

# Defining Moments

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A Publication of the Howard Young Foundation

Howard Young Medical Center and  
Ministry Eagle River Memorial Hospital:

## Providing Life-Saving and Life-Changing Emergency Care

Page 14



*Dr. Roderick S. Brodhead  
Medical Director of Emergency Services*

# Defining Moments

## Shaping Healthcare through Philanthropy

Think of a defining moment you have experienced. Perhaps it was a life-changing opportunity, marriage, or the birth of a child. There are certain people, experiences and decisions that impact our lives and help shape who we are or will become.

In a very real sense, the founding of hospitals in the Northwoods were defining moments for our community. Howard Young Medical Center and Ministry Eagle River Memorial Hospital, known collectively as Ministry Howard Young Health Care (MHYHC), provide an exceptional level of comprehensive care previously unavailable in the area. Being not-for-profit hospitals, they depend on philanthropic gifts to fund their programs and services.

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# The Mission of the Howard Young Foundation

*The Howard Young Medical Center was built in 1977 through a very generous bequest provided by philanthropist Howard Young. Bearing his name to honor his philanthropic gift, the Foundation was established in 1984 to advance the health and wellness of all people in the communities we serve through your charitable support.*

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Howard Young Medical Center, Woodruff, WI



Ministry Eagle River Memorial Hospital, Eagle River, WI

# Introducing

## Defining Moments



**Trig Solberg**  
Board Chairman

These are truly defining moments for the Howard Young Foundation, Ministry Howard Young Health Care and the communities we serve. In partnership with our donors, the Foundation has embarked upon a bold Special Gift Initiative to redefine the nature of healthcare in the Northwoods—a \$60 million effort to advance excellence in medical and patient care in rural northern Wisconsin.

In this, our first issue of *Defining Moments*, I am pleased to share that \$10 million has already been raised thanks to the efforts, leadership and insight of the Foundation's board of directors and the remarkable generosity of our donors. The Special Gift Initiative builds upon the board's effort during the past two years, which has funded many exciting healthcare advancements, including:

- The da Vinci® Robotic Surgical System for more precise, less invasive surgery.
- Construction of a hangar for the Ministry Spirit Medical Transportation helicopter to expedite care for critically injured or ill patients.
- Four high-fidelity patient simulators for hands-on, interactive training in emergency care.
- Two LifeNet Systems that transmit field EKGs directly to physicians in the emergency department.
- The Heart Care Center of Excellence scheduled to open this fall.

Read more about the Special Gift Initiative on page 11.

**Also in this issue of *Defining Moments* are stories of:**

- Visionary philanthropists, past and present, whose legacies of caring impact so many lives in our community.
- Patients and their families who have benefited firsthand from the expertise of hospital staff and the up-to-date technology that combine to provide the highest quality of care available in the areas we serve.
- New programs and technological advances in cardiac care, emergency care and surgical services, which contribute significantly to Ministry Howard Young Health Care's reputation among our communities.

The common thread throughout the success stories taking place at Ministry Howard Young Health Care is the Foundation and the generous support and commitment received from our community, making these wonderful stories shared here possible. Healthcare philanthropy—once regarded as the “margin” of excellence—has now become the very “essence” of excellence.

We hope you will enjoy this first issue of *Defining Moments*, and that it reflects the value of your support as well as our continuing appreciation for your commitment to the Howard Young Foundation.

*Defining Moments* will be published twice per year. In the next and future issues we will be recognizing those individuals and businesses that provide gift support to the Howard Young Foundation. Be sure to “stay tuned and involved.”

Sincerely,

**Trig Solberg**, Board Chairman  
Howard Young Foundation

# Philanthropic Legacies Keep Healthcare in the Northwoods



*Dr. Kate Newcomb*

Sixty years ago the nearest hospital for people in the Northwoods was 200 miles away. Today, residents and visitors enjoy the convenience of healthcare excellence right around the corner at two local community hospitals, Howard Young Medical Center in Woodruff and Ministry Eagle River Memorial Hospital in Eagle River.

The generosity of the philanthropists listed below, and others, made the hospitals possible and enhanced the quality of life for past, present and future generations.

## **DR. KATE PELHAM NEWCOMB: ENSURING ACCESS TO HOSPITAL CARE**

Dr. Kate, as she was affectionately called, established her Northwoods practice in 1931. She longed to build a local hospital for her patients. In 1949 she launched a five-year fund drive. Students at Arbor Vitae-Woodruff Grade School organized a “million penny” fundraiser to support the cause. In 1954 Dr. Kate’s reputation as a legendary country doctor and news of the million penny drive earned Dr. Kate an appearance on the television show “This is Your Life.” Within months, more than \$117,000 had been collected and Lakeland Memorial Hospital became a reality.

## **EAGLE RIVER: SELLING BRICKS TO HELP THE SICK**

Residents of Eagle River also dreamed of having a local hospital and embarked upon their own fundraising

campaign, “Sell Bricks to Help the Sick.” Hundreds of citizens participated, enabling the Eagle River Memorial Hospital to open in 1961.

## **S. HOWARD YOUNG: PROVIDING FOR FUTURE GENERATIONS**

Northern Wisconsin was Howard Young’s home away from home. A wealthy New York art dealer, he began spending summers in the Lakeland area in 1907. He was so taken with the area that he built an estate along the shores of Lake Minocqua, coming back “home” every summer for 65 years to golf, fish and enjoy nature.

Inspired by friends who had helped Dr. Kate establish Lakeland Memorial Hospital, he chose to give back to the area he loved by providing for the hospital’s continued operation with a \$20 million bequest. The astounding gift was the largest contribution to any rural hospital in the country at that time.

Young’s gift included \$7 million to build a second Northwoods hospital. It also created the Howard Young Trust, managed by JP Morgan Trust in New York City. Although neither the HYF nor HYMC has access to the trust, each year HYMC receives a small percentage of its value, which is reinvested into the facility. Young died in 1972.

Named in his honor, the Howard Young Medical Center opened its doors in 1977. As a community,

we all can be thankful for his leadership and vision in establishing a trust that continues giving back to meet the health needs in northern Wisconsin.

### THE HOWARD YOUNG FOUNDATION: KEEPING A GOOD THING GOING

The traditions of healthcare and philanthropy are intertwined throughout our Northwoods history. That partnership is increasingly important as hospital costs rise and reimbursements dwindle. Through the generosity of our donors, the Foundation can continue to provide Howard Young Medical Center and Ministry Eagle River Memorial Hospital with the critical funding needed for enhanced emergency services, advanced technology and expanded programs and services to better care for patients—today and in the future. It is up to the entire community to continue the legacy.

*President Dwight D. Eisenhower (right) often visited his friend Howard Young.*



# Proudly Introducing Foundation President Mike Gibbons

I am so excited about the amazing opportunity before me as president of the Howard Young Foundation. With more than 25 years of nursing and healthcare leadership, I am now beginning a new career—one that allows me to draw upon my background in a way that supports the future of healthcare in the Northwoods for future generations. What an incredible honor.

My work at the Foundation will be to further its mission and to build on the extraordinary impact our board of directors and donors have had in recent years. An immediate goal of mine is to build upon those accomplishments, extend our donor base, and increase giving levels by educating our constituency about what their giving impacts and why it is so important to our hospitals and community. Healthcare philanthropy keeps hospital-based programs and services growing, and helps our hospitals shift from surviving to thriving.

There is a tremendous opportunity for the Foundation to expand and for the community to show its support. It is very gratifying to me knowing that we are raising funds for an organization that values and supports the excellent



care found at our hospitals. Be assured that your charitable support is being used wisely to advance healthcare in the Northwoods.

On a personal note, let me thank all of you who have provided gift support to the Howard Young Foundation. You have helped bring excellence in healthcare to those who live, vacation and visit here.

Our offices are located in downtown MINOCQUA. As you visit our local businesses this summer or fall, please stop in and say hello. We all would like the opportunity to personally meet and thank you.

Sincerely,

**Mike Gibbons**, President  
Howard Young Foundation

*“ There is a tremendous opportunity for the Foundation to expand and for the community to show its support. ”*



**Mike Gibbons**  
Foundation President



# Just Ask!

## Everything You Ever Wondered About Healthcare in the Northwoods.

Supporting the advancement of healthcare is one of the most rewarding decisions a person can make. When deciding where to invest your philanthropic dollars, the right information can change everything; for you, the organization you choose to support and those who will benefit from your gift. With that in mind, we share the following questions and answers to assist you in making the most well-informed giving decision possible.

### **WHAT DOES THE HOWARD YOUNG FOUNDATION DO?**

Simply put, the Foundation uses the generous gifts of our donors to enhance and expand medical services for our area's 20,000 year-round residents, 65,000 seasonal residents, and the 75,000 tourists who visit the Northwoods throughout the year. We accomplish that by funding specific needs identified by our Ministry Howard Young Health Care (MHYHC) hospitals: Howard Young Medical Center (HYMC) and Ministry Eagle River Memorial Hospital (MERMH).

The Foundation recently provided over \$1.6 million in funding to support patient care enhancements at MHYHC.

### **THE HOSPITALS PROVIDE ONLY BASIC CARE, RIGHT?**

While it is true that the most critically injured or ill patients are sometimes transferred to hospitals



outside the area, the vast majority of cases are treated locally. Our hospitals offer a level of sophisticated, technologically advanced care that is beyond the capabilities of most rural hospitals and often equivalent to the care patients would receive in a large metropolitan facility.

What's more, MHYHC has the added challenge of an extreme number of cases during the area's busy tourist season. More than 600 patients were seen in HYMC's emergency department during the Fourth of July week in 2013. Of those, 517 were treated and released, 65 were admitted and 18 were transferred via helicopter or ambulance.

### WHY DOES MHYHC NEED PHILANTHROPIC FUNDING?

The Foundation is proud to support a fiscally sound not-for-profit, charitable hospital system that embraces a mission of providing the highest degree of compassionate care to all patients, regardless of their ability to pay. Through wise financial management, MHYHC anticipates a positive bottom line in 2014.

However, unlike for-profit hospitals that distribute excess earnings to shareholders, not-for-profit hospitals such as MHYHC reinvest all earnings into patient care through facility improvements, equipment and technology enhancements and upgrades, and new programs and services. In essence, the communities that benefit from MHYHC's services are their shareholders.

### Meeting Identified Needs

HYMC and MERMH are consistently called upon to provide a level of service uncommon in rural settings. A team of medical specialists, nurses and board certified emergency medicine physicians are on duty around the clock 365 days a year to provide the life-saving trauma and cardiac care our communities need, expect and deserve. It is vital that hospital staff and facilities be equipped with the most up-to-date equipment and technology. This year, nearly \$7 million of needed improvements will go unfunded without philanthropic support.

### HOWARD YOUNG MEDICAL CENTER — *Woodruff*

An acute-care facility offering a full range of services including:

- 24-hour emergency care delivered by board certified physicians
- Robotic surgery
- Multi-specialty surgery
- Laboratory and radiology services
- Inpatient, outpatient and acute care
- Critical care
- Cardiac rehabilitation
- Maternity care
- Rehabilitation services
- Wound and ostomy care
- Sleep disorders
- Spiritual services

Howard Young Medical Center has earned The Joint Commission's Gold Seal of Approval® for its hip and knee replacement program and for demonstrating compliance with The Joint Commission's national standards for healthcare quality and safety in disease-specific care.

### MINISTRY EAGLE RIVER MEMORIAL HOSPITAL — *Eagle River*

A full-service hospital providing:

- 24-hour emergency care delivered by board certified physicians
- Inpatient, acute and convalescent care
- Outpatient surgery
- Rehabilitation services
- Laboratory and radiology services

Ministry Eagle River Memorial Hospital offers an advanced emergency department, including two trauma rooms and three general purpose examination rooms with the flexibility to do specialized exams, suturing and casting.

### The Reality of Declining Medical Reimbursement

In the face of rising costs and decreasing Medicare and Medicaid reimbursements, all hospitals face unprecedented challenges. In fact, it is projected that one in three could close by 2020. This is exacerbated in the Northwoods where 71 percent of the patients treated at HYMC are covered under Medicare or Medicaid, which pay 37 cents and 31 cents on the dollar, respectively. That leaves 60 percent of healthcare costs uncovered for nearly 80 percent of the patients treated.

### Charitable Funding Makes all the Difference

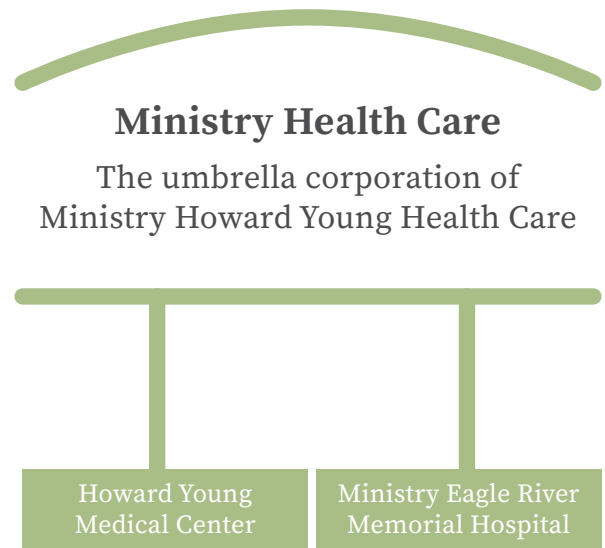
Philanthropic gifts are the defining difference in keeping healthcare in the Northwoods. Not only does it ensure the survival of our hospitals, but also the quality of our facilities, the skill and expertise of our physicians and staff and the quality of care provided. As the largest employer in the Northwoods, MHYHC also reinvests \$45 million in wages and benefits back into the communities served. As the driving force of our economy, its loss would be devastating.

### DO MHYHC, MINISTRY HEALTH, AND MARSHFIELD CLINIC COLLABORATE?

Ministry Health Care is a mission-driven, integrated healthcare system of clinics and hospitals across Wisconsin and Minnesota with primary and specialty care physicians, home healthcare and related services. Ministry Health Care's firm commitment to healthcare in the Northwoods is reflected in its dollar-for-dollar match in support of our Special Gift Initiative and the fundraising efforts of the Women's Legacy Council.

Ministry Howard Young Health Care is an affiliate of Ministry Health Care and the umbrella corporation of the Howard Young Medical Center and Ministry Eagle River Memorial Hospital. Any physician, regardless of healthcare affiliation, is welcome to practice at MERMH or HYMC provided that the criteria to be active members of the hospital staff are satisfied.

Located several blocks from Howard Young Medical Center is Marshfield Clinic Minocqua Center; a multi-specialty ambulatory care clinic as well as an ambulatory surgical center. Marshfield Clinic and MHYHC are separate legal entities. Although there is competition for patients, it is important for our community to know and understand we are working collaboratively to bring high-quality, coordinated, cost-effective healthcare to patients in our rural communities.



### MORE QUESTIONS?

We would be honored to meet with you in person to discuss any of the information presented here or to answer specific questions you might have.

**Please stop in and see us at 420 Oneida Street in downtown Minocqua, or call our offices at 715.439.4005.**

# Announcing HYF's Special Gift Initiative

## Imagine Our Future...A Journey to Excellence

Defining moments often occur when we are at a crossroad. It is a time when we have to decide: Do we go this way or that; stay where we are or move forward? For healthcare in the Northwoods, now is the time to move forward on our journey to excellence.

The Howard Young Foundation (HYF) has undertaken a \$60 million Special Gift Initiative to transform and sustain healthcare in northern Wisconsin for generations to come. The Initiative began in 2012 and includes \$30 million to be raised locally by the Foundation and \$30 million in matching grants from Ministry Health Care over the next 10 to 20 years. All funds that are pledged become immediately available for use in meeting the most pressing needs at the hospitals of Ministry Howard Young Health Care (MHYHC).

“The hospitals already provide a level of care that surpasses most rural hospitals,” commented Trig Solberg, chairman of the HYF board of directors. “The goal of the Special Gift Initiative is to ensure excellence in the years ahead.” That includes investing in emergency and trauma care, emergency transport vehicles, surgical renovations, patient room renovations, technology and facility improvements, a cardiology program and a geriatrics center.

The Special Gift Initiative is barely under way and already the Foundation has provided funding for three major projects: the da Vinci® Surgical System, the Ministry Spirit Transportation Services helicopter hangar and the Heart Care Center of Excellence. Ministry Health Care's dollar-for-dollar match doubled the impact of each gift.

*Ministry Spirit Transportation Services helicopter hangar*



# Announcing HYF's Special Gift Initiative

(Continued)

## THE DA VINCI® ROBOTIC SURGICAL SYSTEM

In July 2012 the Foundation provided \$1.2 million in funding to MHYHC for the purchase of the da Vinci® Surgical System for use at HYMC. The addition of this robotic technology turns complicated “open” surgeries into minimally invasive laparoscopic procedures. Surgeons can now perform even the most complex and delicate procedures through small incisions with unmatched precision.

For patients, the da Vinci® means less pain, less blood loss, fewer complications, faster recovery and the comfort and convenience of local access to surgical procedures not previously available in the Northwoods.



*da Vinci® Surgical System*

*Pat Sand*

## Robotic Surgery Saves the Day—and the Cruise

The need for gallbladder surgery could not have come at a worse time for Pat Sand. She and her husband had booked a cruise and it was less than three weeks away. With no time to spare, she chose to have her gallbladder removed using the less invasive da Vinci® robotic procedure because of its shorter recuperation time compared to traditional laparoscopic surgery. With only four tiny incisions that “left the smallest of scars,” Sand was able to go home the same day. She experienced “very little pain and felt wonderful” after just five days, which was great, because she and her husband had a cruise to catch.



## MINISTRY SPIRIT MEDICAL TRANSPORTATION HELICOPTER HANGAR

The construction of a helicopter hangar at HYMC brings lifesaving emergency air transportation to the Lakeland area. Previously based in Rhinelander, the relocation of Ministry's Spirit 2 medical helicopter in May 2014 to the more central location of Woodruff reduces response time by approximately 10 minutes on average for the entire service area. The crew of highly trained paramedics administer emergency medical care at the scene as well as in the helicopter while in transit to the hospital. The \$500,000 hangar was funded by a \$250,000 gift from the HYF and will be matched by Ministry Health Care.

## HEART CARE CENTER OF EXCELLENCE

Each year an estimated 720,000 Americans suffer a heart attack. In the Northwoods, where more than 25 percent of the population is over the age of 65, access to heart care specialists is essential. A Heart Care Center of Excellence, opening in fall 2014, will be committed to protecting and maintaining heart health for area residents. The Foundation is supporting this initiative by committing to raise \$8 million.

(Read more about the Heart Care Center of Excellence on page 20.)

## THE BEST IS YET TO COME!

The Special Gift Initiative is being enthusiastically received. "We have already raised \$10 million, one-third of our goal," said Board Chairman Trig Solberg. "This is a unique opportunity for community members and visitors who love the Northwoods to create a lasting legacy. We see extraordinary opportunities to make changes in healthcare that position MHYHC to meet current and future needs in our area. Philanthropy is the catalyst that can make that happen." If you'd like to contribute to the Special Gift Initiative, call the Howard Young Foundation office at 715.439.4005 or access the website at [howardyoungfoundation.org](http://howardyoungfoundation.org).

*Dana DeYoung, Ryan Holt, MD and Justin Cebery*





# My 9-1-1 Moment

On June 23, 2013, Gregory Cielinski planned to go fishing near his home on Wind Pudding Lake. However, the fishing would have to wait — Cielinski's day changed drastically.

At age 72, Gregory Cielinski has had his share of close calls. He served in the military during the Cuban Missile Crisis, survived a ruptured appendix and has had numerous surgeries over the years. A man of good humor, he teased, "I have enough staples in me that I'm starting to feel like a bionic man. I guess God will take me when he's ready."

On June 23, 2013, it seemed that time might have come. Getting ready to go fishing, Cielinski was digging in his yard for worms to use as bait. "All of a sudden I didn't feel well," he explained. "It was warm out and I was sweating a bit, but not really exerting. I started walking back to the house, which is only 30 or 40 yards away, and felt some tightness in my chest and was a little disoriented. I sat down on my deck for a few minutes, but it didn't help. So, I thought I'd better put the shovel back in the shed and then go lay down in the house."

The next thing Cielinski remembers is waking up on the floor in his shed. "I must have blacked out," he said. "I don't know how long I had been lying there."

Alarmed, short of breath, in pain and alone, Cielinski tried to stand. "It was really hard to get up, but I knew I had to. I tried with everything I had in me," remembered Cielinski. Finally on his

feet, but unsteady, he made his way to the house and laid down on the couch.

“I thought maybe it was going to pass,” reasoned Cielinski. After several minutes, he did start to feel better, but then his symptoms returned. Confused, he struggled with what to do.

Cielinski waited another 15 minutes before dialing 9-1-1.

“He is very fortunate to be alive, especially because he had a collapse. That could have been fatal. It’s actually kind of a miracle,” commented Dr. Roderick S. Brodhead, Medical Director of Emergency Services for Howard Young Medical Center, Ministry Eagle River Memorial Hospital and 9-1-1 ambulance services throughout most of the Northwoods.

Dr. Heong P’ng, Medical Director of Ministry Spirit Medical Transportation Service, agreed. “It’s unusual that Mr. Cielinski collapsed and came to again. What happens when you have a heart attack is that you can have a rhythm problem and the heart does not pump correctly. That can make the patient pass out and you have to shock them back into rhythm. If somebody collapses, they need CPR right away.”

Cielinski’s memory of what happened when the Oneida County ambulance arrived is a little foggy. “It was hectic and I was kind of blacked out. I don’t remember half the things they did, except that they put me on a stretcher, loaded me into the rescue squad and took me to Howard Young Medical Center.” In actuality, the paramedics did much, much more.

During their initial evaluation and treatment the paramedics utilized the new LifeNet technology, a pre-hospital system that enabled them to obtain and transmit a 12-lead electrocardiogram (EKG) from the field to the emergency department at Howard Young Medical Center where it was immediately reviewed by the board certified emergency physician on duty. Within a very short time of the ambulance arriving at Cielinski’s home, the emergency department knew they were dealing with an extremely serious situation.

“This gentleman was in the midst of a heart attack,” stated Dr. Brodhead. “Mr. Cielinski’s EKG showed an acute myocardial infarction, commonly called a heart attack. EKGs look at 12 areas of the heart. He had definite evidence in six leads that he was having a heart attack. It could conceivably have killed him.”

Studies show that getting a heart patient to a catheterization lab as quickly as possible minimizes damage to the heart muscle and increases survival rates. Based on the EKG, the attending physician determined that Cielinski would need to be transferred to Saint Clare’s Hospital in Weston for a heart catheterization. With interventional and non-interventional cardiologists on staff, the hospital provides a full spectrum of cardiac services.

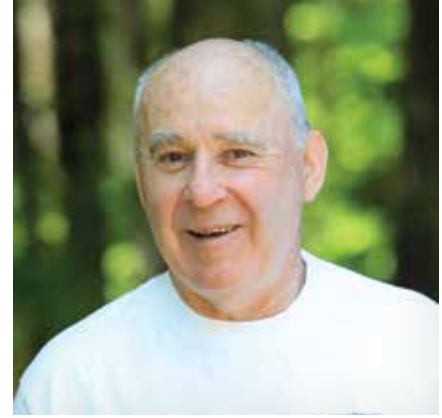
Rescue One protocol, established to save precious time during a heart attack, was initiated. With a single call to Ministry Connect, part of Ministry Spirit Medical Transportation Service, the Spirit 2 helicopter was dispatched from its base in Rhinelander to HYMC, Saint Clare’s was alerted and the on-call cardiologist and heart catheterization team were called in. Before Cielinski arrived at HYMC, the Spirit 2 helicopter was on the ground and waiting, and preparations had been made for his arrival and treatment at Saint Clare’s.

*Dr. Roderick S. Brodhead*



# My 9-1-1 Moment

## (Continued)



Ministry Connect connects the accepting emergency room physician with the referring physician to confer and to coordinate treatment. Ministry uses the same record number throughout its system, so all of the patient's information is in one repository, giving the accepting physician immediate access to the patient's medical record and test results. Ministry Connect greatly expedites patient care by helping to avoid delays.

In addition to obtaining the LifeNet EKG that set Rescue One protocol in motion, the highly trained Oneida County paramedics placed Cielinski on a heart monitor, established an IV, and administered oxygen as well as multiple medications to help dilate the coronary arteries and stabilize his heart rate and blood pressure. "The patient received critical interventions on his way to the emergency department, which certainly helped save his life," noted Dr. Brodhead.

After arriving at the emergency department, Cielinski quickly became aware of how grave his condition was. "They said I needed to be airlifted to St. Clare's in Weston," he recalled. "People were scrambling and trying to get my clothes off. It was scary. I told them to just cut them off, whatever they had to do. I didn't care."

While at HYMC Cielinski had another EKG to verify the diagnosis, received a second IV, was treated with several clot-busting medications and was prepped for the heart catheterization procedure he would undergo at Saint Clare's. He was in the HYMC emergency department for only 30 minutes. "The less time a transfer patient spends in the emergency department the better," explained Dr. Brodhead. "So this entire scenario as it played out was the perfect case. Because of LifeNet, we made the diagnosis almost immediately, initiated the Rescue

One protocol almost immediately, the paramedics provided critical care before he got to the hospital, the care continued in the emergency department, the helicopter was waiting for him and he was transferred to Saint Clare's in very short order."

Cielinski's expert care continued during the 46-minute flight to Saint Clare's. The Spirit 2 is equipped with IV pumps, monitors, drugs, a nurse and a paramedic who are specially certified as a medical flight crew.

"After we had been in the air about 10 minutes the pressure in my chest went away," commented Cielinski. "Then I kind of enjoyed the flight. It was my first time in a helicopter and it was interesting. I was very amazed at the amount of forest that was underneath me. When you drive here on Highway 51 the roads are cleared on both sides and it doesn't look like there is much woods, but there is a lot of standing timber."

At Saint Clare's, Cielinski was taken directly to the catheterization lab where he immediately underwent a stent procedure for a blocked artery. "When a transferred patient arrives, we as the accepting facility already know what is going on with that patient," explained Dr. P'ng. "Our helipad is next to the emergency room. When patients arrive our paramedics intercept them at the helipad and take them directly to the cath lab, where the team is standing by. With Mr. Cielinski, everything else had been done at Howard Young Medical Center. They had performed the necessary tests, started medications and prepped the patient for the procedure. That saved time when he arrived here."

Three days later Cielinski was released. He credits the emergency medical services and the Ministry Spirit Medical Transportation helicopter for saving



his life. “One thing I can say for sure is that I wouldn’t be here today without them. The doctors told me I should have been dead. I shouldn’t have survived. I know now that time is everything during a heart attack. We were playing ‘beat the clock’ and we won. I’m still kicking.

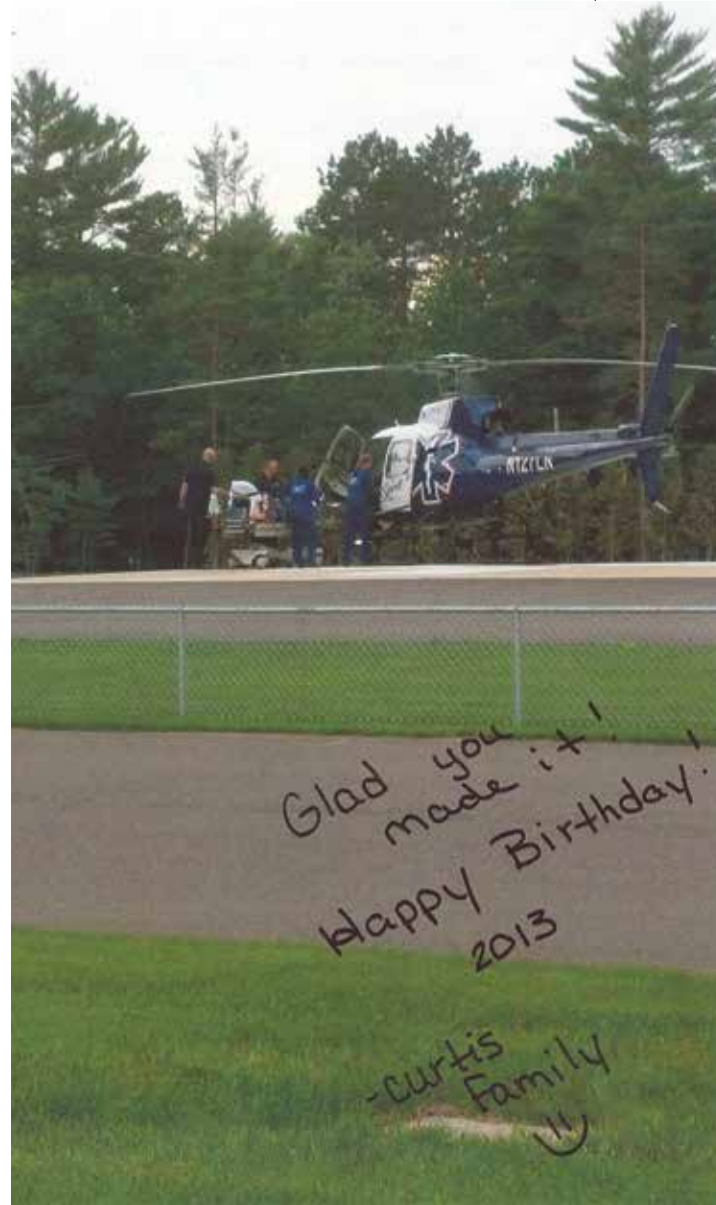
For his birthday last year, a friend gave Cielinski a picture he had taken of Cielinski being loaded into the helicopter.

*When I asked why he had taken it, he said he figured it was the last time he was going to see me. That picture is a trophy for me.*

*- Gregory Cielinski*

The picture also played a role in relocating the Spirit 2 helicopter service from Rhinelander to HYMC. “When they were trying to get it relocated here, I went to the Oneida County Zoning Committee meeting and showed the chairman my picture—and we got the helicopter pad; we got it! I call it my helicopter pad! Some people didn’t want it here, but it is such a benefit. Someday, it could be one of their family members who needs to be airlifted out. When that happens, time is critical. I am proof of that,” stated Cielinski.

*Photo provided by Chad Curtis*



Mr. Cielinski’s **defining moment** is an amazing example of surviving a life-threatening medical condition through the incredible teamwork of people who have dedicated their lives to helping others and the investment in state-of-the-art technology made possible by the ongoing generous support of our donors.

*We would be honored to welcome you to our growing list of donors to the Foundation. With your help we can fulfill our vision of implementing a cardiac center to improve heart health in our community and deliver more advanced heart care right here at home. Please contact the Howard Young Foundation office at 715.439.4005 or access the website at [howardyoungfoundation.org](http://howardyoungfoundation.org).*

# Women's Legacy Council

## Continuing the Tradition of Healthcare Philanthropy

For nearly 100 years, visionary women have led efforts to bring high-quality healthcare to the Northwoods. From the Sisters of the Sorrowful Mother—founders of Ministry Health Care—to the indomitable Dr. Kate Newcomb, women have taken the healthcare needs of the community to heart.

Today, a new generation of devoted community women have come together to advance healthcare in northern Wisconsin through the Women's Legacy Council. Founded in May 2012, it is a committee of the Howard Young Foundation board of directors, led by board member Judy Russell and co-chaired by Susan Holmes. The Council's 15 members are taking an active role in educating, engaging and empowering women to support the future of Howard Young Medical Center and its efforts to improve the health of the Northwoods.

Only two years old, the Council is already making quite an impact. "After reviewing the critical healthcare needs identified by leadership at Howard Young Medical Center, the issue that profoundly resonated with all council members was to improve cardiovascular health by raising funds to establish a Heart Care Center of Excellence at the hospital," noted Holmes. "While our current heart care is very good, we believe with new technology and better coordination it can become excellent, and be provided locally."

The Council has reached many women who share the same values and who have given generously. To date \$450,000 has been raised toward the \$3 million dollar goal. These gifts will be matched dollar for dollar by

Ministry Health Care. The center will focus on the entire continuum of cardiovascular care, placing an emphasis on prevention, advanced diagnostics, appropriate treatment and rehabilitation.

### CONTINUING THE TRADITION OF HEALTHCARE PHILANTHROPY

The hospital's rich history of support began in the 1940s with the "million penny" campaign for Lakeland Hospital. It continued with Howard Young's selfless bequest in 1974. Young's gift funded the building of the Howard Young Medical Center. It opened in 1977.

Following in the steps of their predecessors, council members support the creation of the third philanthropic legacy in the community. "We know that philanthropy makes things better for our hospitals and is absolutely essential to having the best healthcare today and in the future," Holmes said.

The Council's impact has just begun. "We have committed to the Heart Care Center as our initial project, and we believe we can also become a sustained, dynamic Council that will influence and advocate for effective, quality healthcare in our community over the long term," Russell stated.

To accomplish this, the Council adopted a key strategy to offer a free annual health education event to all in the Northwoods. Named "Values, Vision & Voice," the symposium has been generously funded for the next five years, ensuring its continuance and the Council's ability to bring in professional speakers. In June 2014, Zonya Foco, a dynamic, national speaker and registered dietician



**Women's Legacy Council** — **Front row:** Susan Holmes, Glenda Haug, Lisa Wolter, Laurie Herzog and Cheryl Pitman. **Second row:** Judy Russell, Eileen Goggins-Schultz, Barb Maines, Nancy Fossen, Judi Budinger, Jeanne McJoynt and Elaine Hoth. **Missing from group photo:** Mary Ahern, Tonna Appelgren, Dawn Madrigano and Maxine Mulleady.

presented an entertaining and educational program. Entitled “Eight Healthy Habits that Will Change Your Life,” the evening kept the audience engaged with many participating in the program.

“We feel that this event and similar ones planned for upcoming years support heart disease prevention and fulfill our goal of providing motivation for impacting the health of the community over the long term,” said Russell.

Northwoods women have embraced the Council's mission by volunteering their time, energy, talents and resources toward creating positive, measurable, sustained change in the future of healthcare in the Northwoods. “It is very much a working group,” Holmes explained. “Our present members have all shared the task of formulating the message and hosting events to educate women about the state of

Howard Young Medical Center, including its mission and potential for the future, the geographical area and population it serves and basic healthcare economics.

“Over the last two years we have had 21 educational events and reached 670 women,” Russell said. “By educating women and encouraging their involvement, we can have an impact on how healthcare is delivered now and for future generations. We feel that women coming together will be a collective and collaborative force in our community for change. But, we're just beginning. We know there are so many women in the Northwoods who want to be informed and involved. The Council serves as the pebble tossed in the pond, so to speak. We plan for the ripples to reach all the women of the community.”

**For information about upcoming events or to learn more about the Women's Legacy Council, please contact Barb Maines at the Howard Young Foundation at 715.439.4005 or [barb.maines@ministryhealth.org](mailto:barb.maines@ministryhealth.org).**

# Opening this Fall

## A New Standard in Cardiac Care

A Heart Care Center of Excellence, scheduled to open this fall, will raise the bar on cardiac care in the Northwoods. An extraordinary opportunity to save lives, it is a collaboration between Howard Young Medical Center and Marshfield Clinic and has been years in the planning.

To be located within the hospital at HYMC, the Center will be an integral part of the “One Heart” team of the Ministry Health Care and Marshfield Clinic partnership in heart health and provide complete cardiac care, from heart disease prevention to post heart attack rehabilitation. Cardiologists from the Marshfield Clinic-Minocqua Center are relocating their practices to the newly remodeled 8,000-square-foot clinic space.

Included in the clinic space will be an intuitive nuclear imaging camera not found anywhere else in the Ministry Health Care or Marshfield Clinic systems, and state-of-the-art 3D high-definition echocardiography. These technologies make care

coordination and screening for heart disease safer and more convenient for patients.

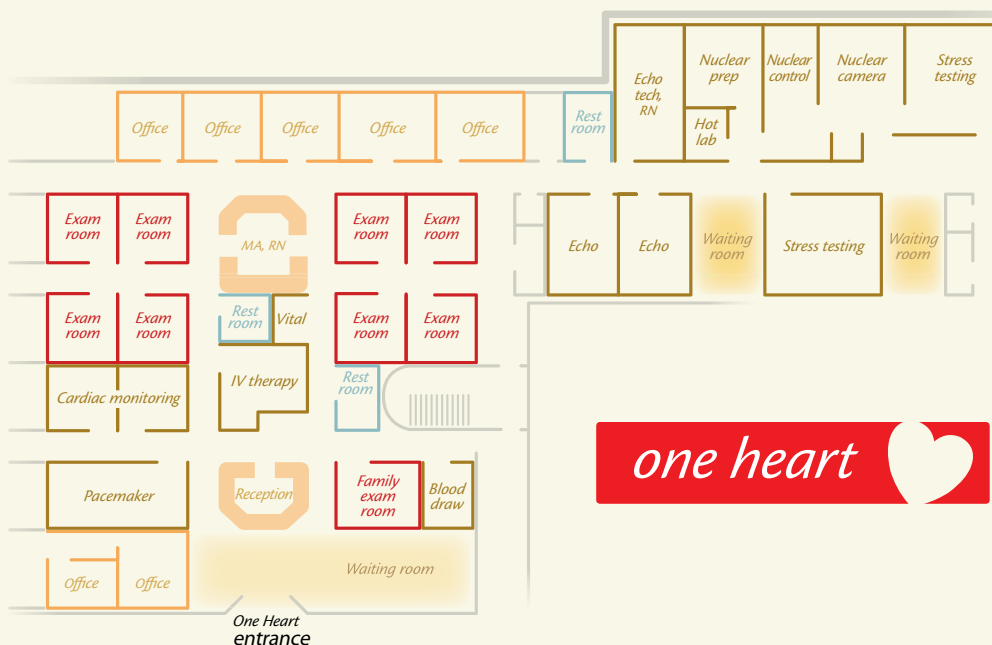


Nuclear Imaging Camera

The Howard Young Foundation and the Women’s Legacy Council have pledged to support the Center by continuing their mission of seeking charitable contributions to advance healthcare in our communities.

“Our vision is to create a Center of Excellence in northern Wisconsin which focuses on delivering the highest quality of care and service to area residents throughout the continuum of their heart care health,” said Mike Gibbons, HYF president. “The Foundation is completely committed to this vision and looks forward to supporting the clinic in every way possible.”

Watch for complete details in the next issue of *Defining Moments*.



**Located within the hospital at HYMC, the Heart Care Center will include:**

- An innovative cardiac imaging nuclear camera (the only one of its kind in the region)
- Advanced 3-dimensional echocardiography equipment
- Dedicated on-site stress testing space

# Why We Give

Howard Young Foundation board members and staff are honored to work with the selfless, generous donors who so graciously support our mission. You make our work possible. You make our hospitals and services better. You make a lasting difference in our communities. ***Thank You!***



**Donald V. Fites**  
*Benefactor*

Donald Fites, retired chairman and chief executive officer of Caterpillar Inc., is an enthusiastic proponent of humanitarian organizations and a benefactor to the Howard Young Foundation. As a summer resident of the Northwoods, he feels strongly about supporting the Foundation's mission.

"I have been coming to Minocqua and Lake Tomahawk for 15 years," he explained. "I consider this my second home. During all that time I've become very familiar with the Foundation and its work in supporting the hospitals. I know the money is being put to good use creating first-class medical facilities here. It is good for the community, and as my wife and I get older and become more likely to need medical care ourselves, I feel more confident knowing that it is available here."

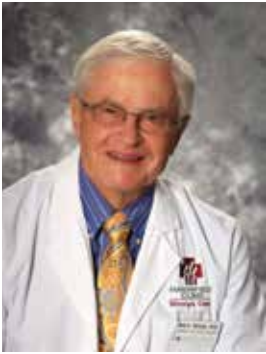
Fites knows that emergency medical service is a vital component of that care, but it wasn't until he witnessed an emergency that he realized how essential it really is. "I was at a local restaurant when another patron collapsed," he stated. "The paramedics had the greatest piece of equipment to revive patients. It was a device that performed chest compressions automatically. When I saw that, it really struck me that the Foundation is funding things that save lives."

The device paramedics used that day was the Lucas 2™ Chest Compression System. Unlike manual compressions, which need to be discontinued while moving a patient up or down stairs or into an ambulance, the Lucas 2™ continuously delivers 100 chest compressions per minute without interruption to maintain circulation in cardiac arrest patients.

Fites is very pleased that his contributions to the Foundation can help provide this type of lifesaving equipment to the community.

# Why We Give

## (Continued)



**Barry J. Seidel, MD**

Good health is everything. That is why Dr. Barry Seidel, a general surgeon at Howard Young Medical Center, supports the work of the Howard Young Foundation.

“The funding it provides for our hospitals has a tremendous impact on the community’s health,” he said. “The robotic surgery program at Howard Young Medical Center would not have been possible without the Foundation. Now there are plans to improve heart care in the community. Everywhere you look, the Foundation seems to be involved. When there isn’t money to do something, the Foundation comes through.”

Dr. Seidel said that funding for technology enhancements and new programs also makes it easier for the hospitals to compete for the brightest and most skilled doctors. “It’s becoming more and more difficult for small hospitals to provide a wide array of services and thereby survive. The Foundation has helped provide those kinds of services for our community. That definitely impacts physician recruitment.”

Nearing retirement, Dr. Seidel is glad to give back to the community he has served for the past 20 years. “What better way to show gratitude for the good life the community has offered me? What better way than to support the hospitals that benefit everyone?”



**Peggy Kaczmarek,**  
Employee

You get to know a place pretty well after 22 years. Peggy Kaczmarek has worked at Howard Young Medical Center since 1992 and has watched it evolve into a state-of-the-art facility that offers complete, comprehensive care. She participates in the CPR (Community Pride Renewed) Employee Giving Club and feels good knowing that her payroll contributions to the Howard Young Foundation have been used to fund some of the changes.

“Knowing that I am contributing to the purchase of equipment and the cost of construction projects to update the hospital is really fulfilling,” commented Peggy. “The Foundation helped the hospital buy the da Vinci® Surgical System and bring the helicopter hangar here. Now when people are really sick and need emergency

services, we have what they need. They don’t have to drive a couple of hours to get care. It feels good to be a part of making that possible.”

Peggy hopes others will support the hospital by giving to the Foundation. “They have already accomplished a lot and are looking into the future,” she said. “Contributing to the Foundation is to everybody’s benefit.”

# Howard Young Foundation

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# Who Will Receive Your Gift of a Lifetime?

## Your Family? Your Favorite Charitable Organization? Or the Government?



Did you know that 55 percent of Americans die without a will? Unfortunately, the government often becomes the beneficiary of such estates. Thoughtful planning before your death ensures that your estate benefits the people and organizations that were important to you in your lifetime.

One of the easiest and simplest ways to support the mission of the Foundation is your consideration in naming the Howard Young Foundation as one of the beneficiaries of your will. Bequeathing a specific dollar amount or a percentage of your estate to the Foundation establishes a legacy of caring from you that could be the defining moment for patients being treated for life-threatening emergencies at Howard Young Medical Center and Ministry Eagle River Memorial Hospital.

The Howard Young Foundation Signature Society honors and recognizes individuals who have named the Foundation as a beneficiary of their will, insurance policy or even a savings account to name a few.

Our staff can assist you with the details of arranging a bequest that supports the Foundation's mission in ways that are meaningful to you and your family. To learn more, please call the Foundation at 715.439.4005.

If you have already named the hospitals or the Howard Young Foundation in your will, please let us know so we can acknowledge your generosity and welcome you as a member of the Foundation's Signature Society. Thank you for making a difference in the future healthcare of everyone who lives and visits our beloved Northwoods.