

Friends

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In this issue...

*Dr. Nesse reflects on ten years
with Mayo Health System.....2*

Breast care's dynamic duo6

*"Call Center" will have all the
right connections8*

*Advanced CT scanner
first in region.....10*

*Seniors find education
key to success.....12*



*Franciscan
Skemp Today:
Powerful Medicine*

Page 4

Franciscan Skemp
Foundation

Linking philanthropy with opportunities to enhance healthcare.

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What a difference a decade makes

While its roots extend more than 120 years, Franciscan Skemp Healthcare only recently celebrated its 10th anniversary. The organization was created when three separate entities – Skemp Clinic, Franciscan Health System and Mayo Clinic – joined forces, each bringing a distinct history and culture to the mix. Simultaneously, the new organization became part of Mayo Health System, a regional network of medical providers offering high quality, community-based healthcare, as well as access to the world-renowned Mayo Clinic.

In this issue of FRIENDS we talk with Dr. Rob Nesse, Franciscan Skemp President and CEO, about the circumstances leading to the formation of the organization, the dramatic changes it has seen in its brief existence, and the exciting future that lies ahead.

What was the driving force behind the merger of Skemp Clinic and Franciscan Health System in 1995?

Actually, the merger predates my association with the organization, so I've found it interesting to look back through the Franciscan Skemp history book published in 2002 which discusses the challenges facing the hospital and clinic in the mid 1990's. While there were financial issues and debates about what was the best long-term healthcare delivery model for the organization and the community, the primary driver for Skemp Clinic and the Franciscan Sisters of Perpetual Adoration (who operated Franciscan Health System), was the desire to maintain an environment where the needs of the patient came first. To that end, the cultures and commitments of Mayo Clinic, Skemp Clinic and the Franciscan Sisters of Perpetual Adoration were very much aligned.

The merging of clinics and hospitals seems commonplace today. Was that the case in 1995 when Skemp Clinic merged with Franciscan Health System (including St. Francis Hospital in La Crosse, St. Mary's Hospital in Sparta, and St. Joseph's Hospital in Arcadia)?

No. The merger that created Franciscan Skemp Healthcare occurred at a time when the idea of combining clinic and hospital operations was relatively new, at least in our region. I think it's important to recognize the success we've had in melding two separate and distinct organizations and becoming a well-regarded member of Mayo Health System. This was no small feat. A good number of clinic-hospital mergers across the nation have not succeeded for one reason or another. We are fortunate that the track record of such affiliations across Mayo Health System has been highly successful, and that our organization and the healthcare network are as



Dr. Rob Nesse, President and CEO of Franciscan Skemp Healthcare.

strong as ever.

Much of the credit for our success goes to my predecessors, Drs. Brian Campion and Glenn Forbes, for their leadership in bringing these separate organizations together and putting us on a sound financial footing. This was essential to our arrival as a network that delivers high quality healthcare with value.

How has the organization changed since 1995?

Just as La Crosse and the Seven Rivers Region have been transformed over the past 10 years, so has Franciscan Skemp Healthcare. We have seen significant increases in the number of physicians in our practice,

the number of clinical services we offer, and the number of patients we serve each year. This growth, along

“Just as La Crosse and the Seven Rivers Region have been transformed over the past 10 years, so has Franciscan Skemp Healthcare.”

Dr. Rob Nesse

with generous support from the community, has enabled us to make significant improvements in

infrastructure and equipment at many of our regional clinic and campus sites, as well as on the La Crosse Campus.

The practice of medicine has grown in complexity during the past decade along with advancements in healthcare technology. We’ve embraced many of these innovations and as a result we’ve been successful in recruiting talented young physicians to join our staff of highly-skilled medical professionals.

What new developments can we look forward to as Franciscan Skemp enters its second decade?

There are many, but first I’d point to the new regional clinic now under

continued on page 4



Mayo One lands at the Center for Advanced Medicine and Surgery on the Franciscan Skemp La Crosse Campus.

What a difference, continued from page 3

construction in Onalaska. We anticipate this facility will open mid-2006, and it will be a practice unlike anything seen in the area before. It will employ patient-centered systems that deliver care in ways that accommodate the busy lives lead by people and families today.

In a patient-centered medical practice, providing the types of services patients need and want, in a way that is convenient for them, is essential. Patient-centered care means looking at things from the patient's perspective, rather than the perspective of the provider. In the coming years we will see a number of innovative changes to what was the standard healthcare delivery model.

Another unique component of the new Onalaska facility will be expansion of our integrative medical services to the new clinic setting. Across the country we see a great many Americans applying treatments and other interventions that are not included in the routine recommendations of their doctors. Up to now, that type of care has often been considered "complementary medicine." Our thought regarding mind, body and spirit, is that it's all part of healing. Integrative medical services are proven to support the healing and health of patients. They are already a valuable and well-accepted component of our Cancer Center. If patients are interested in these types of care, we should offer them as part of our clinic operation. They shouldn't have to go elsewhere to access services and obtain credible information.

And in the not too distant future, we'll see the fruition of a multi-year effort to convert from paper to electronic medical records,

which has been a huge undertaking and one that required a substantial investment. The benefit to patients is

"The most powerful medicine combines the latest technology with a very high level of personal support for the patient experiencing the illness, recognizing the impact of that illness on them and their family, and working to be sure their healing is well supported."

Dr. Rob Nesse

that their health information will be accessible wherever they seek care in the system, without the delays associated with retrieving and transporting paper files. I'm also excited about our thriving

interventional cardiology program, and opportunities to enhance and expand that program in the years ahead.

For some time now Franciscan Skemp has included the tagline, "Powerful Medicine," in its promotional materials. How would you define powerful medicine?

The phrase powerful medicine refers to our philosophy of healthcare and how we provide that care today and in the future. The most powerful medicine combines the latest technology with a very high level of personal support for the patient experiencing the illness, recognizing the impact of that illness on them and their family, and working to be sure their healing is well supported. We believe that's where medicine becomes much more than the application of technology, which anyone can do.

Our practice is centered around our patients – what they need and what they want – that's what we're here for. That's the core of our Franciscan values and Mayo's values. That's powerful medicine.



Construction is underway on Franciscan Skemp's new Onalaska clinic. When the 96,000 square foot facility opens in mid-2006, it will house a practice unlike any other in the region.

Celebration benefits St. Clare Health Missions

As part of the 10th anniversary celebration of Franciscan Skemp's affiliation with Mayo Health System, employees organization-wide were asked to dig deep to help extend medical care to poor and uninsured members of our community. The fundraising campaign spanned several months, and in the end, more than \$12,000 was collected and divided equally between the St. Clare Health Missions of La Crosse and Monroe Counties.

Pictured are (left to right) Dr. Patricia Raftery, director of St. Clare Health Mission in Sparta, Rebecca Nesse, RN, co-director of St. Clare Health Mission in La Crosse, and Dr. Rob Nesse, Franciscan Skemp President and CEO.



Charitable Tourney turns 30

More than 200 golfers helped the Foundation mark its 30th annual Franciscan Skemp Charitable Tourney. The event featured two days of golf, an awards banquet and silent auction. Net proceeds exceeded \$25,000 and benefited advanced medical care at Franciscan Skemp and services provided by St. Clare Health Mission. Many thanks to our generous Tourney sponsors for their support!

Diamond - \$2,000

Health Tradition Health Plan Quality Resource Group, Inc.
Kraus-Anderson Construction Company Rucker Painting, Inc.

Platinum - \$1,000

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Ted Johnson of Coulee Region Mechanical Contractors putts for par, as Dennis Havlik, Franciscan Skemp, looks on.



Breast care's dynamic duo

When a woman discovers a lump in her breast, she has one question, and she wants it answered as quickly as possible.

Is it cancer?

At Franciscan Skemp women are getting that answer faster than ever, thanks to the dynamic duo of Dr. Anne Marie Shorter and Dr. Kathleen Christian. Aided by dedicated colleagues, nurses and support staff, they are the driving force behind a new approach to breast care at Franciscan Skemp.

It all started in 2002, as Franciscan Skemp began to develop models of care for the various types of cancer that would be treated within its new cancer center, then under construction.

"As we worked on the breast cancer model, we realized that breast *care* goes far beyond breast cancer," says Dr. Christian, director of the Center for Breast Care. "Over 70% of palpable breast lumps (those which can be examined by touch) are non-cancerous, yet these women experience all the same anxieties as those who eventually receive a diagnosis of cancer. The standards of care for breast cancer were well understood, therefore we focused on a model that would reduce wait times and decrease anxiety for our patients."

The result was the Center for Breast Care, housed within the area shared by the surgery and radiology departments at

Franciscan Skemp's La Crosse campus clinic.

Dr. Anne Marie Shorter, chair of the radiology department, joined

"As we worked on the breast cancer model, we realized that breast care goes far beyond breast cancer."

Dr. Kathleen Christian

Franciscan Skemp in 2004. She's well aware of the anxiety experienced by patients awaiting diagnosis. "Even though it's highly curable, there is still a terrible dread associated with the words breast cancer. It causes greater fear than learning you have high blood pressure or heart disease, despite the risks associated with those diseases. Getting an answer quickly affects the

patient's psychological outcome, which is extremely important."

With a strong background in women's medical imaging, Dr. Shorter recognized the need for the radiology and surgical departments to work together seamlessly.

"Radiology and surgery are the two big arms in the initial diagnosis of breast disease. Coordinating appointment times between the departments means the patient's visit is expedited. They don't have to come back tomorrow for this, and next week for that. In the Center for Breast Care we are able to do it all, and for the most part, in a single day."

There was little public promotion of the Center for Breast Care during its first year. This allowed the staff to study how patients flowed through the system and to gather feedback. Yet despite its quiet start, the number of patients seen in the Center has risen sharply. Both Dr. Shorter and Dr. Christian point to patient satisfaction and word-of-mouth as the impetus for this growth.

"Women have heard how we're getting patients seen right away and providing answers to their questions more quickly," says Dr. Christian. Dr. Shorter agrees. She attributes the growth to "service, service, service" and notes that "La Crosse is a small place – it doesn't take long for word to get out."

In addition to



Dr. Kathleen Christian, director of the Center for Breast Care (left) and Dr. Anne Marie Shorter, chair of the radiology department.

expedited results, patients have responded positively to other features of the Center for Breast Care as well. "We're female, and that makes a difference to a lot of women," says Dr. Shorter. "When you're lying in an exam room with your breast exposed and a female doctor walks into the room to talk to you, it's a different experience. Not that male doctors aren't equally capable, but having a woman do the examination eases their anxiety. Many patients are surprised when they first meet me, because if they've ever met a radiologist before, it's virtually always been a man."

When the news is bad, patients in the Center for Breast Care quickly discover they are not alone as they face their worst fears. "Everyone involved with these patients is genuinely concerned and will do everything possible to help them through this



Dr. Christian estimates that 95% of her surgical practice is devoted to the breast area.

ordeal," says Dr. Christian. "Taking time to educate patients before you reach the operating room is very important. Focusing my practice on breast care helps me be able to do that."

Dr. Christian estimates that 95% of her surgical practice is devoted to the breast area. "When I give a patient a diagnosis, I spend 45 minutes to an hour with them. I comfort and reassure them and take time to explain their

options. There's so much to cover before they go to surgery."

Breast imaging accounts for about 75% of Dr. Shorter's radiology practice, including providing patients a thorough explanation of her findings when tests indicate a problem. Among the diagnostic tools she uses are mammography, ultrasound and magnetic resonance imaging (MRI).

With the Center for Breast Care and the Cancer Center both opening in mid-2004, the services available to patients broadened markedly. "Patients have really benefited from the groundswell that has occurred at Franciscan Skemp related to cancer. Now we have a cancer center

providing comprehensive treatment, a nucleus of caring physicians interested in the management of disease, nurses and staff devoting themselves to cancer care, psychological support teams – all that comes as part of the package," says Dr. Shorter.

Franciscan Skemp employs a multidisciplinary team approach to cancer treatment, drawing upon the combined expertise of specialists in radiology, surgery, medical oncology,

radiation oncology and pathology. "With all the disciplines working together to assess the situation and formulate a plan of care, it brings a lot of knowledge to the table," says Dr. Christian. "It's also created a cohesiveness among the various providers. Working together often, we've formed a camaraderie that flows over into the care of our patients, and I think patients truly benefit from that."

That camaraderie is evident between



Breast imaging accounts for about 75% of Dr. Shorter's radiology practice.

Dr. Shorter and Dr. Christian. They share an obvious respect for one another, and while they take their work very seriously, this dynamic duo knows the value of a little well placed

"Even though it's highly curable, there is still a terrible dread associated with the words breast cancer. It causes greater fear than learning you have high blood pressure or heart disease, despite the risks associated with those diseases."

Dr. Anne Marie Shorter

humor.

"I think patients appreciate a break from the seriousness once in a while," says Dr. Christian, who contends that Dr. Shorter is the funny one. "I always tell people she's the comedian and I'm the straight man," she adds with a laugh. "We enjoy working together, and it's great to be able to share ideas with someone who's equally concerned about women and breast health."

“Call center” will have all the right connections

With three hospitals, 13 clinics, and more than 235 physicians and providers, navigating your way around Franciscan Skemp Healthcare can be a bit daunting. Recognizing this, the organization has made establishing a new telephone “call center” a high priority for its 2005 – 2007 strategic plan. Once implemented, the call center will offer a single point of entry for patients and the public, as well as for area physicians referring patients to the healthcare system.

“The call center will bring together a number of separate functions, making it easier to access information and providing a more satisfying caller experience,” says Geri Hammes, RN, who was recently named coordinator of the call center. “Taking time to listen to people, assessing their needs and connecting them to the right resources – that’s all part of our Franciscan approach to care.”

According to Geri, “At present, people who want assistance choosing a physician, registering for educational offerings or obtaining health information call into different places within the system. Bringing these calls into one spot will enable us to serve callers more effectively and efficiently. The improved service offered by the call center will be a great satisfier for our patients.”

Another important component of the call center will be the implementation of one-call physician referrals. This will enable Franciscan Skemp physicians at regional clinics as well as physicians whose practices are not associated with Franciscan Skemp to refer patients for

specialty care via a single phone call.

“It’s important that we make the physician referral process as easy and efficient as possible,” notes Dr. Alan Fleischmann, Franciscan Skemp vice

“Taking time to listen to people, assessing their needs and connecting them to the right resources – that’s all part of our Franciscan approach to care”.

Geri Hammes, RN

president for regional medical affairs. “We want them to be able to handle everything in a single call, so they can get off the phone and back to caring for their patients.”

Dr. Fleischmann notes another advantage of the new system, already underway, is superior communication.



Dr. J. Alan Fleischmann



Geri Hammes, RN

“With the patient’s permission, test results and other information are shared with the referring physician. This keeps them informed and allows them to incorporate data into the patient’s record at their facility, if they

choose.” To ensure efficient handling of calls, physicians will have a separate, direct line into the call center, alerting staff to incoming referrals even before they answer the phone.

For patients or parents who have questions at times when physicians may not be easy to reach, the call center’s nurse triage feature will offer additional peace of mind. Specially trained nurses will be available nights, weekends and holidays to answer questions, assess situations and provide guidance, including contacting the physician if needed.

Geri points out that “Patients won’t be bound to the call center. They can still call directly into the clinic or department where they see their doctor. We won’t be replacing that. It’s important for the clinics and departments to keep a good pulse on patient care issues, and for doctors to have control over their interaction with patients. But the call center will be there to fill the gap after business hours and ensure patients always have access to information and advice.”

Portions of the call center’s services are already quietly up and running. Additional services will be added systematically over the next several months to ensure the smooth launch of each new component. Plans are for the call center to be fully operational and ready for public promotion by the end of this year.

As Geri says, “We want to take our time and work out any bugs before we go public. Our goal is to provide unparalleled service, so it makes sense to invest the time now to do it right.

A universal opportunity

Courtesy of LEAVE A LEGACY, a public awareness program sponsored by the National Committee on Planned Giving. For more information visit www.leavealegacy.org.

In life, most people require some kind of assistance, whether it's physical, financial or spiritual. Perhaps a local church or food bank supplied meals during a tough time. Maybe you were given a scholarship that made the dream of college possible. You or a loved one may have been shown especially compassionate care in the hospital during an illness or injury.

During life's struggles, we are often reminded that more must be done to continue positive, humane acts of kindness, and to sustain programs for personal enrichment. We wish more funding were available for medical research, for domestic abuse shelters, or a treasured arts or music program.

Charitable organizations need

financial assistance from people like you to continue their work. More than 80 percent of Americans contribute to the nonprofit groups of their choice throughout their lifetimes. But according to research conducted in 2000, only around eight percent chose to continue this support through a charitable bequest.

By making bequests and other "planned gifts," you can continue to help organizations that are making a difference in your community.

What better way to thank the people or organizations that have had an impact on your life, than to make a contribution from your estate through a bequest?

Gifts large and small are important. The joy of giving and the opportunity



to leave a legacy are not limited to those with substantial material wealth. Each of us has the ability to make a difference - if we choose to do so.

To receive a complimentary **Will Information Kit**, call Peter Grabow, Franciscan Skemp Foundation Executive Director, at (608) 784-6449 or e-mail Peter at grabow.peter@mayo.edu.

*As Thanksgiving draws near,
our thoughts turn gratefully
to those who so generously
support the healing mission of
Franciscan Skemp Healthcare.*

*May the months ahead bring
you peace, good health and
much happiness.*

Latest in CT technology provides “absolutely spectacular” images

New state-of-the-art equipment is allowing healthcare professionals at Franciscan Skemp to view amazing three-dimensional images of structures in the human body, without surgery or other invasive procedures.

Since its introduction in the 1970s, physicians have relied on computed tomography or CT* imaging to aid them in diagnosing and monitoring disease. Along with X-ray, MRI

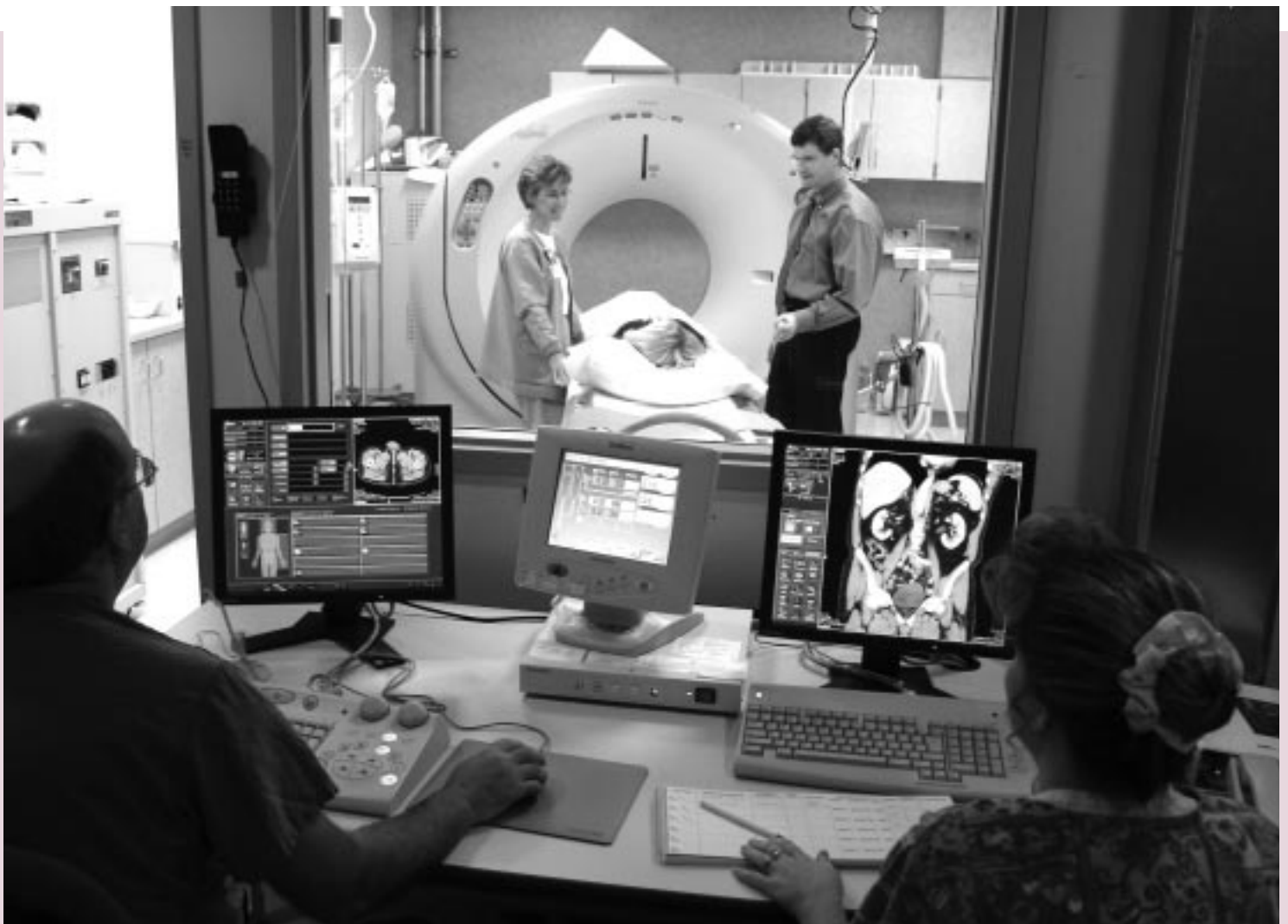
** CT scans may also be referred to as CAT scans.*

(magnetic resonance imaging) and ultrasound, CT scanning has become a critical tool in caring for patients.

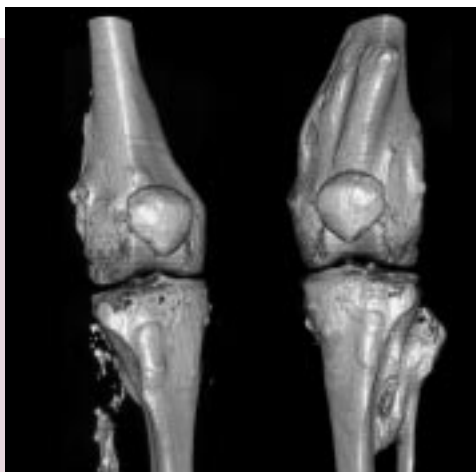
According to Dr. Mory Jahangir, director of CT imaging at Franciscan Skemp, “CT technology was developed in the early 1970s. By today’s standards, early machines were quite slow and their images primitive. The latest generation of scanners employ multiple rows of “detectors” that enable them to take 64 images with

each revolution of the x-ray tube around the patient, in just a fraction of a second.”

Franciscan Skemp’s new 64 row multi-detector CT scanner, or 64MDCT, arrived in August. “With this machine we can capture detailed images of things like coronary arteries, which are very small and take a rather tortuous path around the heart. Because the heart is beating and the arteries are always moving, this type of imaging



The new 64MDCT provides a three-dimensional look at structures in the human body, without surgery or other invasive procedures.



These samples demonstrate the clarity of images produced by the 64MDCT. From left to right: knee joints; pelvis and hip joints; shoulder.

wasn't practical using older CT scanners. Cardiac catheterization was the only option," says Dr. Jahangir. Dramatic advancements in the speed of CT imaging have changed that

"The 64MDCT takes 64 pictures in four tenths of a second. The computer

"Everything we do is better, in terms of providing state-of-the-art imaging of lungs, liver, bones—whatever we're looking at."

Dr. Mory Jahangir

converts the data from the pictures into a three-dimensional image that can be viewed from any plane. Now we have another tool to diagnose coronary artery disease."

Dr. Jahangir notes that "the latest CT machines gather such tremendous amounts of data while recording images that it took awhile for computer technology to catch up and allow us to do something with all that data. It's a real feat of engineering and computer science that makes it happen."

Clearly this machine is a marvel of technology – but how does it improve

the care of patients?

"Everything we do is better, in terms of providing state-of-the-art imaging of lungs, liver, bones—whatever we're looking at. And it will enable us to offer new services, like looking at coronary arteries in the heart" says Dr. Jahangir.

Another feature unique to the 64MDCT is the ability to produce distortion-free images of areas adjacent to metal objects in the body. "It's not uncommon for people to have metal in their bodies from previous surgeries, such as screws or joint replacements," says Dr. Jahangir. "With older CT technology, the metal always caused a lot of artifact (distortion), ruining the picture on the scan. If someone had a total hip replacement, we couldn't see the nearby bone because of the distortion. The new 64MDCT provides such clarity that we can actually see the threads on screws and structures adjacent to replaced joints."

Patients will appreciate the greater comfort offered by the new 64MDCT. "Those who've had a CT in the past will find the process is a lot quicker," says Dr. Jahangir. "For example, a patient having a chest CT for their lungs used to have to hold their breath for perhaps as long as 30 seconds. That same imaging can now be accomplished in four or five seconds.

That's much more comfortable for the patient."

To prepare for the arrival of the new 64MDCT, all CT technologists at Franciscan Skemp's La Crosse campus underwent a week of instruction at the manufacturer's training center. Additional training was provided following installation so that staff could master the 64MDCT's most advanced features.

Dr. Jahangir, his fellow radiologists and the staff are understandably excited to be working with the new 64MDCT scanner. "The quality of the

"[Patients] who've had a CT in the past will find the process is a lot quicker."

Dr. Mory Jahangir

images from the 64 row technology is absolutely spectacular. It's really not even comparable to previous generations. We're very pleased to be the first healthcare provider in the area to have a 64MDCT, and to apply this technology for the benefit of our patients."

Seniors find education key to success

Each year people age 65 and over account for a greater share of the U.S. population.

So one might expect vast resources are available to help older Americans navigate the changes that occur as a natural part of aging. However, if you've reached or are nearing this stretch of life, you probably know this is not always the case.

At Franciscan Skemp, supporting the needs of seniors has long been a priority. In fact, Franciscan Skemp is the only healthcare provider in the area with a resident geriatrician and department of geriatrics. In the past four years, Franciscan Skemp Foundation has provided more than \$50,000 to help ensure area seniors have access to a variety of resources.

"Successful Aging" is among the programs receiving Foundation support. This monthly educational series covers topics that help seniors enhance their health and quality of life. Recent topics include Driving and Dementia, A Fulfilling Retirement – You Owe it to Yourself, Advance Care

Planning, Stroke Prevention, Identity Theft, Simple Healthy Cooking, and The Medicare Modernization Act.

Organizers of the Successful Aging series are extremely pleased with both attendance and the positive feedback they've received.

They say comments such as "These are always excellent presentations – informative and entertaining," and "You do a great job selecting programs and presenters" make all their efforts worthwhile.

Successful Aging sessions are held the fourth Tuesday of each month (excluding December) from 9:30 – 10:30 a.m. in Marycrest Auditorium on the La Crosse Campus. All sessions are

free of charge and open to the public. A complimentary continental breakfast is available from 9:00 – 9:30 a.m.

For more information please call (608) 791-9595.



"Successful Aging" Upcoming Presentations

Oct. 25: Aging and Arthritis

Nov. 22: Relationships—Pacing Yourself and Treasuring People

Jan. 24: Physical Changes that Accompany Dementia

Feb. 28: Wills & Estate Planning

Mar. 28: Spirituality