



From the President CEO

Reflecting on the last year, St. Croix Health has navigated and evolved to set the stage for our next chapter. We started off the year being challenged by another wave of COVID-19, and once case numbers waned, we were given the opportunity to recast our strategic plan. Through the strategic planning process, we strengthened our bond with our foundational values, mission, and vision while catapulting ourselves towards the instrumental change needed to set us up for our future.

You may have noticed something different about our name and logo! This summer we changed our name to St. Croix Health, which aligns us with who we truly are. We are a healthcare system serving 100 miles of the upper St. Croix Valley. We are more than a Regional Medical Center and offer a wide array of hospital-based services, community clinics that provide primary, behavioral health, medical, and surgery specialties, three retail pharmacies, dental clinic, EMS services, home care, and hospice.

As we continue to grow and expand, we recognize the need to focus on the areas that need attention in 2023. These focus areas include increasing market presence, becoming the quality and patient experience leader in the St. Croix Valley, becoming a learning organization, immersing ourselves in the communities, and breaking ground on a state-of-the-art regional campus.

Moving forward as St. Croix Health, I am excited to learn and grow with the St. Croix Health team. St. Croix Health has a bright future and with a strategic and foundational focus, we will become a passionate health partner for the communities and the people we serve.

Kull Nobosenshi

DAVE DOBOSENSKI, PRESIDENT | CEO



ST. CROIX HEALTH GOVERNING BOARD

Gurdesh Bedi, MD **Trudy Canine** John Cumming, MD John Driscoll Lisa Edstrom Karen Hauer Rebecca Lyman, MD William Ties Joseph White



1919–1950	1951–1970	1971–1999	2000–2021
BAKER HOUSE ST. CROIX FALLS HOSPITAL AND CLINIC	ST. CROIX VALLEY MEMORIAL HOSPITAL 1957 • 1982–99 • BALSAM LAKE, MILLT		MERGED • ST. CROIX REGIONAL MEDICAL CENTER

Move to St. Croix Health

St. Croix Regional Medical Center is much more than a medical center. We serve a geographic area that spans over 100 miles of the upper St. Croix Valley including five counties and two states. Our organization is a purpose-driven, people-centered, independent healthcare system that includes a hospital, multi-specialty clinics, dental services, pharmacies, and ambulance services. We embody our deep commitment to answering the needs of the people in our communities—all while remaining rooted in our mission, vision, and values

St. Croix Regional Medical Center changed our name to St. Croix Health to better represent who we are today. The transition to St. Croix Health helps to define us as the comprehensive healthcare system we are while demonstrating our level of commitment to cover a large geographic area. Our goal is to continue providing excellent, high-quality care that is accessible and affordable to all we serve, embracing innovation, and growing in a sustainable and responsible manner. St. Croix Health is dedicated to giving our patients a voice in how we evolve into the partner our communities can count on for life. We appreciate the support over the last 100 years, and we look forward to serving you for years to come.

2022 St. Croix HEALTH

3

St. Croix Health COVID-19 Impact in Numbers

St. Croix Health remains committed to helping protect staff, patients, and the community from the spread of COVID-19. The spread of COVID-19 in our community was high for a significant portion of our calendar year. We continued to educate the people in our area that the best tools for reducing the spread of COVID-19 are:

- Social distancing when possible
- Washing your hands frequently with soap and water
- Wearing masks when in public spaces including outside of work
- Avoiding large gatherings of 10 or more people
- Working remotely when possible

4

- Testing when exposed or dealing with any symptoms
- Vaccinating yourself against COVID-19

Vaccination is the primary way to minimize the impact of the pandemic without returning to more stringent public health measures. We are fortunate to have three very safe and effective options for vaccines, although St. Croix Health focused on utilizing the Pfizer and Moderna options. We recognize vaccination does not provide 100% protection from being infected, but data shows conclusively that vaccinated patients are seeing decreases in the severity of illness, long-term complications, and death from COVID-19 when compared to non-vaccinated patients.

The approval of a booster dosage for those 18 and older, provided additional protection for many during the holiday season. In further exciting approvals, St. Croix Health began rolling out vaccines for those 5–11 in February and those five and under in June.

All this was happening while most health care organizations were short staffed, a trend that has unfortunately continued. The St. Croix Health lab team, like many of our patient care positions, was often working at 76% of its normal staffing volumes.

The laboratory reported out **1,270,465** lab results in addition to the COVID-19 tests. The most ever in one year.

1,279,465

Lab Results + COVID-19 Tests reported out at St. Croix Health Lab

COVID-19 Specimens processed by St. Croix Health staff and sent to external labs

10,248

COVID-19 Specimens processed at St. Croix Health Lab

6,886

6,353

COVID-19 Antigen Tests done at St. Croix Health Lab

682

Monoclonal Antibodies

43

COVID-19 Oral Therapies

From July 1, 2021 to June 30, 2022

4,580

COVID-19 Vaccines



Mammography Services Expand

St. Croix Health Breast Center began offering screening mammography services at our Webster clinic on October 4, 2021. As our breast care service volumes have increased, we have outgrown the capacity of our single mammo-gram machine in St. Croix Falls. We are happy to be providing an expansion of services in this critical component of preventive care. We have heard wonderful feedback regarding our ability to serve our northern, and traditionally medically under-served, communities in this way.

Some relevant details about our new mammogram machine-

- The mammogram machine in Webster has the same 3D mammography capability as the machine on our St. Croix Falls campus and images are read by the same team of radiologists. As always, we aim to have mammograms read within 24 hours of their completion and to notify patients of any abnormalities requiring additional workup on the same day as that abnormal reading.
- Breast cancer screening in Webster is available to all our patients, not just those whom we primarily serve in Webster.
- The mammogram machine in Webster is used for screening examinations only. If diagnostic workup is required, patients will be scheduled for those examinations and/or biopsies at the St. Croix Falls campus.

Important facts about breast cancer-

- One in eight American women will be diagnosed with breast cancer in her lifetime (12%).
- Each year in the United States, about 255,000 women get breast cancer and 42,000 women die from the disease.
- 63% of breast cancer cases are diagnosed at a localized stage (there is no sign that the cancer has spread outside of the breast) for which the 5-year survival rate is 99%.
- Although rare, men get breast cancer, too. In 2021, an estimated 2,650 men will be diagnosed with breast cancer in the U.S. and approximately 530 will die.
- Breast cancer is the most common cancer in American women, except for skin cancers. It is estimated that in 2021, approximately 30% of all new female cancer diagnoses will be breast cancer.



The St. Croix Health Breast Center was able to perform over 613 mammograms in Webster alone since the equipment was installed. Breast cancer screening makes a difference. Breast cancer screening saves lives. We are delighted that we can offer this additional screening location to the patients in the communities we serve.



Helping Fight Chronic Pain



"... medicine and this class go hand in hand. Today, I am thankful, and I will spread the word in our pain community." –an Empowered Relief™ attendee

Empowered Relief[™] Classes Offered at St. Croix Health

One in every five adults deals with some form of chronic pain, and pain is the number one reason patients access the health care system. The opioid crisis has taught us that pharmacological treatment of chronic pain is not the answer.

In October of 2021, St. Croix Health began offering Empowered Relief [™] classes, a new service for addressing chronic pain. Developed at Stanford University, this evidence-based treatment is a single, two-hour pain management skills class which has been found to offer as much benefit as eight sessions of cognitive behavioral therapy (CBT) for patients experiencing chronic low-back pain (CLBP) in a NIH study. The class is taught by Dr. Colleen Erb, a clinical psychologist at St. Croix Health and a Certified Instructor for Empowered Relief[™]. Dr. Erb learned about Empowered Relief[™] when she attended the American Academy of Pain Medicine Conference and proceeded to become certified by Stanford. Both trainings were made possible by the continuing education funds that St. Croix Health provided.

To reach as many individuals as possible, we offer this class monthly to the public at NO cost. The class is offered virtually so the patient just needs a phone, computer, or other device to attend. Family members are welcome to join as well. Registration is required so that class materials may be sent.

Since our first Empowered Relief[™] class was offered in October of 2021, we have had 66 individuals attend the class, an average of 6-7 attendees per class. In addition to the attendees from our St. Croix Health service area, we have had individuals sign up from as far away as Maine, New York, California, and Texas. Participants can learn more or register to attend a class on the St. Croix Health website (saintcroixhealth.org) or through our link on the Empowered Relief[™] site at Stanford University.

You can learn more about the research behind **Empowered Relief™** clicking here.

"Code Blue" Update

The restructured and standardized Code Blue Team went live on October 4, 2021. The Code Blue committee worked hard to make this happen and will continue to strive towards our goal to provide a coordinated response to any patient requiring cardiopulmonary resuscitation on the hospital campus. The team began practicing via "mock codes" called throughout the facility in the months following the restructure.

St. Croix Health will continue the use of the Rapid Response Team for urgent patient care needs outside of cardiopulmonary arrest. Changes have been made to the Rapid Response Team to better meet the needs of our patients and more effectively engage staff.

Total Worker Health Publication

St. Croix Health began to work with HealthPartners and the Harvard T.H. Chan School of Public Health in 2019 to help create and study health and wellness initiatives for employees. Out of this partnership, a study was conducted and published in the Journal of Occupational and Environmental Medicine (May 2021, Vol 63, Issue 5, pp:411-421) titled: Building Capacity for Integrated Occupational Safety, Health, and Well-Being Initiatives Using Guidelines for Total Worker Health Approaches. St. Croix Health will be presenting the findings in conjunction with the HealthPartners Chief Science Officer at the national Health Enhancement Research Organization (HERO) Conference in October.



Kinisi Memory Clinic

The Memory Clinic offered through St. Croix Health and Kinisi is a multi-disciplinary approach for patients and their family members to learn how best to facilitate the needs around an early dementia diagnosis. Patients are referred to our Neurology specialists to begin the process. Once a diagnosis is confirmed, the Memory Clinic will work with patients and their family members to provide care including occupational therapy, psychology, social services, and other specialties that may be needed on an individual basis. The goal of the Memory Clinic is to provide skills, lifestyle changes, appropriate memory medications, and

support resources to enhance the patient's quality of life.



Supporting the Community

Volunteer Partners 2022

The Volunteer Partners have continued to support St. Croix Health even after losing their gift shop location on the St. Croix Falls campus. Their continued work with the St. Croix Valley Pharmacies by selling multiple items including fun gift items at the pharmacy locations helps to support St. Croix Health as well as our community members. The money they raise is used for multiple scholarships and to help the patients of St. Croix Health.



Volunteer Partners Scholarships Daellenbach Scholarship \$1000 Kalley Smith (Osceola)

Volunteer Partners Scholarship \$500 each McKenna Kieffer (Chisago Lakes) Katherine Saueresigg (Chicago Lakes) Zoey Carlson (Chisago Lakes) Lauren Kremer (Osceola) Kylie Broten (St. Croix Falls) Josephine Johnson (Webster)





St. Croix Valley Health Care Foundation 2022

Although our name changed from St. Croix Regional Medical Center to St. Croix Health, our organization continues to receive the support of the St. Croix Valley Health Care Foundation. Because of the need for caution around the health of our supporters and community members, SCVHC Foundation was again unable to host their annual Fall Fundraising Gala during 2021. Canceling the gala for another year was disappointing but made the ability to host the 21st Annual Golf Classic last June that much more exciting. Thank you to the 26 teams that enjoyed a beautiful, June day of golf, food, prizes, and fun. The almost \$14,000 raised will help to support the Foundation in their mission to assist St. Croix Health and the communities we serve.

St. Croix Valley Health Care Foundation Scholarships 2022

Zoey Carlson (Chisago Lakes) Kaitlyn Wille (Chisago Lakes) Lauren Kremer (Osceola) Kalley Smith (Osceola) Colin Hackbarth (St. Croix Central)

Post Graduate Recipients

Jessica Bartz (St. Catherine University) Nicholas Kremer (University of Dubuque)

St. Croix Health Scholarships 2022

Zoey Carlson (Chisago Lakes) McKayla Blume (Grantsburg) Chase Doornink (Grantsburg) Sophia Saueressig (Luck) Kalley Smith (Osceola) Ava Johnson (Osceola) Lauren Kremer (Osceola) Kylie Broten (St. Croix Falls) Josephine Johnson (Webster)

Continuing Community Outreach



SSAAC says "Thank you"

The St. Croix Falls campus received a gift from the Saints Student-Athlete Advisory Committee (SSAAC) in February. SSAAC is a newer group at St. Croix Falls High School that is working to improve leadership and culture within the athletic department while giving back to the community. Lucy, Brady, and Kieran dropped off treats for our St. Croix Regional Medical Center staff as a token of appreciation for the difficult time that our healthcare workers have gone through.

Surgical Technologist Week

There are many weeks throughout the year to celebrate the different specialists that work throughout St. Croix Health. In January, we recognize IV nurses. In February and March, we celebrate our Cardiology and Human Resource departments. And in September, we acknowledge our Surgical Technologists. Each team within St. Croix Health is an imperative piece to the large puzzle that is our success. Every team has its own superpower.

SCH HealthCare Week

Traditionally, the 2nd week of May is reserved to celebrate hospitals and nurses for what they bring to their communities. This year, St. Croix Health (SCH) celebrated the entire organization's staff and what each role brings to make SCH successful, while acknowledging their impact on all of our communities. To celebrate them, we had events, prizes, giveaways, and games throughout the week. There was a video challenge, a Frisbee Find, food and coffee trucks, free lunch, and a crazy sock and shirt day to get everyone involved. With prizes donated from local businesses and a free bag of gourmet popcorn for every staff member to end the week, it was a wonderful celebration.





Diaper Drive

Access to a sufficient supply of diapers is essential for the health of infants and toddlers, but too many families do not have the resources to adequately provide for this basic need. One in three families report experiencing diaper need. St. Croix Health partnered with United Way St. Croix Valley to host a diaper drive at all our locations. We asked staff and community members to donate diapers sizes newborn, 1, 2, 3, 4, 5, 6, and baby wipes.

We were able to donate more than 2,400 diapers and 48 packages of wipes!

Diapers and baby wipes collected were distributed to families through nonprofits located in Burnett, Chisago, and Polk Counties for regional impact. This support helps families gain financial flexibility to focus income on housing and other essential items.



Give Kids a Smile® Dental Event

For the 3rd year in a row, the St. Croix Health Dental Clinic in Webster held the "Give Kids a Smile" event. This event provides dental cleanings, exams, and necessary dental work to school-aged children in the community who do not have dental insurance. The 2022 event was held on February 4, 2022 and included treating nine different children. After getting their teeth cleaned and sealants applied when necessary, Dr. Ben McKinley and his team provided exams, fillings, and an extraction. This event provided \$3,462 worth of services for free to these students. Thank you to our Dental Clinic staff for their work in helping community members of all ages live healthier lives.

St. Croix Health Sponsorships

As a prominent member of our local communities, St. Croix Health is committed to supporting opportunities that help the people around us live healthier, happier, and longer lives. Because our funds and available volunteer time are limited, we use an application process to select which events and requests best fit our Mission to determine how money and time will be allocated. Although we are a not-for-profit healthcare system providing a critical-access hospital, community, and dental clinics, we understand that our role is more than just providing access to healthcare for rural areas in Minnesota and Wisconsin. We are here to be a partner with the communities where we live and work.



Let's Go Fishing

St. Croix Health has been a sponsor of Let's Go Fishing for a few years. Let's Go Fishing is a volunteer-run organization that owns specialized, handicap-accessible pontoons and helps provide fishing experiences for seniors, veterans, youth, and disabled groups. The East Central MN Area Chapter has two locations where they offer guided fishing trips while providing everything needed to enjoy a day on the water with a fishing pole in hand.

St. Croix Falls Farmers Market

Access to healthy and locally-grown food is vital for living a longer life. St. Croix Health helped sponsor the St. Croix Falls Farmers Market with a donation to assist in recruiting vendors and helping offset the costs of set up and advertising.



Other Sponsorships

A few other organizations and events that St. Croix Health supported this year include:

- St. Croix Falls Police Department
- Taylors Falls Lighting Festival
- Northwest Alliance Community Foundation
- Polk County Economic Development
- WITC and ADRC Virtual Caregiver Conference Series
- Mental Health Task Force
- Webster Education Foundation
- Northwoods Homeless Shelters



STAR Education Foundation

The largest sponsorship donation that St. Croix Health made was to the STAR Education Foundation. The request for funds to help update the St. Croix Falls Middle School playground. The goal was to raise enough money to update the playground to make it safer for children, but to also make it more inclusive for everyone to be able to enjoy and utilize it.

New Providers at St. Croix Health



Brittani Brennan, PT Physical Therapy



Rebecca Koronoski, PA-C Family Medicine



David Nordin, MD **Orthopedic Surgery**



Glenn Nickele, MD Cardiology



Jennifer Rader, MD Family Medicine



Shaun O'Keefe, PA Orthopedics



Christie Shelly, NP Hospitalist



Ashley Wright, NP Pain Management

Community Health Needs Assessment (CHNA) 2022

Improving the health of our communities is critical to ensuring the quality of life for the people who live in them. Our health is impacted by where we work, live, learn, and play. Understanding the current health status of a community, and the multiple factors that influence it, is important in identifying priorities. Once identified, decisions regarding future planning and funding, how to build on existing strengths and assets, and further collaboration and coordination opportunities across organizations, institutions, and community groups can be utilized in making plans and priorities.

Every three years, St. Croix Health conducts a Community Health Needs Assessment (CHNA) with community partners. The information from this assessment is used to identify the priority areas and create an implementation strategy to address them. The three priority areas that St. Croix Health identified for 2022-25 are Access. Support, and Inclusion. Success in these priorities would be:

Access Access to care, services, and opportunities is equitable for all community members.

Support Community leaders work together to align strategic efforts and develop a "community health system" that is easy to use, creates seamless transitions, and is built around supporting community members' ability to live healthier, happier, and longer lives.

Inclusion Community members feel like they belong and are empowered to help themselves and each other live healthier, happier, and longer lives.

St. Croix Health is passionate about delivering our community the care and services they need with the help that they deserve in an environment where they feel they belong.

St. Croix Health plans to implement the following to address the priority areas and to put our community in the best place to succeed.

Access

- provider.
- Increase technology utilization to improve patient engagement and self-care. Create a personalized, professional development plan

- Reduce barriers to job opportunities by providing supportive childcare options.

Support

- Establish and strengthen relationships with other community sectors.

- Connect vulnerable populations to community resources.
- Provide patients with reliable and affordable transportation options.
- Provide support in navigating the health care system.

Inclusion

- Decrease stigma associated with getting mental health support. Promote a culture of "belonging" by increasing awareness in health equity, diversity, and inclusion.
- Create opportunities to increase the voice of the patient/ community members.

- Increase convenient opportunities to visit a health care
 - for every employee.
- Create clear pathways for employee growth and development.
- Create local workforce opportunities to support socioeconomic
 - efforts (employment/income, family/social support).
- Develop plan to create a new, visionary, physical structure.
- Become a community partnership leader.
- Increase resource referrals for patients with unmet social needs.

"For newborns that live farther away and who need additional services, the virtual health partnership lets us export our expertise and care to places we couldn't otherwise reach." Dr. Mark Bergeron, Neonatolgist,

Children's Minnesota.

Virtual NICU Partnership



Through a new virtual care partnership, physicians at St. Croix Health now have enhanced 24/7 access to Children's neonatal care specialists. Using audio/video technology, St. Croix Health physicians can hold a virtual consultation with a neonatal clinician from Children's Minnesota.

Children's From there, clinicians from both systems collaborate on the care management of newborns requiring acute stabilization after birth and determine whether the baby needs to be transferred another facility for further care.

When deemed appropriate, the St. Croix Health physician places a call to Children's Minnesota and requests a virtual consultation. Within minutes, a neonatal specialist from Children's will connect via an audio/video conference with the provider and care team.

For St. Croix Health physicians, the virtual care partnership is a better way to serve area families. "This virtual care relationship between Children's and St. Croix Health provides an enhanced level of safety for newborn care at the hospital. By allowing the Children's neonatal specialists to see the baby, we're confident that we'll be able to keep and serve more families here, in their own community," said Andrea Olson, MANU, MAOL, RN, VP of Patient Care. "We take excellent care of these babies and will send them to another facility for even more specialized care, if necessary."

Partnerships like these also support Children's vision to be every family's essential partner in raising healthier children. "Our vision pertains to all infants-not just the ones who are born in our Mother Baby Centers," said Dr. Mark Bergeron Virtual Care physician lead for Children's Minnesota neonatology department. "For newborns that live farther away and who need additional services, the virtual health partnership lets us export our expertise and care to places we couldn't otherwise reach. Virtual care is an excellent way to help improve access to specialized care throughout the region."

Children's Minnesota seeks partners who are enthusiastic about improving patient care and who have a strong belief that a virtual partnership will benefit their community. It found both qualities in St. Croix Health. The virtual care partnership is sure to be an outstanding and helpful resource for area patients, one that improves the overall experience of families. We are committed to ensuring the success of this service to newborn patients. "Whether a newborn needs to be transferred to a higher level NICU or we are able to continue care at St. Croix Health, we are focused on ensuring best practices are in place to provide the safest care possible," said Dr. Michael Tiffany, St. Croix Health Medical Director of OB/GYN. "Our ability to continue care close to home is valued by our patients and this program will help us continue to offer that experience for our patients and families."

Preliminary Comparative Income Statement

	6/30/2022	6/30/2021
PATIENT REVENUES		
Inpatient Hospital	\$24,056,958	\$21,213,673
Outpatient Hospital	142,491,545	131,300,509
Professional and Clinic	56,898,601	56,148,565
Total Patient Revenues	\$223,447,104	\$208,662,747
Government & Insurer Discounts	(105,450,544)	(95,225,787)
Bad Debt Expense	(924,964	(2,456,723)
Charity Care	(629,827)	(536,570)
Miscellaneous	1,628,337	5,837,367
Net Operating Revenue	\$118,070,106	\$116,281,034
OPERATING EXPENSES		
Salaries—Staff	\$49,801,337	\$47,648,028
Employee Benefits	13,792,955	12,319,703
Contracted Physician Fees	9,845,930	10,180,824
Purchased Services	9,382,140	7,439,455
Supplies and Drugs	23,562,064	22,240,680
Building, Equipment and Repairs	4,441,488	3,619,350
Depreciation and Amortization	4,378,236	4,069,502
Interest Expense	34,490	28,065
Rental Expenses	380,880	541,183
Utilities Expenses	826,719	764,456
Other Expenses	2,482,226	2,169,018
Total Operating Expenses	\$118,928,463	\$111,020,264
Operating Income	(858,356)	\$5,260,770
Non-Operating Net Revenues	3,535,302	4,028,558
Net Income	\$2,676,945	\$9,289,328



MISSION We help people live healthier, happier, and longer lives.

VISION	To transform from
	that is sustainable
VALUES	People-Centered, T



235 State Street, St. Croix Falls, WI 54024 800.828.3627 | 715.483.3221 www.saintcroixhealth.org

St. Croix Health

Hospital services 800.828.3627 | 715.483.3261 www.saintcroixhealth.org 235 State Street, St. Croix Falls, WI 54024

St. Croix Falls Clinic 715.483.3221 | 800.828.3627 216 South Adams Street, St. Croix Falls, WI 54024

St. Croix Falls Pharmacy 715.483.0426 216 South Adams Street, St. Croix Falls, WI 54024

Kinisi Institute for Movement 844.4.KINISI (844.454.6474) 715.483.3261 part of St. Croix Health www.kinisiinstitute.org

quality sick care to quality well care and affordable

Trust, Innovation, and Growth

Frederic Clinic 715.327.5700

Frederic Pharmacy 715.327.4208

Lindström Clinic 651.400.2240

Unity Clinic (Balsam Lake) 715.825.3278 1504 190th Avenue, Balsam Lake, WI 54810

Unity Pharmacy with Drive-Through 715.825.4498 1504 190th Avenue, Balsam Lake, WI 54810

Webster Clinic 715.866.4271 26425 Lakeland Avenue South, Webster, WI 54893

Webster Dental Clinic 715.866.4420 26425 Lakeland Avenue South, Webster, WI 54893