

December 10, 2020

*A message from Bob Van Meeteren, Reedsburg Area Medical Center President/CEO*



As I write this message I glance at my calendar...December 10 already! Where has the year gone? On one hand it has flown by. On another it has felt slower than ever. It has also felt somewhat like the movie Groundhog Day, reliving the same thing over and over like it is on repeat. I think most will agree that we are more than ready to welcome 2021!

Most of us have probably heard the term COVID fatigue. We still cannot turn on the radio or TV without hearing about it. As fatigued as many may feel, we cannot take the foot off the gas pedal just yet. Thank you for masking, practicing good hand hygiene, social distancing and avoiding large gatherings. We truly all need to continue banding together to get through this.

Yes, messages are still confusing...whose recommendations should we follow? CDC? World Health Organization? The television and radio news? My neighbor? At RAMC we continue to be your source of trusted information. Count on that. We have our teams of professionals working tirelessly to sift through the information and we continue working with our local agencies to put the science behind our recommendations and those in which we support. We will keep our website updated and will also share trusted messaging through our social media pages.

We know a vaccine distribution is on the very near horizon and are gearing up to follow the recommendations for the order in which they will be given. Having our front line healthcare professionals and nursing home patients receive them first is something we absolutely stand behind. We will be your trusted source to help roll out this important vaccine as it becomes more and more available.

I also thank you for trusting us to safely care for you because you cannot put off the care you need. Your health is so very important. We continue to be here for you as we are safe, steadfast and strong.

This time of year especially I reflect on what I am most grateful for. I have said it many times before, our incredible team at RAMC continues to amaze. They give every ounce of themselves for the health and well-being of the communities we serve. Their dedication and spirit of *Going Beyond the Expected* day in and day out is always noticed, respected and appreciated. I could not be more proud to work amongst these hardworking professionals.

I am so grateful for the unbelievable generosity in support of our organization. We continue receiving welcomed donations of homemade masks (yes, we are still happy to receive them and have mask packets available in our main hospital entrance). Many continue donating food for our hardworking team members, as well as special gestures for our patients and Senior Life residents. Nothing goes unnoticed and we are so thankful.

As I referenced the movie Groundhog Day, the premise is that the main character lives the same day over and over until he discovers his purpose. Life in 2020 certainly has not been typical, but it has been purposeful in that it has caused me to notice much more often, all the good that surrounds me.

I know Thanksgiving and now Christmas have been and will be a bit different this year. But as we close out 2020, the New Year is certainly looking and already starting to feel, much brighter.

As always, thank you for allowing Reedsburg Area Medical Center to be your partner.

