

Right Here

A Monthly Newsletter for the Staff of MMC



Jason Douglas

President's Message

It's been a beautiful summer so far, and I really hope you've been able to get out with your friends and family and enjoy the beautiful area we live in.

Before I launch into some exciting things coming up, I just wanted to take a moment to chat about COVID. I know at this point in the pandemic, absolutely no one wants to hear that word anymore. But as it turns out, our region is still in a high transmission rate according to the CDC, and we've seen an increase in staff and community testing. I know it can be difficult to avoid large indoor gatherings and to be indoors without a mask on, but I encourage you to do so and continue doing the right things for our patients, staff, and community.

Now to some upcoming events (that we're doing outdoors and safely!).

On August 10th, we're having an outdoor 55+ Wellness Day at the Ashland High School parking lot. There's a free lunch, health information, a chance to chat with our providers, live music, and more.

And on Saturday, October 1, we are celebrating our 50th anniversary outdoors with a community event. There will be food stations, a mobile coffee shop, live music, a program, kids' activities, and more. Mark your calendars!

[Continued >](#)



August, 2022

VOLUME 8 • ISSUE 8

Inside:

- Join the Decon Team
- News About Our New Brand
- National Suicide & Crisis Hotline Updated
- Events in Review

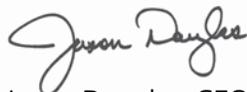
President's Message, continued from page 1

In the next few weeks, you'll see our latest edition of Healthwise - our quarterly publication that goes to all households in our region. On the front is a patient testimonial from a Washburn man who suffered acid reflux for nearly 30 years and found relief in a minimally-invasive procedure done here at MMC by Dr. Bettendorf. It's a great story, and I encourage you to check it out when it hits your mailbox.

Another exciting announcement is the official news about an upcoming name change and re-brand for both MMC and HAMHWE! Read more about that on page 4.

I wish the best of the remaining summer for you and hope you can soak up some awesome Vitamin D before the kiddos head back to school.

With gratitude,



Jason Douglas, CEO of MMC

Upcoming Events

FREE SPORTS PHYSICALS

Friday, August 5 • 1 - 6 PM

Saturday, August 6 • 9 AM - 1 PM

Specialty Services of MMC

Entrance

Open to all area school athletes from the Sports Medicine Services of MMC team. Call 715-685-6010 to schedule an appointment.

Bring a non-perishable food item and get a free physical!

Must bring completed forms and paperwork and be accompanied by an adult. More info is on the portal.



MMC 55+ WELLNESS DAY

Wednesday, August 10 (Rain Date: August 15)

11 AM - 2 PM

Ashland High School Parking Lot



We are hosting this Wellness Day for anyone 55 or older as a walk-through outdoor event. Burgers and sides will be served to-go and there will also be live music and a DJ to enjoy. A variety of booths will consist of meaningful and health-focused

information for seniors. Blood pressure checks, nutrition information, and many other health related tables will be available to visit. Local non-profit businesses who cater to seniors will be present as well. Ashland County will be giving free COVID-19 booster shots at their booth, and there will be lots of fun giveaways and prizes to win. Spread the word!

Thank you to everyone who signed up to volunteer for this year's 55+ Wellness Day!

[More upcoming events >](#)

Upcoming Events (continued)

NWCC COMPASSION CIRCLE

Tuesday, August 23 • 9 - 10:15 AM

Twin Island Meeting Room

Cancer center support group meetings will begin this month and occur on the 4th Tuesday of every month moving forward except for July and December. The Compassion Circle is open to any adults diagnosed with cancer and caregivers or loved ones impacted by cancer.

To RSVP or if you have any questions, contact **Laura Martinsen, Social Services** at Ext. 5004.



Community Picnic

Celebration of
RECOVERY MONTH
Every Person. Every Family. Every Community.

Saturday, September 17 • 11 AM - 3 PM
Prentice Park in Ashland • Rain or Shine

- 11 AM Opening Ceremony
- 11:30 AM Lunch is served. Enjoy walking tacos!
- Raffles, bracelet making, open mic, live music & more!

Everyone is invited! Fun for the whole family!

ASHLAND COUNTY
WISCONSIN VOICES FOR RECOVERY
PARTNERS IN RECOVERY
CHEQUAMEGON BAY VOICES FOR RECOVERY
Bad River Band of Lake Superior Chippewa
NorthLakes COMMUNITY CLINIC
Memorial Medical Center
BAYFIELD

Check out Voices for Recovery-Chequamegon Bay on Facebook for more information!

Join the Decon Team

We are looking for employees who want to volunteer to serve on the hospital Decon Team. Join a talented and fun group of individuals!

Expectations of team members includes:

- Take required initial education or provide equivalent
- Participate or acquire annual refresher exercises
- Be on call for events (very rarely)
- MMC will accommodate for hours invested and education requirements.

If you are interested in joining or want more information, please contact **Doug Jennings, Emergency Preparedness Coordinator** at dsjennings@ashlandmmc.com or **Trisha Hagmann, Emergency Department Clinical Coordinator** and **Decon Team Lead** at thagmann@ashlandmmc.com.



Important Branding Update

Back in February 2020, the Boards of Directors of both HAMH and MMC started paving the way for a stronger, single identity between the two organizations. While REI has existed as our parent corporation since the 80s, it's time to share that alignment with the rest of the community and make it even better. Luke and I are excited to announce we'll do this with a joint rebrand. Extensive research has been ongoing for the last few years to start rebrand work.

We know you're curious about the status of this process, so we've built a webpage explaining more: <https://ashlandmmc.com/rebrand/>.

Our marketing teams, agencies, and senior leaders are still working on approving a name reflective of our continued growth, positive culture, and fitting for the resilience of the communities we serve. We're excited to bring you along on this journey—it's time to grow with us!



Jason Douglas
President and CEO
of Memorial Medical Center



Luke Beirl
CEO of Hayward Area
Memorial Hospital & Water's Edge

Did you know...

MMC participated in the Downtown Ashland Bench Project by sponsoring two of the colorful benches you may have seen on Main Street.



The Find Yourself by the Water: Ashland Downtown Bench Project's aim was to increase the presence of public art in the downtown that reflects the beauty, community, and culture of the Chequamegon Bay area.

The City of Ashland received a 2021 AARP Community Challenge Grant to commission local artists/groups to design and execute murals on 20 new public benches that were installed earlier this summer.



Events in Review



Thank you to Dr. Sharon Hammond and her husband who used their team of horses to pull the MMC antique ambulance in the Ashland 4th of July parade this year. A round of applause also goes out to the MMC volunteers who walked along with the ambulance and passed out a TON of candy.



Our Emergency Department hosted a trauma table at Bay Days in the middle of July with lots of education for our community, prize drawings, and free bike helmets. They distributed over 100 bike helmets for kids and adults! We are so proud to be a part of this community event each year, and it could not be done without our MMC volunteers!

[More events in review >](#)



Events in Review (continued)



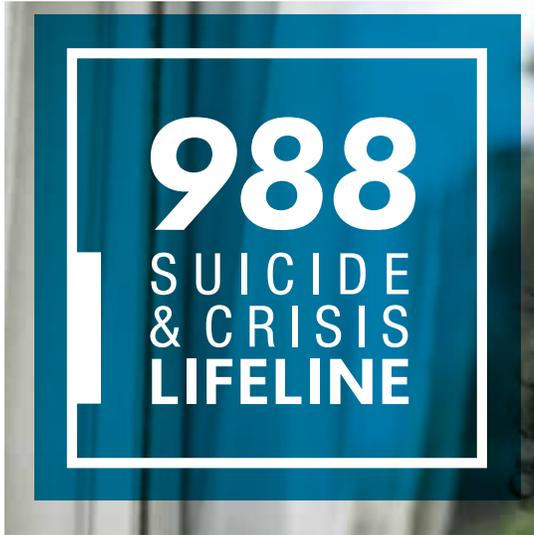
The True North Workforce team Employee Assistance Raffle was a huge success. The raffle raised \$3,287 towards the Employee Assistance Fund! There were 19 prizes donated. Thank you to everyone who contributed, and congratulations to all of the lucky winners. A complete list of winners is posted on the portal.

Who knew that MMC had so many golfers on staff? Thanks to our resident golf coach, **Colten Thewis, Employee Health & Wellness Coordinator** and the True North Employee Wellness Team for hosting the staff golf outing activity days in July.



U.S. Transition to 988 Suicide & Crisis Lifeline

On Saturday, July 16 the U.S. transitioned the National Suicide Prevention Lifeline to 988 – an easy-to-remember three-digit number for 24/7 crisis care. The lifeline, which also links to the Veterans Crisis Line, follows a three-year joint effort by the U.S. Department of Health and Human Services (HHS), Federal Communications Commission (FCC), and the U.S. Department of Veterans Affairs (VA) to put crisis care more in reach for people in need. This initiative is part of President Biden’s comprehensive strategy to address our nation’s mental health crisis.



The 988 Suicide & Crisis Lifeline is a network of more than 200 state and local call centers supported by HHS through the Substance Abuse and Mental Health Services Administration (SAMHSA).

“All across our country, people are hurting. They need help. The good news is that getting that help just got a lot easier. Starting tomorrow, 988 will be available nationwide for individuals in crisis, and their loved ones, to reach the 988 Suicide & Crisis Lifeline more easily,” said FCC Chairwoman Jessica Rosenworcel. “This cross-government effort has been years in the making and comes at a crucial point to help address the mental health crisis in our country, especially for our young people.”

In 2021, the Lifeline received 3.6 million calls, chats, and texts. That number is expected to at least double within the first full year after the 988 transition.

The U.S. had one death by suicide every 11 minutes in 2020, according to the Centers for Disease Control and Prevention. Suicide was the second leading cause of death for young people aged 10-14 and 25-34. From April 2020 to 2021, more than 100,000 people died from drug overdoses. Studies have shown that after speaking with a trained crisis counselor, most Lifeline callers are significantly more likely to feel less depressed, less suicidal, less overwhelmed, and more hopeful.

The 10-digit Lifeline number 1-800-273-TALK (8255) will continue to be operational after July 16 and will route calls to 988 indefinitely. Veterans, service members, and their families can also still reach the Veterans Crisis Line with the current phone number 1-800-273-8255 and Press 1, or by chat or text to 838255.

More information on 988 is available at www.samhsa.gov/988 and <https://www.samhsa.gov/find-help/988/faqs>.





STAR

Service

Teamwork

Accountability

Respect

Every encounter,
every person,
every time.



**Memorial
Medical Center**

Right here in the place we love.



A group of MMC staff having departmental competition fun at the Employee Wellness bag toss tournament held at the end of June.

Got Photos?

Submit them to *Right Here!*

We'd love to highlight your favorite photos. Send us your favorite photos of anything related to our community, or any milestones of you and your family.

Email your pictures as JPG files to krdeering@ashlandmmc.com