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A Monthly Newsletter for the Staff of MMC



Jason Douglas

President's Message

Happy Holidays, everyone!

I bet you're all busy with Christmas shopping, family festivities, and school concerts – but I wanted to take a moment as we near the close of 2022 to thank each and every one of you for another great year here at MMC.

So much was accomplished and we grew in so many ways, including the number of staff and medical providers who have joined the team. If this is your first holiday season at MMC, we're happy you're here!

Mark your calendars for some fun festivities, including:

- The All-Staff (including all MMC, REI, and NWCC staff) Holiday Brunch happening Thursday, December 15 from 7am-10am in the cafeteria entrance. Enjoy some delicious items from Cocos and exchange some holiday greetings.
- The Adopt-a-Family program which is well underway – plus, the deadline to get your gifts in is December 15 & 16.
- Our 12 Days of Christmas – a time where staff are eligible to win some pretty amazing gifts. No need to sign-up for the 12 Days of Christmas Giveaway as you'll be automatically entered in to win.

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December, 2022
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In other wintry news, keep a lookout for the ski trail progress happening to the west of our campus. This is a community collaboration that provides great cross-country ski trail access. With snow amounts only increasing from here on out, it's a fun way to enjoy the season.

This time of year is goal-setting season, with our 2023 goals now completed. Talk to your department manager about your team's specific goals for 2023.

I want to also welcome our newest board member: Dani Mikula. Dani has deep passion and energy for public education and she currently serves as the Superintendent of South Shore School District.

Finally – our rebranding project. As many of you know, we will be undergoing a rebranding of both Ashland and Hayward hospitals into one, unified brand name. More information will be available in the coming weeks and months, but be sure to visit our rebranding webpage at ashlandmmc.com/rebrand for more updates. As you may have heard at the recent CEO forums, we are looking for some brand ambassadors. These are staff members passionate about helping to spread the word about our rebrand and to be champions of getting our organization excited about this next chapter. You can contact marketing at x5186 for more information on becoming a brand ambassador.

I'm blessed to work at MMC and am honored to work with you all. I hope you have a fantastic holiday season with your loved ones. Cherish this wonderful, hopeful time of year.

With gratitude,



Jason Douglas, CEO of MMC

CEO FORUMS

Tues., December 6

11 AM and 2 PM

Madeline Island Meeting Room

There are two more sessions next week. Please plan on attending. Sign up on the portal. Learn about important happenings at MMC. Hear the latest financial update report, and bring your questions and comments. If you are unable to attend in person, the forum will be available on the portal.



Upcoming Events

TOYS FOR TOTS

Deadline for gifts : Fri., Dec. 9

Please bring an unwrapped gift for children ages 0 - 18, or a monetary donation to Cardiac Rehab. All gifts and donations will be distributed by the Ashland Fire Department to children in need from Bayfield & Ashland Counties.

Call **Danni Tutor, Cardiac Rehab** with any questions at Ext. 5380.



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Upcoming Events (continued)

PET FOOD AND SUPPLY DRIVE

Donations due: Thurs., Dec. 15

Sponsored by the Employee Workforce Team

Don't forget about our furry friends during the holidays! Please join us in participating in a pet food and supply drive for the area animal shelter.

Drop off locations are outside of the cafeteria and in Human Resources.

Please only donate unopened and unused supplies and food. We cannot take opened dog food bags. Go to the portal for a full list of shelter needs.

EMPLOYEE HOLIDAY BRUNCH

Thurs., Dec. 15 • 7 - 10 AM

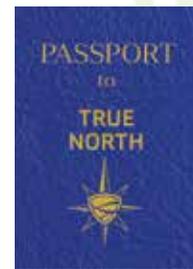
MMC Cafeteria

Happy Holidays from the Workforce Team and MMC Administration! All REI, MMC & NWCC staff are invited to come down and enjoy a delicious brunch catered by Cocos and share some holiday conversations.



PASSPORT TO TRUE NORTH

PRIZE DRAWING



Tues., Jan. 3
Winners
Announced on
the Portal

Remember to
submit your
Passport stamps

on the portal for every qualifying training and employee health event you have attended this year for a chance to win one of 3 \$500 cash prizes. The recent CEO forum counts as one stamp.

Events in Review



Kaye Lani Hebert & Rachel Verch, BHS participated in the 2022 Walk to End Alzheimers in September. MMC is an annual sponsor of this event. If you are interested in joining the MMC Alzheimers team, call Rachel at Ext. 5400.



Bernadette Mattila, Rehab Services presents a check to the Ashland Homeless Shelter for almost \$3,000. This donation was made from the money raised by the Community Team (including a match from MMC) during their bucket decorating contest. Thank you to everyone who contributed.

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Events in Review (continued)



The **Rehab Services of MMC** team celebrated Rehab Services Month in October.

DAISY Award Recipient Announced



Gena Sandor, RN at MMC was recently presented with a DAISY Award for Extraordinary Nurses, recognizing the wonderful care she provides. The award is part of the DAISY Foundation's program that honors nurses for the compassionate care they provide to their patients and families every day. The DAISY Award for Extraordinary Nurses has been adopted by over 3,000 healthcare facilities around the world to celebrate nurses for their extraordinary care and compassion.

Gena is a registered nurse, caring for patients before, during and after they

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DAISY Award (continued)

have a surgery or procedure at Surgical Services of MMC. She was nominated for the DAISY Award by Mollie Jacobs, who is also an RN in that department. In the nomination letter, Mollie describes Gena as a “superhero wearing scrubs.” Mollie goes on to say how she has experienced the extraordinary care and compassion that Gena provides first hand after having Gena as her nurse for multiple surgeries. “Out of all of the surgeries I’ve had, Gena has been my nurse at least 75% of the time. I knew I would be going into those surgeries hearing Gena’s light-hearted, infectious laugh, which helped me ease the pre-procedure jitters. I recall a time in the recovery room where I was in the worst pain of my life and Gena instinctively knew and advocated for me to do everything she could possibly do to control my discomfort.”

The not-for-profit DAISY Foundation is based in Glen Ellen, CA, and was established by family members in memory of J. Patrick Barnes. Patrick died at the age of 33 in late 1999 from complications of Idiopathic Thrombocytopenic Purpura (ITP), a little known but not uncommon auto-immune disease. The care Patrick and his family received from nurses while he was ill inspired this unique means of thanking nurses for making a profound difference in the lives of their patients and patient families.

MMC Receives Performance Leadership Award for Patient Perspective

Awarded by The Chartis Center for Rural Health

As part of the National Rural Health Day celebration on November 17, 2022, Memorial Medical Center (MMC) announced it has been recognized with a 2022 Performance Leadership Award for excellence in patient perspective. Compiled by The Chartis Center for Rural Health, the Performance Leadership Awards honor top quartile performance (e.g., 75th percentile or above) among rural hospitals in Quality, Outcomes, and Patient Perspective.

Jason Douglas, CEO of Memorial Medical Center said, “I’m very proud of our team for achieving this award. It is a direct reflection of the hard work and dedication they bring to MMC every day. We are always aiming to provide a high level of quality care and the best possible experience for our patients.” The Performance Leadership Awards are based on the results of the Chartis Rural Hospital Performance INDEX™, the industry’s most comprehensive and objective assessment of rural hospital performance. INDEX data is trusted and relied upon by rural hospitals, health systems with rural footprints, hospital associations and state offices of rural health across the country to measure and monitor performance across several areas impacting hospital operations and finance.



MMC Welcomes New Board Member



Memorial Medical Center is pleased to welcome Dani Mikula to its Board of Directors.

Dani was born and raised in Superior. She graduated from Superior High School in 2005 and attended Flagler College in St. Augustine, FL for several years before transferring to the University of Minnesota-Duluth. She graduated from UMD with a degree in Psychology and went on to earn her Master's Degree as a School Psychologist from UW-Eau Claire. Dani continues to be a lifelong learner and is currently completing her doctorate through Edgewood College in Educational Policy and Leadership.

Dani has deep passion and energy for public education. She currently serves as the Superintendent of South Shore School District and prior to that role, she was the Director of Student Services in the School District of Ashland.

Dani and her husband Preston recently moved to the Iron River area with their 4-year old son, Dane, and their Great Dane, Chip. Her husband is a partner at Ashland Ford Chrysler, and they have a strong connection to the Ashland area. "I am honored to have been chosen to sit on the MMC Board of Directors," Dani says. "I have experienced first-hand the excellent care and impressive facilities at MMC. As a member of the MMC Board, I will bring perspective about the importance of increasing access to healthcare, especially around behavioral health services, for families living in rural areas. I am eager to be a part of this growing healthcare system that has such a direct positive impact on the people of this region that I love so much."

When she isn't working and attending extra-curricular events in the South Shore School District, Dani enjoys being with her family, running, reading, traveling and learning. She is deeply invested in the South Shore community and enjoying all of the activities the region has to offer.

Jason Douglas, CEO of Memorial Medical Center says, "We are thrilled to have Dani join our board of directors. The experience she has with local school districts, students and parents of our region will be a valuable contribution to MMC and to our community."

Current Board of Directors include Jason Douglas, President and CEO of MMC; Christine Iverson (Chair); Thomas Jokinen (Treasurer); Richard Setzke; Matthew Anich; Aistis Tumas, MD; John Smylie (Vice-Chair); Tyler Wickman; Taylor Pearson (Secretary); Patricia Schraufnagel; Thomas Cunningham, MD; Peggy Van Hollen-Kman; Karen Hansen; Dani Mikula, and Nathan Schoeppach, MD.



MMC Rebrand Update

By now you have probably noticed a banker's box somewhere in your department as Marketing and Project Management begin the collecting of branded materials in anticipation of the upcoming rebrand. All materials should be collected by the end of December. If you need a flash drive for digital files, or if you have any questions about the gathering process, please email **Abby Miller, Marketing** at ammiller@ashlandmmc.com.

We are expecting to launch the new brand in early spring of 2023. That gives us a few short months to divide, sort and conquer the massive amount of forms and documents for resetting and rebranding. We

appreciate your help with achieving this for both MMC and Hayward locations.

You can be involved in the rebrand process by volunteering to be a Brand Ambassador.

- Help to communicate current state of rebrand process to staff.
- Bring any information or questions you encounter to Marketing.
- Tell the brand story and be excited about looking forward to our new unified brand.
- Please consider volunteering to be a Brand Ambassador for our organization.
- If interested, contact **Kate Deering, Marketing** at krdeering@ashlandmmc.com, Ext. 5186.
- If you have any general questions or comments about the rebrand, please go to the rebrand updates website at ashlandmmc.com/rebrand.

Call out to

ALL STAFF!

Do you want to be a

BRAND AMBASSADOR

and help our organization implement our new brand in 2023?

What the heck is a brand ambassador?

A staff person who has a strong feeling of connection to MMC, the healthcare industry, and to their co-workers and actively advocates for the new brand. You will help Marketing and leaders in our organization with communication by relaying true and positive information to your peers and to your community about our image. You will be the positive voice for change and growth in our organization. Think of it as being an internal cheerleader for our new brand!

What will I need to actually do?

Be excited to tell the story of MMC and our new unified brand that will be taking us into the future.

Attend monthly, lunch-time meetings in person beginning in January 2023 and running for about a year. Lunch will be served at the meetings. Rewards and incentives for brand ambassadors will pop up along the way. As brand launch progresses, meetings may become bi-weekly for a short time.

Deliver oral or written information to departments or outside agencies as needed. Produce and participate in visual promotions (videos, photography, social media, etc).

How do I sign up or get more information?

Call or email Kate Deering, Marketing:
Ext. 5186
krdeering@ashlandmmc.com





STAR

Service

Teamwork

Accountability

Respect

Every encounter,
every person,
every time.



**Memorial
Medical Center**

Right here in the place we love.



Charles Jusula, Warrant Officer 1, son of Clint and Barb Jusula, Rehab Services, graduated on Nov. 9 from Warrant Officer Candidate School, Fort Rucker, AL, and will next be attending flight school to become a helicopter pilot, also at Fort Rucker. Charles is a 2021 graduate of Mellen High School. Congratulations to the Jusula family!!!

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