care services. Bronson South Haven is one of only 28 centers in the nation and the only one in Michigan to receive the award.

"This recognition is due to the dedicated work of our expert wound team in collaboration with Bronson South Haven staff and providers," says Kirk Richardson, Bronson South Haven Hospital senior vice president/COO/CNO. "This higher level of care is the result of a team that is always focused on treating the whole person by addressing all underlying medical conditions that complicate effective wound healing."

"The wound center is a wonderful gift to the South Haven community," shares Shirley Hooper, a patient and volunteer at the wound center. "The staff and providers are all wonderful, talented people. This award is well earned. It speaks to their expertise."

To learn more about the wound program at Bronson, visit bronsonhealth.com/wound.

Pictured above, left to right: Kirk Richardson, Bronson South Haven Hospital senior vice president/COO/CNO; Vicki Wardlaw, Bronson Wound Center & Hyperbaric Medicine – South Haven director; Shaun Phillips, Bronson vice president of ambulatory operations.

3D Mammography Now Available at Bronson South Haven

On May 8, 2019, Bronson South Haven introduced 3D mammography, one of the most advanced forms of breast imaging, to our community. Also referred to as breast tomosynthesis, 3D mammography produces multiple images of the breast from different angles that helps improve the detection of breast cancer and breast abnormalities. This is the highest standard in mammography testing in the nation, and we are the only facility offering 3D mammography in South Haven.



One Bronson South Haven patient was so pleased with the convenience and overall experience, she shared the following Positivity story on bronsonhealth.com.

Having many mammograms in the past, my experience at Bronson South Haven with the new 3D mammogram was great. Mammograms can be a difficult experience for anyone with fibrocystic, lumpy breasts or large breasts. This machine was faster, easier and it wasn't painful – the whole experience was better. With the 3D machine, you don't have to hold your breath for as long or be squished into the machine. I have friends that have put off getting a mammogram for years because they were too unbearable with the old machine.

My technician, Lynn Blamer, was very kind. She showed me the layers on my breast and explained how much more definitive and easier it was going to be for the doctor to determine the results. I appreciate how cheerful she was and how willing she was to educate me on the new machine.

After my appointment, a volunteer medical transporter, who also happened to be a senior citizen, transported me home. I told her about my experience with the 3D mammogram and she mentioned that she was very overdue. I expressed that she didn't have to be afraid or put it off any longer – the new machine is just so much better!

I'm so happy that Bronson South Haven offers 3D mammograms. Usually, you have to go somewhere far away or to a big city for this kind of technology. I'm thrilled that I didn't have to go very far.

Over 700 3D diagnostic and screening exams have been performed since the new 3D equipment was installed in May.

A Year of Growth for Primary Care Services in South Haven

In 2019, Bronson has worked to expand primary care options in South Haven. Dr. Andrea Loder and Anne Slachta, PA-C joined the team at Bronson South Haven Pediatrics. This has helped more children in our community have access to pediatric care.

Bronson South Haven family medicine and internal medicine practices also saw an increase in availability in 2019, as five new providers joined the team.

Bronson Care Advisors Pilot Program Success in South Haven:

In 2018, Bronson South Haven primary care practices piloted the Bronson Care Advisor program. Under this program, patients without a primary care provider call a Bronson Care Advisor at (269) 341-7788 to get help choosing a provider based on location, insurance, health conditions and/or personal preferences. Thanks to the successful pilot in South Haven, the program launched to the Bronson system in 2019.

24-Hour Triage Nurses Now Available: Understanding that health issues don't always arise during normal business hours, Bronson South Haven now participates in Bronson's After Hours Nurse Triage Program. Under the program, current Bronson patients can speak with a triage nurse, even outside normal business hours. Patients can call their practice or a Bronson Care Advisor to connect with care 24/7.

Transitioning from Clinical Care Coordinators to Ambulatory Care Managers:

In the start of 2019, all Bronson clinical care coordinators transitioned to ambulatory care managers. In their new role, these employees continue to work in the primary care offices help patients get better connected. They do this by scheduling appointments, assisting with medication schedules, developing patient care plans, and educating patients on their health conditions. Additionally, they work with providers, clinical pharmacists, medical social workers and other staff to ensure every patient has what they need to take control of their health.



Loder



Slachta

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For stories from patients, staff & community, visit bronsonpositivity.com