



OMC UNVEILS NEW BRANDING CAMPAIGN

For you as a woman, caring for others comes naturally, often more so than caring for yourself. You make time to prepare a meal for neighbors, make sure gifts are carefully chosen and beautifully wrapped, and spend hours with a family member who needs a shoulder to cry on. You tell a friend who hasn't been feeling well to take time off work to see a doctor, but you wouldn't dream of calling in sick yourself. If you are ill when your spouse/partner and your children are ill, you prioritize their needs above your own. Women are wired that way, and there is nothing wrong with that.

But at Olmsted Medical Center (OMC) the doctors and clinicians are reminding women—reminding everyone—to take the time to “be a little more selfish” when it comes to taking care of themselves.



Dr. Hemann

WHAT DOES IT MEAN TO BE SELFISH?

Self-care is not a new term. Just like the terms work-life balance, mindfulness, and resilience, self-care is becoming more important in our day-to-day lives. Although it is important to take care of yourself during stressful times, self-care goes beyond that, and it is also critically important to take care of yourself in a preventative way.

When it comes to self-care for our patients, four of OMC's physician leaders want to share why they feel it is important.

According to OMC's Chief Medical

Officer Randy Hemann, MD, OMC is actively reminding patients to take care of themselves and offering more reminders about their routine tests and wellness exams. When you are feeling good, it is easy to put off scheduling your annual wellness exam, but you shouldn't.

Dr. Hemann uses the example of a tree when it comes to taking care of yourself and getting regular healthcare exams. With a tree, it's important that the roots are nourished and cared for so it can support the trunk and branches. As a physician in family medicine who has been seeing patients at OMC since 1989, Dr. Hemann explains “I see patients everyday who are designated the CEO of their household.



Dr. McKeon

When we finally get to the point of our conversation when I tell them it's ok to take care of themselves, I can see the relief in their faces. So I think it's our duty as providers of care to say that out loud. It's ok to talk about yourself.”

TAKING CARE OF YOURSELF SO YOU CAN CARE FOR OTHERS

An OMC physician in Obstetrics and Gynecology, Kim McKeon, MD, sees women patients exclusively. Working at OMC since 1992, she has delivered thousands of babies. She has cared for new and returning moms who burn the candle at both ends, face sleepless nights, and want to do it all. McKeon says that we are gradually shifting our thoughts about being able to do it all, because it is not sustainable. “All through life, it's absolutely important to find yourself, love yourself, and care for yourself. Only then can you recognize how to help others,” says Dr. McKeon.

OMC physicians and clinicians want patients to set goals for their health. “Most of my patients are women. Most of my patients are, therefore, caregivers, so they need to be healthy to take care of the people

in their lives,” states Carole Nistler, MD, another family medicine physician at OMC who has served patients at OMC since 1998. “We think healthcare is really important and people should take the time to make it a priority in their life,” says Dr. Nistler.



Dr. Hoffmann

A HISTORY OF CONNECTING WITH THE COMMUNITY

OMC President James Hoffmann, DO, points to OMC's history of serving patients in southeastern Minnesota for more than seventy years. “Our rich history compels us to connect with the community on a personal level, on a more empathetic level, and on a very genuine level that shows we understand our patients' lives,” says Dr. Hoffmann, a practicing OB/GYN since 1994.

In July 1949, Dr. Harold (Hal) Wentz began his practice in downtown Rochester and grew his practice into a multi-specialty clinic by putting his patients first and developing a personal connection with those in his care. He inspired the people working with him to “do for the patient what you would do for your family.” OMC continues to believe this message and wants to share with patients that it is important that they be actively engaged in their care and health.

EMPOWERING WOMEN TO FOCUS ON THEMSELVES

Stacey Vanden Heuvel, OMC's Vice President for Marketing and Philanthropy,

shares that the new branding campaign supports the notion of OMC's caregivers embracing the individuality of every patient and giving them the ability to hit the “pause” button in their life and focus on their own health and care.

“Women are socially and culturally expected to put other people first. We aspire to be caring, strong, loving, loyal, giving, reliable, and so much more. We can only live out these aspirations by being well ourselves,” shares Vanden Heuvel. “When we say we want patients to make time for themselves and be a little more selfish, we aren't asking them to make a choice between being ‘giving’ or being ‘selfish.’ We are saying there needs to be balance. Taking care of yourself doesn't just benefit you. Taking care of yourself means you are—in the long run—being strong and well for the people you love most,” she adds.

Empowering patients to be actively engaged in their healthcare is consistent with that idea. An advertisement currently running in the media for OMC shares a clear message to patients: “When you're out there in the community, we know how important it is to be focused on doing everything you can for the people you love. But when you walk through the doors at Olmsted Medical Center, we need you to be all about you.”



Stacey Vanden Heuvel

GIVING PERMISSION TO PRIORITIZE SELF-CARE

Care providers at OMC help patients find ways to make time for themselves and make their health a priority. Dr. Hoffmann explains, “Ultimately, we are giving them

permission to take time from their very busy lives to make their health a priority. In that sense, being selfish, ironically, is the greatest gift a person can give to their family and friends. It is only when they are healthy that they can be in the best place to care for, nurture and support the people that are important to them in their lives.”



Dr. Nistler

A dialogue around the importance of prioritized healthcare decision-making is vital to the health of our communities, and OMC has heard from many patients over time about their busy lives and the difficulty of prioritizing themselves. This input from patients led to the thought-provoking messaging OMC is sharing with the community.

In addition, all OMC staff have received new name badges which read, “I'M ALL ABOUT YOU,” a statement that is intended to affirm OMC's purpose and promise to the patients who trust OMC to care for them and their families. Patient members of OMC's Patient and Family Advisory Council had a role in designing the name badges.

Posters of OMC employees with personalized messages about their commitment to OMC patients hang throughout OMC locations as well. These posters serve as a reminder to the OMC team of caregivers and a promise to OMC patients.

“When we put our patients first in all that we do, we are empowering patients to put themselves first. They, in turn, can go back to their lives to take care of family and friends,” says Dr. Hemann.

To learn more about Olmsted Medical Center and the “All About You” campaign, visit www.olmstedmedicalcenter.org.

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