



Crossing Rivers Health

Prairie du Chien, Wisconsin



Established in 1957, Crossing Rivers Health is a Joint Commission-accredited Critical Access Hospital that provides the people of Southwest Wisconsin and Northeast Iowa with access to more than 100 services at a state-of-the-art Medical Center, along with an adjoining primary care clinic.



Crossing Rivers Health Primary Care Clinic



Crossing Rivers Health Primary Care Clinic Providers

Our Purpose, Reason, Focus and Goal



Screening all eligible people in our community for prevention, early detection, and treatment of cancer is our purpose.



Our friend, Lora is our reason.



Our patients, community, co-workers, friends, and family are our focus.



Eliminating cancer is our goal.



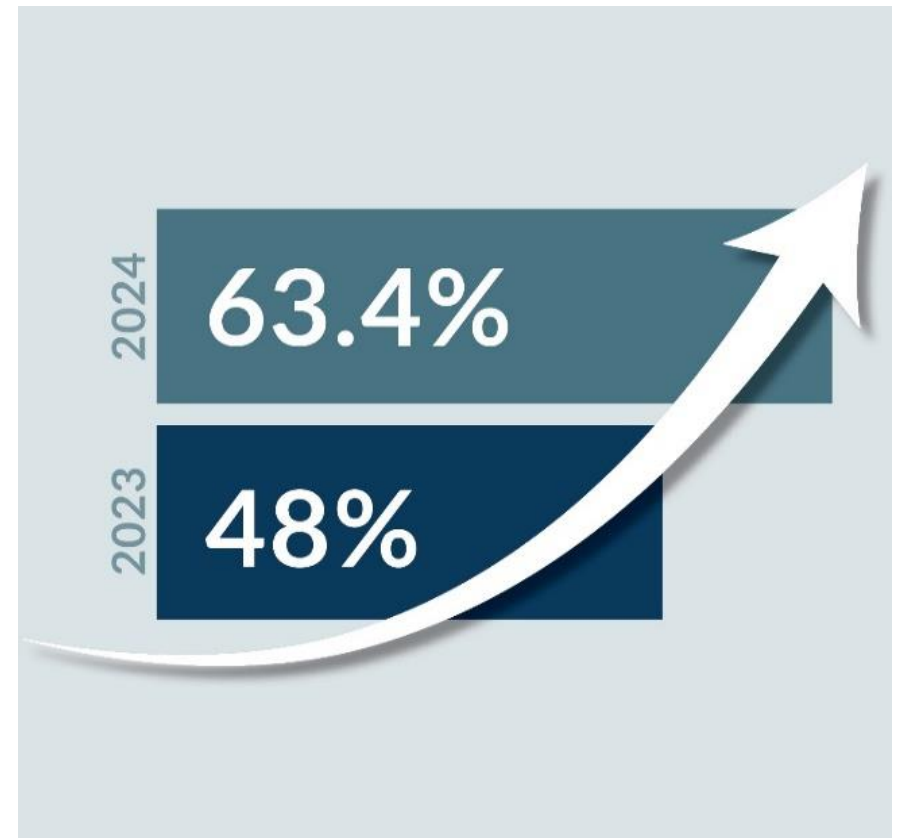
Our Team with Lora and Roger

Lora, our co-worker and friend, was diagnosed with colorectal cancer twice. Her cancer has metastasized, forcing her to retire as she continues fighting each day to slow its growth. While her determination is challenged by her body's ability to endure treatments, Lora's unwavering faith and fierce spirit inspire us to fight both alongside her and for her.

Colorectal Cancer Focus

Goal: To Increase Colorectal Cancer Screening Rates

- Our Clinic Quality Team Identified Need for Improvement in Screening Rates
- Started Initiative with a Screening Rate of 48% and Ended Initiative at 63.4%
- Staff Education
- Community Education



Ask The Expert



Janelle Helgerson, RN
Population Health Nurse
Crossing Rivers Health Clinic



Colorectal Cancer Awareness

Colon cancer

screenings save lives.

Colon cancer is the second leading cause of cancer-related deaths in the United States.

Ask your provider about scheduling your colonoscopy - right here, close to home.

Learn more at 608.357.2525 or crossingrivers.org/generalsurgery.



PATIENT TESTIMONIAL

“ I am a stage 2 colon cancer survivor. I am so thankful that going in for my general physical and labs led to early detection.

Because it was caught early, I did not have to go through chemotherapy and radiation treatment. I am so thankful to Matt Snitker for emphasizing the significance of early screenings – undoubtedly, they make a significant difference in saving lives. ”

– Terry, Grateful Patient



Learn more about Matthew Snitker, DNP
Crossing Rivers Health
Primary Care Provider
at crossingrivers.org/clinic.

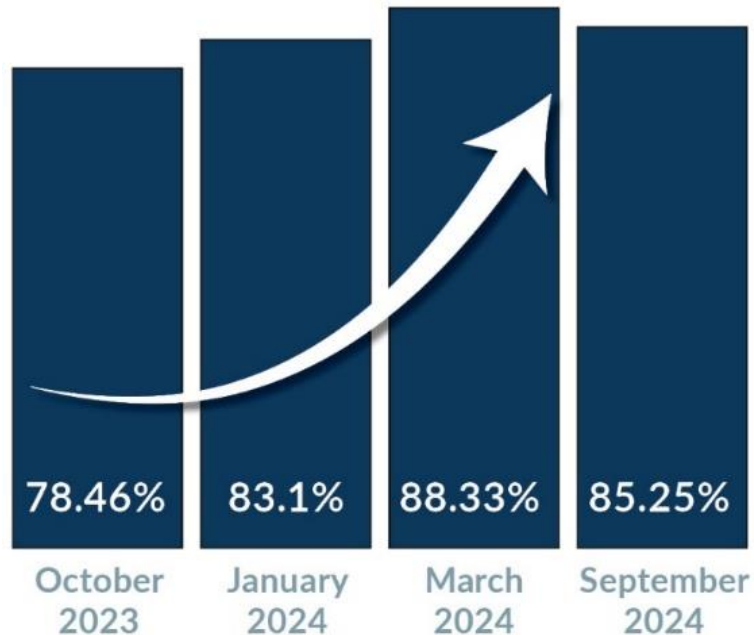


Breast Cancer Focus

Mammogram Initiative

Goal: To Increase Breast Cancer Screening Rates

- Initial Goal was 85%, then Adjusted to Increase by 1% Above the Previous Month's Score
- Leaderboard Team Challenge: Provider/Assistive Staff Team with the Highest Percentage of Mammograms Completed or Offered During the Month Wins Bragging Rights and Front Row Parking



Breast Care at Crossing Rivers Health

- 3D Mammography
- High Risk Breast Cancer Assessment
 - 1st Community Connect Site Working in collaboration with Emplify Health by Gundersen High Risk Breast Clinic
- Breast MRI
- Breast Ultrasound
- Breast Nurse Navigator
- Two In-House Radiologist that Perform Breast Biopsies

3D Mammography



Two In-House Radiologists that Perform Breast Biopsies

Breast MRI





Lung Cancer Focus

- Tobacco Cessation
 - Fax to Quit
 - Quit and Stay Quit Monday Class
 - Blog Highlighting Cessation and Services
- Low Dose Lung CT Screening
- Staff Education on Documenting Smoking History
- Members of RWHC Cardiovascular Grant
- Collaboration with American Heart Association
- Radon Blog and Radio Interview

Cervical Cancer Focus



- **HPV Initiative**
 - **Target 11-13 Year Old Patients**
 - **Those Needing to Complete the Series**
 - **Those Who Haven't Started Series**
 - **47 Teens/Pre-Teens Received Vaccine**
 - **What We Learned**
 - **Continued Vaccine Hesitancy**
 - **Vaccination Rates Low Overall in Our Area**
 - **Ongoing Need for Patient and Staff Education**
- **Cervical Cancer Smartform**
 - **Drives our Health Maintenance Follow-Up Plan**
 - **Education to Staff For Accuracy in Completion**
 - **Education to Providers to Send Results and Recommendations to Assistive Staff**
 - **Set up of Our EHR Makes it Difficult to Complete**

Skin Cancer Focus

- **Free Skin Cancer Screening Offered Annually in June**
 - **Provided Free Skin Checks, Education, and Sunscreen**
 - **Community Education - Blog**
 - **Cost for Services Beyond the Skin Check**
 - **113 Patients Screened**
 - **34 Crossing Rivers Health Patients**
 - **79 with other Primary Care Providers**
 - **13 Same-Day Procedures Performed**
 - **10 Performed at Later Date**
 - **7 Dermatology Referrals**
 - **No Dermatologist in our Area**
 - **Transportation Issues**
 - **Long Wait for Appointments**
 - **Require Pictures or Biopsy Prior to Referral**
 - **Photos upload to EPIC**





Chronic Conditions Focus

- Transitional Care Management Program (TCM)
- Chronic Care Management Program (CCM)
- Principle Care Management Program (PCM)
- Palliative Care
- Social Worker
- Diabetic Education
- Pharmacy
- Integrated Behavioral Health

Crossing Rivers Health Interdisciplinary Team

- Lab
- Pharmacy
- Respiratory Therapy
- Cardiac Rehab
- Radiology
- Behavioral Health
- Home Medical Equipment
- Communications/Marketing
- Center for Specialty Care



Chronic Conditions Focus

- **RN Care Team**

- Completing TCM, CCM, INR Management, Triage, RN-Led Medicare Wellness Visits, Patient Education, and More
- Care Coordinator: Linda Ryan, RN Completed RN Case Manager Certification
- Population Health Nurse: Janelle Helgerson, RN Completed Population Health Nurse Certification

- **Other RN education**

- Mental Health First Aid
- Teach Back Method
- Motivational Interviewing



success
MISSION
SKILL
Values
LEADER
PCM
GOAL
team
Chronic Conditions
Improvement
LEADER
team
GOAL
success
GOAL
Network
COURAGE
belief
Preventative Care
Leadership
DEVELOPMENT
Education
team
GOAL
TRUST
PURPOSE
CHNA/CHIP
SKILL
SUCCESS
DEVELOPMENT
vision
COLLABORATION
MISSION
Patient Relationships
Patient-Centered
Proactive Care
skill
success
Advocacy
Integrated Network
responsibility
DATA