

Spring 2015

# THE RURAL REPORT

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April 2015

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## FROM THE PRESIDENT'S DESK

We have had worse winters, but with January being so mild and then February hitting us with arctic air and snow just made us all have cabin fever. But we can feel spring is around the corner. While seasons change what doesn't change is that our industry continues to get more challenging.

A small for-profit company has placed four nursing homes up for sale and apparently they are closing at least one without having it sold. What does this tell us? Small nursing homes in small towns are a financial risk. Many operators will not put money back into their facilities and they get outdated. It is the nature of our society that we look for "someone" to blame. The fact is: nursing homes are expensive, there continues to be a decline in staff, Medicaid continues to ratchet down on how they establish rates, regulations expand, employee benefits get expanded due

to federal mandates without the additional money, the margin between revenue and expenses is slim, people's expectations are changing and they do not want to share a room, remodeling is expensive and often times the state will not pay its share of the remodeling or replacement.

Perseverance is the key. Be positive, work hard and keep informed are some of the tools we use at Rural Health Development to help our clients continue to be successful.



Best  
Regards,  
*Ron Ross,*  
*President*

Happy Easter!

# RHD Spotlight: Sunrise Heights of Wauneta

## Sunrise Heights of Wauneta

427 W. Legion Street Wauneta, NE 69045

Sunrise Heights of Wauneta is locally owned by the Village of Wauneta. The building was erected in the late 60's and opened for business in 1970.

Prior to village ownership, we were owned and operated by Vetter Health Services. but in early 2012 – Vettters announced they would be closing our facility, due to the need of installing a sprinkler system throughout the building. Wau-neta citizens and businesses rallied immediately to save their nursing home! Within just a few weeks, thousands of dollars needed to purchase the grounds, facility,

and equipment AND to install the sprinkler system were raised!

Since then, Sunrise Heights has enjoyed an average 90 to 92% census! Proof positive the need for a nursing home is certainly here. We employ approximately 55 staff members from the entire area including Wauneta, Imperial, Benkelman, Culbertson, Hayes Center and Palisade. Our residents come from those same towns and we are told by residents, family and visitors that our home is wonderful... something we're very proud of.

With our solid community support,

we have no doubt we will be here for many years to come.



"If I can't be in my own home, I can't think of a place I'd rather be!"  
-Esther

## April is National Oral Health Month

By Sue Booe

What is Gingivitis?

Gingivitis – an inflammation of the gums is the initial stage of gum disease and the easiest to treat. The direct cause of gingivitis is plaque—the soft, sticky, colorless film of bacteria that forms constantly on the teeth and gums.

If the plaque is not removed by daily brushing and flossing, it produces poisons that can irritate the gum tissue, causing gingivitis. At this early stage in gum disease, damage can be reversed, since the bone and connective tissue that hold the teeth in place are not yet affected. Left untreated, however, gingivitis can cause permanent damage to your teeth and jaw and in time tooth loss; Classic signs and symptoms of gin-

givitis include red, swollen, tender gums that may bleed when you brush. Another sign of gum disease is gums that have receded or pulled away from your teeth, giving your teeth an elongated appearance. Gum disease can cause pockets to form between the teeth and gums, where plaque and food debris collect. Some people may experience recurring bad breath or a bad taste in their mouth, even if the disease is not advanced.

How can I Prevent Gingivitis? Good oral hygiene is essential. Professional cleanings are also extremely important because once plaque has hardened and built up, or become tarter only a dentist or dental hygienist can remove it. You can help stop gingivitis before

it develops by:

- Proper brushing and flossing to remove plaque and debris and control tartar buildup
- Eating right to ensure proper nutrition for your jawbone and teeth
- Avoiding cigarettes and other forms of tobacco
- Scheduling regular checkups with your dentist

The memory and walking ability of older adults who have lost all of their teeth decline faster than those who still have at least some of their own teeth, according to a study published in the Journal of the American Geriatrics Society.

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# RHD Spring Meeting



**Hannah Elliott**  
Administrator of the Year



**Lisa Kisinger**  
Administrator of the Year



**Sandra Palmer**  
RHD Employee of the Year



**Ruth Heule**  
DON of the Year  
Saint Joseph's Villa  
David City, NE



**Janel Brestel**  
Dept. Head of the Year  
Callaway Good Life Center  
Callaway, NE



**Tonya Gluth**  
Presented to  
**Stephanie Huffman**  
Dept. Head of the Year  
Ponderosa Villa  
Crawford, NE



**Deb Meyer**  
Dept. Head of the Year  
Saint Joseph's Villa  
David City, NE



**Racheal Muller-Hickman**  
Dept. Head of the Year  
The Lutheran Home  
Omaha, NE

**Not Pictured:**  
**Amy Grube**  
Administrator of the Year

**Other 5 Star Awards:**  
Skyview at Bridgeport in Bridgeport, NE  
Bertrand Nursing Home in Bertrand, NE  
Platte County Memorial Nursing Home in  
Wheatland, WY



**Sutton Community/Home**  
5 Star Award



**Colonial Haven**  
5 Star Award



**Wilber Care Center**  
5 Star Award



**Colonial Acres**  
5 Star Award



**Saint Joseph's Villa**  
5 Star Award

Colonial Acres residents were honored with a special meal for Valentine's Day. Nine sweetheart couples enjoyed eating together in our Garden Gate room and toasted one another with wine and grape juice and enjoyed shrimp and beef tips over rice with all the "fixins". Our dietary staff once again outdid themselves.

We are anxiously awaiting our bus rides and hoping the weather gets warmer so we can go out

again. It has been a long, cold winter but we all agree that we are so thankful to have a nice, cozy home here at Colonial Acres and we don't miss our snow shovels at all! Think SPRING!!



## RHD STAFF:

### President:

Ron Ross

### Vice President &

### Regional Manager:

Matt Ross

### Director of

### Reimbursement:

Janet Lytton

### Office Management

### Consultant:

Jo Fuller

### Nursing Consultants:

Sue Booe &

Roz Phillips

### Office Manager:

Margaret Messersmith

### Marketing Director:

Emily Plageman

### Special Projects:

Mike Harris

Diane Ross

### Regional Manager:

Walt Dye

### Graphic Designer /

### Marketing Assistant:

Tory Moghadam

### Accountant:

Anna McClain

### Billing Specialists:

Missie Bramhall

Natasha Nesbitt

### Home Care Manager:

Barb Elwood

### Administrators:

Jo Fuller

Peggy Ratzlaff

Megan Mapes

Laurie Lierman

Janice Edwards

Amy Grube

Virginia Clarke

Vicky Hendricks

Stephanie Huffman

Sandra Palmer

Austin Gillard

Deborah Clark

Mary Kent

Heather Eagle

Stephanie Hahn

Donna Schellenberger

Cindy Tapphorn

Lucas Kaup

Hannah Elliott

Al Shakespaere

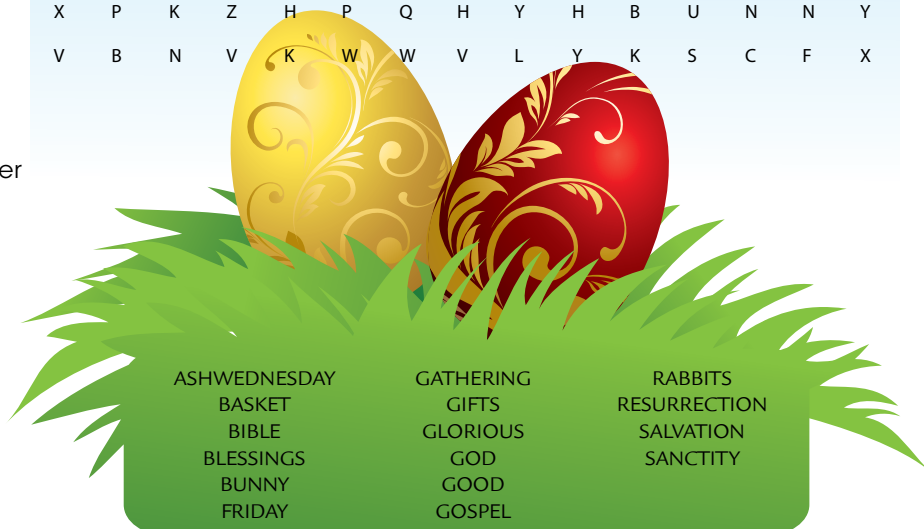
Lisa Kisinger

Shane Filipi

Barb Dreyer

## Easter Word Search

A	Y	Z	P	C	N	G	J	P	Y	K	M	I	N	G
W	M	X	B	V	I	K	N	Q	E	N	N	M	O	G
L	L	R	C	Q	Y	A	D	I	R	F	D	S	I	E
K	C	R	E	A	V	J	M	Z	R	E	P	V	T	Z
Y	A	Y	A	S	H	W	E	D	N	E	S	D	A	Y
M	U	O	T	G	U	I	G	Q	L	R	H	V	V	G
M	T	B	Q	I	O	R	G	T	W	A	Q	T	L	H
V	H	E	L	F	T	D	R	O	Z	B	G	E	A	B
G	M	G	K	T	K	C	Q	E	I	B	L	B	S	G
H	J	H	T	S	M	C	N	G	C	I	O	K	F	J
Q	I	R	L	C	A	Y	B	A	Z	T	R	T	O	P
H	G	U	Y	B	I	B	L	E	S	S	I	N	G	S
L	K	T	X	D	X	Z	G	B	I	D	O	O	G	I
X	P	K	Z	H	P	Q	H	Y	H	B	U	N	N	Y
V	B	N	V	K	W	W	V	L	Y	K	S	C	F	X



ASHWEDNESDAY  
BASKET  
BIBLE  
BLESSINGS  
BUNNY  
FRIDAY

GATHERING  
GIFTS  
GLORIOUS  
GOD  
GOOD  
GOSPEL

RABBITS  
RESURRECTION  
SALVATION  
SANCTITY