Features

1. Komen funds to expand breast cancer screening
2. Nasonville Dairy delivers
4. Heywood donation set up heart research fund
6. Marshfield Clinic recognizes philanthropists
8. From summer intern to prestigious researcher
10. Wal-Mart grant expands access to dental care
12. Marshfield residency programs expanding
13. Your gifts at work
16. Pink Ribbon Promotion
17. Clinic anesthesiologist earns ‘Shining Star’ recognition
20. Reigels’ gratitude results in charitable gift annuity

Departments

11. Medical Advances at Marshfield Clinic
14. Memorial and Honor Gifts
18. In the Spotlight
19. Meet the People of Marshfield Clinic
21. Planned Giving
Marshfield Clinic received support from the Susan G. Komen for the Cure Central Wisconsin Affiliate to expand a breast cancer screening project for women.

The Wisconsin Rural Women’s Health Screening Project expands Marshfield Clinic’s successful Wisconsin Well Woman Demonstration Project. This project provides targeted outreach and coordination services to uninsured, underinsured and working poor women living in Langlade, Lincoln and Marathon counties.

The new project is funded by a grant of $116,380 from the Komen Central Wisconsin Affiliate. The project will use a dedicated women’s health patient navigator to coordinate clinical breast cancer screening, follow-up services and financial resources.

Women who have not received a screening mammogram can be outside the traditional health care system. Patient navigators help these women connect to breast cancer screening or diagnostic services, talk with them about treatment options and coordinate financial resources.

“We are very excited about this grant and the work that can be achieved in our continued efforts to move ever closer to fulfilling the promise of Susan G. Komen for the Cure,” said Linda Grilley, grants committee chair for the Komen Central Wisconsin Affiliate. “That’s to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.”

Marshfield Clinic has one of Wisconsin’s most comprehensive cancer treatment programs. The Clinic has the first nationally accredited breast care program and the only program in the region with four facilities (Marshfield, Eau Claire, Wausau and Weston Centers) recognized by the National Accreditation Program for Breast Centers in the northern half of Wisconsin.

The American Cancer Society reported 689 cases of breast cancer diagnosed in women who live in Lincoln, Langlade and Marathon counties from 2003 to 2007. Grilley said the actual number is likely higher because many women in these counties face economic and insurance barriers, as well as fears and stigma surrounding cancer.
Nasonville Dairy has been one of Marshfield Clinic’s most dependable supporters over the years. The Heiman family, who own the cheesemaking operation just west of Marshfield, wouldn’t have it any other way.

“The reason we believe so much in Marshfield Clinic is because everything we do is based on the local community,” said Ken Heiman, one of three brothers who together with their wives co-own the dairy. “Our business depends on the health of the community. We’re almost fanatic about that.” While the brothers prefer not to use titles, Ken Heiman serves as general manager and certified Master Cheesemaker. He’s one of only 50 Master Cheesemakers in the state, out of more than 1,200 licensed cheesemakers.

“Our farm customers are our livelihood,” said Kim Heiman. “If they’re not around, we’re not around.” Added Ken, “Our farm families depend on us to market their milk and get a good price.”

The Heiman family values the health care Marshfield Clinic provides to their family, their employees and the community. Two of the brothers have been treated for heart conditions and Kelvin had hip replacement surgery. Other than that, they are thankful for the routine care that has kept them in good health. They also recognize that many of their farm suppliers have positive health stories to tell, thanks to the Clinic.

They enjoy playing a major role in several of Marshfield Clinic’s biggest annual events. One is the Auction of Champions, a gala that supports the National Farm Medicine Center. They have attended this event for more than 20 years, not only as donors but as active participants, and are the largest donor to the Auction.

Earlier this year, the Heiman family and Nasonville Dairy received the Outstanding Philanthropic Organization Award at Marshfield Clinic’s President’s Celebration, a richly-deserved recognition that meant a great deal to them.

“It’s quite an honor to get a chance to be recognized in front of a great group of people like this,” Kim Heiman said at the President’s Celebration. “If I am going to be judged by the company I keep, judge me now!”
Nasonville Dairy also has sponsored:

- “Duel It” Fore the Kids, which supports the Pediatric Angel Fund at Marshfield Clinic
- The Rich Seubert Youth Football Camp in Marshfield, which supports heart research
- The Steven Meissner Memorial Golf Outing, which supports pediatric needs at the Clinic
- The Rich Seubert Celebrity Trap Shoot in Eau Claire, which supports heart research

Rich Seubert, the former lineman for the New York Giants pro football team and native of the Marshfield area, is a favorite of the Heimans. “He’s such a sincere person,” Kim Heiman noted. “He’ll come out and shoot the breeze with us. He’ll place cheese orders for friends and members of the Giants team, and if we ever need something, he’s right there for us.”

“He doesn’t forget where he came from, and that’s the way we feel we should be as well,” Ken Heiman said. “That’s why we share and try to give back. Marshfield is a good, generous community and our kids have grown up with the idea of giving. When we come back home with something we won at the auction, they ask ‘who are we going to give it to?’ rather than ‘what are we going to do with it?’”

The Heimans also make it a point to join with friends and other business people to purchase trip tickets at events and give them to families who have a sick child or other pressing need. “Our kids can see those families are the ones who have troubles to deal with, and they can appreciate this so much more,” Kim Heiman said.

Marshfield Clinic certainly appreciates their strong support.

“Ken, Kim and Kelvin are some of the hardest working - and most generous people - you will ever know,” said Teri Wilczek, the Clinic’s chief development officer. “We admire their commitment to our community and sincerely appreciate all that they do.”

About Nasonville Dairy

Nasonville Dairy was founded by Herman Thiel in 1885. It was purchased in 1985 by Arnold and Rena Heiman, who have since turned the operation over to their sons, Ken, Kim and Kelvin. Nasonville Dairy:

- Has expanded numerous times. Production has skyrocketed from 8,500 pounds of milk processed per day in 1985 to about 1.5 million pounds per day in 2012. The dairy produces 150,000 pounds of cheese daily
- Buys its milk from 184 area farms. Its biggest supplier is Norm-E-Lane Farms near Chili, Wisconsin, a 2,000-cow operation run by the Meissner family, childhood friends of the Heiman brothers
- Produces 40 different kinds of cheese and markets it all over the world, including China and the Middle East. Most of their exported cheese is used as a cheese additive to other products, including baby food in China
- Is known locally for its fresh cheese curds, pizza cheese and specialty cheeses such as Blue Marble Jack and Horseradish Jack
- Produces 20 percent of the Feta cheese made in the United States
- Operates its own 14-truck fleet that picks up milk from its suppliers and delivers finished product to its local distributors
- Sells cheese through 415 distributors throughout the country
- Employs 100 people, mostly at its headquarters and store in Nasonville west of Marshfield, and two stores.
Heywood donation set up heart research fund

Meda Heywood wasn’t sure how to express her gratitude to Marshfield Clinic. She knew what the Clinic had meant to her late husband, Dr. Robert Heywood, and how Clinic doctors had helped her with an unexpected heart problem 10 years ago.

She also had a strong interest in genetics because of a family history of heart problems, mainly on her father’s side of the family. It wasn’t until she met with Matt Schneider, a Marshfield Clinic Development officer, that she learned about the many gifting options available. These included the opportunity to support heart research with an emphasis on genetics.
“I got the feeling that this was where I wanted to make a major commitment, much more than I originally thought,” she recalled. Her decision was helped by a change in tax law that allowed her to give money from an individual retirement account to charity, with no tax penalty. Her substantial gift to Marshfield Clinic set up an endowment for cardiac research, in effect making it a “bucket” for what would become the Celine Seubert Endowed Distinguished Physician/Scientist in Cardiology.

Heywood, 81, has come a long way since a challenging period in her life 10 years ago, when her husband was dying of complications from Alzheimer’s disease. She was caring for him the best she could but started feeling physically exhausted. After a couple of days of this, she went into the Urgent Care Center at Marshfield Clinic Marshfield Center, where screening tests showed she had major blockages in her coronary arteries.

“I was in denial. I said I have a sick husband at home, and I can’t have heart problems. I don’t have any of the symptoms,” she protested. She knew enough about open heart surgery to be thoroughly frightened and was relieved to learn she would only need stents placed to open the arteries, not bypass surgery.

Surrounded by caring people on the staff, she told them she was making a commitment to take her medications, exercise, lose weight and eat better. She also felt motivated to pass on to other women what she had learned— that the obvious symptoms such as pain or pressure in the chest are often not present in women having heart attacks. That’s why she has participated in nine heart walks and a Clinic marketing campaign calling attention to heart disease in women.

“She just shouldn’t happen to younger people,” she said. Two female cousins, ages 37 and 38, had heart disease as did her father at age 43. Heywood believes that people in general – and women in particular – still need to be better informed about heart disease.

“It was devastating and depressing to me,” she recalled of her own experience. “I thought ‘why me?’ But I realized my diet was not the best and I did not exercise. I was also not knowledgeable about heart attack symptoms.” She gained knowledge in a hurry, finding out as much as possible about heart issues and her doctors.

“I have the greatest confidence in Marshfield Clinic that they are choosing extremely well-qualified people to work here. You could choose other places, but these are the things that are important to you when you are considering your own health. I feel that I’ve gotten at least 10 more years because of them. Why would you go anywhere else?”

Over the years, Heywood has also been a strong supporter of the Marshfield Public Library and was active in the community. She is proud of the role she played in helping to found the Marshfield Art Fair, which next year will celebrate its 50th anniversary. As she steps aside from active community involvement, she encourages others to take her place.

Interested in supporting heart research?

People who share Meda Heywood’s interest in supporting heart research at Marshfield Clinic have two options. They are the Heart and Lung Research Fund and the Celine Seubert Endowed Distinguished Physician/Scientist in Cardiology.

The Heart, Lung and Blood Research Fund is one of the most actively utilized research funds. Gifts to this disease-specific account are spent as they are accumulated, with researchers applying for funding for innovative projects on a competitive basis. One current study under way, for example, is developing a model to predict which open heart surgery patients might develop post-operative atrial fibrillation so that this heart rhythm irregularity can be prevented.

The Celine Seubert endowment is a permanent fund which protects the research time of one endowed heart researcher for a three-year term. The first recipient of this endowment is Shereif Rezkalla, M.D., a distinguished Marshfield Clinic cardiologist who has conducted heart research for nearly 30 years.

For more information about making a gift to support heart research, contact the Development Department at 1-800-858-5220 or visit www.marshfieldclinic.org/giving.
Marshfield Clinic recently honored several supporters for their philanthropy and fundraising efforts. The Spirit of Giving Awards recognize those whose philanthropic support has helped shape the Clinic and allows it to fulfill its mission to provide high-quality patient care, research and education.

During the third annual President’s Celebration, President Brian Ewert, M.D., presented the awards to Pearl Vorland, Denny and Joan Riedel, and Nasonville Dairy and the Heiman family.

Pearl Vorland of Colby received the Legacy of Philanthropy award for her 30 years of support of Marshfield Clinic’s medical research initiatives. She’s a longtime community philanthropist and a member of the Doege Legacy Society, meaning she has included the Clinic in her estate plan. She also supported the capital campaign for the Laird Center for Medical Research and is a participant in the Personalized Medicine Research Project, an effort to apply genetic science to human health.

Denny and Joan Riedel of Marshfield were presented with the Outstanding Volunteer Fundraising Award. The Riedels launched the annual Breast Cancer Awareness Ride/Run, which has raised thousands of dollars to fight breast cancer through preventive screening, research and awareness. This year’s ride/run will be October 6. The Riedels also organize the Hub City Days Duathlon (July 28). Proceeds from this event benefit Marshfield Clinic’s Youth Net Program, an after school program for children and teenagers ages 8 to 18 years old.

Nasonville Dairy received the Outstanding Philanthropic Organization award. The Heiman family, including Ken and Joellen Heiman, Kim and Cheryl Heiman, and Kelvin and Marilyn Heiman, were recognized for the dairy’s years of commitment and financial support of the local community. The Heimans support the annual Auction of Champions, Fore the Kids golf event, the Rich Seubert Celebrity Trap Shoot and the Rich Seubert Youth Football Camp.

Pearl Vorland, Colby
Marshfield Clinic recognizes philanthropists

The Heiman family (from left) Kim and Cheryl, Joellen and Ken, and Marilyn and Kelvin Heiman, owners of Nasonville Dairy, Marshfield

Joan and Denny Riedel, owners of The Sports Den, Marshfield
Peter Emanuel, M.D., has risen through the research ranks to be an esteemed researcher in childhood cancer. But the Marshfield native might never have gone into research as a career had he not participated in Marshfield Clinic’s Summer Student Research Intern Program.

“I think the program clearly helped shape that I wanted to be involved in research,” said Dr. Emanuel, the son of long-term Marshfield Clinic physician researcher, Dean Emanuel, M.D. The elder Dr. Emanuel is known for his early research into farmer’s lung disease, which helped establish the Marshfield Clinic National Farm Medicine Center in 1981.

Peter Emanuel attended the very first summer research program in 1978. He was encouraged by his father but also by Jim Marx, Ph.D., a now-retired immunology researcher who happened to be his Boy Scout troop master. Emanuel came back two summers later to do additional research.

Dr. Emanuel now is director of the Winthrop P. Rockefeller Cancer Institute at the University of Arkansas for Medical Sciences. He is a hematologist/oncologist and a professor of medicine who holds the prestigious Kent Westbrook, M.D. Endowed Chair.

“I wear lots of hats,” he said. “I consider myself a physician/scientist, with my time roughly divided as 50 percent administration, 25 percent research and 25 percent patient care.”

Dr. Emanuel is one of many summer student research intern program participants who have gone on to have stellar careers in the medical field. As a physician/researcher, Dr. Emanuel has devoted nearly his entire career to investigating a rare pediatric leukemia called juvenile myelomonocytic leukemia. His research lab in Little Rock is one of the leading labs in the world that are working on this disease, which strikes about 50 children per year in North America.
“It’s very satisfying to stick with a project like this,” he said. “We know from other research that if we can figure out genetically what makes a cancer happen, we can develop therapies that will specifically target that genetic abnormality.”

Dr. Emanuel returned to Wisconsin in 2008 to give a motivational speech about his research, at the Fritz Wenzel Science Conference for high school teachers and students. He urged those with an interest in research to follow their passion, but said they need to keep their expectations reasonable.

“Medical research progress happens in baby steps,” he said, citing his own experience. “It is very rare to make a huge leap and discovery. Scientists make each other confirm those baby steps, so most things happen slowly and deliberately. You need to be patient and persistent.”

The primary goal of the 12-week summer student research internship program at Marshfield Clinic is to provide a hands-on research experience for college students. Interns are mentored by a research scientist and contribute to the development, data collection, analysis and presentation of results phases of a research project.

This program is possible because of the generous support of contributors. To ensure that future students have this opportunity, we need your help. To make a gift, visit www.marshfieldclinic.org/giving, or call 1-800-858-5220.

Summer student interns have diverse backgrounds

The Marshfield Clinic Research Foundation Summer Student Internship Program continues to be a prestigious program. In 2012, 86 applications were received for eight internships. This year’s participants, their hometowns, college and course of study are:

**Megan Elderbrook, B.S.**
Marshfield, Wisconsin
University of Wisconsin-Madison, Public Health

**Onur Asan, M.S.**
Istanbul, Turkey
UW-Madison, Industrial and System Engineering

**Lauren Janes, B.S.**
Waukesha, Wisconsin
UW-Madison, Medical Microbiology and Immunology

**Leif Berg**
Hutchinson, Minnesota
Iowa State University, Human-Computer Interaction

**Lucas Leonhard**
Marshfield, Wisconsin
University of Minnesota-Twin Cities, Biology/Pre-Med

**Michael Jorgensen**
Clinton, Iowa
Wartburg College, Biochemistry and Biology

**Jordan Dieckman, B.S.**
Cashton, Wisconsin
UW Madison, School of Veterinary Medicine

**Jessica Lovstad, B.S.**
Oregon, Illinois
UW Madison, School of Veterinary Medicine
Wal-Mart grant expands access to dental care

A grant from Wal-Mart will help Marshfield Clinic Dental Centers expand dental care to residents at long-term care facilities.

The $45,000 grant, awarded by The Wal-Mart Foundation and its Wisconsin Advisory Council, will cover the cost of a portable dental chair, a wireless X-ray system and a mobile treatment console. Those tools will allow Marshfield Clinic Dental Center dentists and staff to care for patients who otherwise may not be able to receive comprehensive dental care.

The program, expected to be operational by the end of this year, is one of the first of its kind in Wisconsin. The effort will launch in Taylor County, and later will expand to serve additional Wisconsin counties in Marshfield Clinic Dental Centers’ coverage area.

The goal of the program is to serve 200 patients during the first year of operation and 200 additional patients the next year. Ultimately, program leaders want to help more than 2,000 people living in long-term care facilities. Dentists and staff also will work to educate residents about the importance of oral health.

“The grant from Wal-Mart will help us reach hundreds of patients who before couldn’t receive the oral health care they need,” said Anita Polacek, northern region dental director for Marshfield Clinic Dental Centers. “Community members voiced the need for a service that reaches patients in long-term care facilities, and we’re glad we can answer that call.”

Increasingly, research shows a direct connection between oral health and overall health. Access to dental care is particularly difficult for low-income residents in Wisconsin, and especially for those living in long-term care facilities.

In 2002, Family Health Center and Marshfield Clinic launched their first dental center in Ladysmith, Wisconsin. Since then, seven more dental centers have been opened; together they have served more than 81,000 unique patients, representing every county in the state. About 85 percent of these patients receive care through Medicaid, Medicare or other medical assistance dental benefits.

In addition to Ladysmith, Marshfield Clinic operates the dental centers for Family Health Center of Marshfield, Inc., in Chippewa Falls, Marshfield, Medford, Neillsville, Park Falls, Rhinelander and Rice Lake.
Radiologists provide highly specialized care

Twenty-five years ago, it wasn’t unusual for X-ray images to sit in a radiologists’ office for 24 hours or more before being studied. Every radiologist read and interpreted every kind of image.

Times have changed in a big way.

Marshfield Clinic radiologists are now as specialized as their colleagues who are ordering tests. The images are often not traditional X-rays but rather an MR (magnetic resonance) or CT (computed tomography) scan, or an ultrasound image. And thanks to advanced imaging technology, radiologic scans may travel electronically to distant locations to be read by the most appropriate radiologist. More often than not, a radiologist provides interpretations of these images immediately to the referring doctor.

“It’s nearly impossible for any single individual to master the entire body of knowledge within radiology,” said Timothy Swan, M.D., an interventional radiologist who also chairs Marshfield Clinic’s Radiology Department. An interventional radiologist places tubes or needles into the body, not only to diagnose a patient’s problem but often to provide treatment, such as eliminating a tumor.

Eric Callaghan, M.D., a musculoskeletal radiologist, specializes in imaging of the bones and muscles in the body. Aaron Dagit, D.O., a body imager, interprets CT or MR scans to view almost any part of the body core to help diagnose tumors or check for internal injuries. Marshfield Clinic also has specialists in nuclear medicine, neuroradiology, ultrasound and women’s imaging/mammography.

This level of specialization is unique within Marshfield Clinic’s service area. “There are many radiology groups in Wisconsin, several of which have subspecialists in their group,” said Dr. Callaghan. “However, most don’t have the expertise at the level we do, where a majority of exams are preferentially shuttled to a subspecialist who is best qualified to interpret them.” Most Clinic radiologists have completed a year of advanced training after their five years of residency training.

Dr. Dagit noted that a general radiologist may see an abnormality such as a tumor. “But a subspecialist can often take that same lesion and provide more detailed information that the referring physician can use to treat the patient most effectively,” he said.

This outstanding process – unseen by patients – is made possible by sophisticated technology and outstanding people. Together, Marshfield Clinic’s Radiology system allows physicians and radiologists to share images and insights that are critical to patient care.
Dating back as early as 1928, Marshfield Clinic and Ministry Saint Joseph’s Hospital have provided training opportunities for future physicians. The goal has been to meet the needs of patients in central and northern Wisconsin.

Nearly 85 years later, that standard of care is more important than ever as Wisconsin – and the rest of the nation – copes with a growing shortage of physicians. In response to that challenge, the Marshfield Clinic/Ministry Saint Joseph’s Hospital jointly sponsored residency program is expanding residency training as part of the Patient Protection and Affordable Care Act (PPACA).

In 2010, PPACA allowed medical training programs around the country to apply for additional residency slots. The joint Marshfield program was the only one in Wisconsin to receive an increase in training opportunities.

Realizing that primary care is at the foundation of American health care delivery, PPACA has allowed the Clinic and Hospital to add 17 residency training slots: six in internal medicine, six in pediatrics and five in general surgery.

What kind of long-range impact does this expansion have on access to health care in the future?

According to Brian Kief, president of Ministry Saint Joseph’s Hospital, the growth of Marshfield’s residency education - through payments from Medicare - allows the program to recoup some of the costs of training a resident. This makes residency programs more sustainable in the long term.

“Furthermore, it also continues to strengthen our vitality as a training program by adding to our numbers. This provides a very effective pipeline of physicians to continue to meet the needs in the communities that our organizations jointly serve,” Kief explained.

He pointed to considerable research showing that physicians often choose practice locations within the region they trained. In fact, the Marshfield residency program has witnessed this at a local level: a large number of its trainees are currently located in Wisconsin – many practicing at the Clinic or Ministry Health Care.

“It's a big advantage to us in an era when a major shortage of physicians – particularly primary care physicians – is looming on the horizon,” he said. “Physicians who train in the state tend to stay within the state and it's really about growing your own.”

Marshfield residency programs expanding

Marshfield Clinic President Brian Ewert, M.D., also recognizes the importance of stabilizing and expanding the health care workforce in the state.

“Increasing the number of physicians in training allows the Clinic, along with Ministry Health Care, to expand our 80-year tradition of training tomorrow’s workforce,” he noted. “The goal of expanding the number of primary care doctors is to be able to meet patients' needs in the outpatient setting whenever appropriate: this is one of the ways in which PPACA is designed to decrease health care costs.”

“Nationally there are 7,000 new Medicare beneficiaries each day,” he added. “Meeting the health care needs of these members of the community will be facilitated through the increase in the residency positions.”
Your gifts at work

Area of Greatest Need Fund supports a variety of needs

When donors make a gift to Marshfield Clinic, they often have a specific purpose in mind for the gift. When they don’t, the Clinic’s Development Department offers the option to support the Area of Greatest Need Fund which supports a number of priority areas.

A few examples of recent uses of the Area of Greatest Need Fund include:

• Stepping Stones Cancer Rehab and Recovery Services
• iPads with learning games for use by children being treated for cancer
• Resource books for parents of children undergoing treatment for attention deficit disorder or hyperactive disorders
• A survivor picnic for children with cancer, and their families

The Stepping Stones program recognizes that patients being treated for cancer may experience changes in their balance, strength, energy level, weight and ability to move easily and comfortably. They receive individualized care from a physical therapist to help them recover and renew their ability to do everyday tasks.

Unrestricted dollars allowed the Pediatric Case Management Program at Marshfield Center to purchase two iPad devices. “Currently we are managing the cases of about 60 children with disorders such as autism, cognitive disabilities or expressive speech delay,” said Amanda Kozaczuk, pediatric social work case manager. “Through obtaining two iPads to use with patients during appointments, we will be able to continue to increase their education and abilities to communicate effectively, and provide some needed distraction for them.” The units can also be used to help parents understand and access all the services and programs involved in caring for a child with special health needs.

At Marshfield Clinic Wausau and Weston Centers, the Pediatrics Department identified several roadblocks for families of children with attention deficit/hyperactive disorders, according to Assistant Manager Bobbi Martens. “We researched and found that the ‘What Every Parent Needs to Know’ book from the American Academy of Pediatrics is one of the best in terms of ease of understanding and explanation,” she said.

“Thanks to donor support, we were able to buy 40 books for families to become better informed about how to help their child with their diagnosis.”

In recent years, the Pediatric Oncology Department at Marshfield Center has held an annual survivor picnic entitled “Children Conquering Cancer.” The picnic, at Big Eau Pleine County Park, “provides support time among families and builds lifelong friendships. This opportunity connects pediatric oncology families from all areas served by Marshfield Clinic,” said Brenda Garrigan, R.N. Families of children with active cancer and long-term survivors have traveled from as far as Rhinelander, Eau Claire and Waupaca to attend the picnic.

Marshfield Clinic departments apply to obtain funds from the Area of Greatest Need Fund. Their requests are reviewed by a committee that includes employees and community members. For more information about making a gift to support programs like these, contact Development at 1-800-858-5220.
Every day, friends of Marshfield Clinic remember and honor relatives and others by making contributions that support the Clinic’s mission of high-quality health care, research and education.

Gifts received February 2012 to May 2012

In memory of

Roger “Buck” Abbuehl
Thomas Anderle
Clifford L. Anderson
Steven Arendt
Roger M. Arnoldy
Claire M. Baltus
Peter C. Bauer
Nancy A. Bejin
Sheila R. Benedict
Roxann L. Blaiecki
David Bletsoe
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Darlene Plank
Gary & Dar Plank
Connie Plier
Mary Queen
Dixie Schroeder

Caroline Skaya
Cindy Snortheim
Roanne Specht
Agnes Strigel
The Wings Program Advisory Council
Leo & Marion Varsho
Mark & Darla Viegut
Dick & Edith Wills

Shining Star Recipients
March 2012 – May 2012
Amanda S. Anderson, R.N.
Trista J. Barlow, R.N.
Dr. John “Jay” A. Bennett
Kristi L. Busscher, R.N.
Glenda Cain
Brenda L. Churkey, R.N.
Dr. David Cleveland
Dr. Ruwan Dissanayake
Dr. Daniel R. Erickson
Anna M. Filtz, R.N.
Jennifer Friday, M.S.N., APN-BC
Dr. Steven Gilbert
Christine Gutsch
Tiffany E. Halan
Dr. Meltiady Issa
Celeste M. Jackson, N.P.
Dr. Ronald C. Knuth
Dr. Roderick D. Koehler
David W. Kubatzki
Lakeview Medical Center Staff & Physicians
Marshfield Clinic Cancer Care Center - Eau Claire
Marshfield Clinic Eau Claire Urology Department
Marshfield Clinic James Beck Center Oncology Staff
Marshfield Clinic Oncology Team
Marshfield Clinic Rice Lake Center Staff
Marshfield Clinic Stevens Point Oncology Center
Dr. Bilal Naqvi
Kelly Noreen, N.P., APRN-BC
Dr. Alison R. Sampson
Dr. Joshua Sampson
Dr. Jessica A. Wernberg
Deb Zieher

Thank you for your support!
With these facts in mind, the Marshfield Clinic Development Department invites area businesses an opportunity to partner with them in the fight against breast cancer. During October, National Breast Cancer Awareness Month, Marshfield Clinic is asking businesses to participate in the October Pink Ribbon Promotion.

The program is easy. Development will provide pink ribbons that businesses can sell for $1 each during the month of October. Participants can write their name or the name of a loved one on the ribbon to display in their store or organization. Development will provide flyers to promote the program and buttons for employees to wear.

At the end of October, businesses will forward the proceeds to Marshfield Clinic. One hundred percent of the proceeds will benefit breast cancer research, prevention and care at Marshfield Clinic. Participants may select the fund to designate their proceeds. Funds include:

- Catherine Fonti Angel Fund - provides mammograms and other prevention services to patients in financial need
- Cancer Care Fund - gifts can be designated locally at any of Marshfield Clinic’s Cancer Care Centers
- WINGS Cancer Survivorship Program
- Breast Cancer Research
- Mobile Mammography

Help us fight breast cancer. For more information or to sign up for the Pink Ribbon Promotion, please contact Tiffany Halan at halan.tiffany@marshfieldclinic.org or 715-387-9189.
Clinic anesthesiologist earns ‘Shining Star’ recognition

One of Marshfield Clinic’s first “Shining Star” recipients received his recognition in a most unusual way – from a two-year-old boy.

Toddler Brock Fischer, wearing a jacket and tie and accompanied by his parents, Scott and Jackie Fischer, presented Anesthesiologist Ron Knuth, M.D., with a Shining Star pin.

Marshfield Clinic’s Shining Star program offers grateful patients and their loved ones the opportunity to recognize a Clinic employee who has made a meaningful difference in their Clinic experience.

Dr. Knuth was the anesthesiologist on call the night Jackie Fischer was in labor with Brock. Within seconds of delivery, he noticed the baby boy was very still and not making any sounds. The baby’s airways were completely blocked with mucous, and efforts to suction him and clear his airways were unsuccessful. Dr. Knuth was finally able to intubate Brock and get oxygen to his tiny, deprived lungs, Jackie said.

Over the next few days, they watched for seizures and signs of brain damage, but saw nothing more than a healthy and strong newborn baby boy.

“Our son is not only alive because of Dr. Knuth’s actions, he is perfect. We are truly blessed to have our Brock just the way he is,” Jackie Fischer said. “We will forever be grateful to Dr. Knuth for the choices he made and the actions he took on the night Brock came into this world. He is our Shining Star.” She noted that Dr. Knuth was on hand in her room for an expected C-section that ultimately wasn’t needed.

“It would have been easy for him to leave immediately after I delivered, since a C-section was no longer needed,” she said. “In the middle of a long night on call, Dr. Knuth made a selfless decision that would affect so many lives. He offered his assistance to the staff that was trying to save my son.”

About the Shining Star program

Gifts to the Shining Star program can be made in honor of a physician, nurse, medical assistant, receptionist, volunteer or anyone who has provided exceptional care.

Unless designated otherwise, gifts to the Shining Star program go to Marshfield Clinic’s Area of Greatest Need fund. This allows the Clinic to allocate the funds to its highest priority areas within patient care, research and education.

Patients or family members making a gift to Shining Star can share a short message about how the individual made a difference in their care.

For more information about Shining Star, please contact Tiffany Halan at halan.tiffany@marshfieldclinic.org or 715-387-9189.

Shown are Scott and Jackie Fischer, along with sons Dylan (10) and Brock (2) and Dr. Ron Knuth.
It’s no secret that Wisconsin is a hotspot for heart disease. The rich food we consume is a major factor, and so is our family history. This connection between fats in the blood and the genes we were born with is a special interest of Ariel Brautbar, M.D.

Dr. Brautbar sees patients in Medical Genetics and also performs research as both a geneticist and a lipidologist, or one who studies genetics and lipids. These fatty substances combine with other fats such as cholesterol to cause narrowing in blood vessels that can lead to heart attacks and strokes.

Dr. Brautbar’s research is focusing on what can be done for patients who have a high risk for heart disease or have already had heart problems. One paper he has published linked how people with different genetic makeups, or variants, respond to a certain medication.

“If you have genetic variant A, you would have the best response to the lipid medication,” he explained. “If you have genetic variant B, you would have less response, and if you have variant C, you would have a bad response, so you would not benefit from that medication. This is good information to know before you start treating individuals.”

Dr. Brautbar also has published papers on using genetic variants to estimate the risk for heart attacks in addition to the traditional markers used by the physician such as age and cholesterol. “This is an interesting and useful tool to have a more accurate estimation of risk for heart attack,” he explained.

From there, physicians could determine when someone is likely to develop a disease and how it can be prevented or treated. Dr. Brautbar hopes to gain critical insight by analyzing the 20,000-plus participants in the Personalized Medicine Research Project at Marshfield Clinic Research Foundation.

“This is not theoretical. It has clear and direct implications for patient care,” he said. “My idea is to put all of the information together, including current diet, history of diet, family history, medical history, and the numbers for cholesterol, triglycerides and other things that will show what’s going on in the blood and with the genetics. This will give us a good picture and understanding of what needs to be done for each individual patient.”

Dr. Brautbar, who joined Marshfield Clinic from Baylor College of Medicine in Texas, could do this research in any number of big-city medical institutions. He chose Marshfield mainly because it was a small, quiet community for him and his wife to raise their four children.

People interested in supporting Dr. Brautbar’s research in genetics and blood fats may contact the Development Department at 1-800-858-5220 or visit www.marshfieldclinic.org/giving.
Merry Dassler is one of those people you can count on. Now an appointment coordinator at Marshfield Clinic Weston Center, she formerly worked in various capacities for the Clinic at its Wausau Center, and before that at Wausau Medical Center. Merry, whose first name is spelled unconventionally because she was born on Christmas Day, thinks the job she has now in the Oncology Department at Weston Center is the most challenging, but also the most rewarding.

“There are so many changes and advancements all the time, with all the chemotherapies, other treatments and research projects,” she said. “As an appointment coordinator, we schedule all appointments, not just with the doctors.” She and a colleague schedule patients for follow-up appointments with physicians, chemotherapy sessions with nurses, laboratory work, and other appointments. It appears largely seamless to most patients, thanks to the electronic medical record system.

As with her work, Dassler has long been a steady supporter of the Marshfield Clinic Angel Fund, which provides the necessities of life that patients cannot afford due to illness or circumstance. Her giving started in earnest in 2002 after a late autumn encounter with a young, female patient.

“I noticed she had on a flimsy, thin jacket and mentioned that it was time to get out the heavier coats. But she said this was the only coat she had,” Dassler recalled. “My heart went out and I felt horrible.” She connected the woman with the Patient Assistance Center, which was able to arrange for her transportation and appropriate winter clothing. Since then, she has made regular contributions to the Angel Fund through payroll deduction, and appreciates the opportunities the Clinic provides to help other people.

She has special empathy for people who are struggling financially, and especially for single parents. In addition to her regular contributions, she has donated items like blankets and clothes to help people in need.
Bill and Pat Reigel are enjoying retirement together, which might not have seemed possible 20 years ago. They spend summers in their hometown of Marshfield, but winter takes them south to Florida for several months to enjoy the warm weather and play host to family and friends.

The Reigels always have smiles on their faces and a positive outlook on life. That’s understandable, given the health-related challenges they have faced and successfully overcome.

Bill developed heart issues by the age of 40. He progressed over time from a pacemaker to a defibrillator, and eventually to a heart transplant in 1992. In recent years, both Bill and Pat have had bouts with cancer and Bill also suffered severe injuries in a motorcycle accident.

“I strongly believe I am here today because of the care I received at Marshfield Clinic,” said Bill. Pat also noted, “The great care also allowed us to celebrate 52 years of marriage this year.”

The Reigels approached the Clinic’s Development Department to ask about ways to support heart and cancer research. After discussing various gift vehicles, Bill and Pat opted for a charitable gift annuity. The annuity provides them with a quarterly distribution to supplement their retirement income (and support Bill’s many hobbies!). In addition, they received a charitable deduction in the year of the gift, which helped reduce their income tax liability.

For more information about charitable gift annuities, see the facing page. For more information about heart research at Marshfield Clinic, see page 5.

Congratulations to Bill Reigel, who celebrated 20 years as a heart transplant recipient on May 12, 2012.
Q: I’ve heard of charitable gift annuities. How do I benefit from a gift like this?

A: A Charitable Gift Annuity (CGA) is an arrangement whereby the donor gifts cash or other assets to a non-profit organization and in return receives an annual annuity payment for his or her lifetime. The annual annuity payment is determined at the time of the gift based on the age of the person receiving the payments (the “annuitant”) and remains constant throughout the term of the annuity.

Many individuals count on interest earned from certificates of deposit to supplement their retirement income. However, over the last several years CD rates have dwindled. Meanwhile, many charitable gift annuity rates continue to be higher than the interest rates on CDs, providing an opportunity to increase income in retirement while also supporting a charitable cause.

In addition to providing a greater income stream, a charitable gift annuity also provides the donor with a charitable income tax deduction. The available deduction is a portion of the amount given to create the gift annuity, calculated based on a number of factors, including the annuitant’s age, the annuity rate, and the applicable monthly IRS discount rate.

Annuity payments are partially taxable, with the taxable portion being either ordinary income or capital gain income, depending upon the asset used to fund the gift annuity. For donors with highly appreciated stock, there may be some planning opportunities to spread out capital gains over a number of years by funding a gift annuity with stock rather than cash.

Deferred gift annuities are an alternative for individuals who are maxing out other retirement savings vehicles such as IRAs and 401(k) plans. A deferred gift annuity will start making annual distributions at a future date, such as when the annuitant reaches his or her anticipated retirement age. Deferring the start date of the annuity payments will result in a larger annual annuity distribution as compared to the distribution if payments begin immediately.

For more information about charitable gift annuities and how they might help you achieve your personal and charitable goals, consult your tax or financial advisor.
Register online at marshfieldclinic.org/giving-events
For more information, please contact Leah Alters, Marshfield Clinic Development Department at 1-800-858-5220.