

# Diagnosis: Acute Business Fever



Partnership with Business Project  
Chapter #3735  
Blair High School  
Blair, Nebraska  
2017-2018

# TABLE OF CONTENTS

Partnership Goals .....	1
Responsibilities of Business and Chapter Leaders .....	2
Planning, Development, and Implementation.....	4
Evidence of Publicity .....	5
Benefits and Concepts Learned .....	5
Degree of Impact.....	7
Evaluation .....	8
Appendix .....	9

## *Diagnosis: Acute Business Fever*

From the mouth of the successful businessman Steve Jobs, “Great things in business are never done by one person. They’re done by a team of people.” This concept of teamwork as a building block towards success and making a difference was demonstrated through Blair FBLA’s Partnership with Business Project. This year, we partnered with Memorial Community Hospital and Health System, and members connected with professionals from all areas in an industry that is literally vital to human society’s health.

Students in Blair join the local FBLA chapter for the many opportunities they have to learn and connect. For the 2017-2018 school year, these chances were provided through the local hospital, Memorial Community Hospital and Health System (MCH&HS). Times are constantly changing with advances in technology and research that allows the medical field to do so much more, but they also need inspired young minds to continue this upward trend. During our partnership with Blair’s Memorial Community Hospital and Clinic, FBLA members got an inside look into the hospital, medical careers, and learned valuable health strategies. Our healthy partnership was sure to educate and connect our students from the very beginning.

## **Partnership Goals**

After the Blair FBLA leaders discussed project ideas with the most prospects, the chapter decided that forming a partnership with Memorial Community Hospital and Health System would be a successful choice. In partnering with MCH&HS, we focused on maximizing results for the following goals:

1. Develop competent, aggressive business leadership. We aimed to reach this goal by presenting students with opportunities to learn from local leaders.

## **Partnership Goals**

### **Timeline of the Partnership:**

**June:** Select MCH&HS as our business partner for the upcoming year

**September:** Begin planning activities with business leaders

**October:** Dr. Beckenhauer speaks at monthly meeting, and we host our nutrition workshop at the hospital

**November:** Business tour at the hospital and student job shadow day

**December:** Health Fair at the high school during lunch

**January:** Career interviews of professionals, and Dr. Simonson speaks at monthly meeting

**February:** MCH&HS Internet scavenger hunt at monthly meeting and homeroom activity



## *Diagnosis: Acute Business Fever*

## *Responsibilities*

2. Inspire students in establishing occupational goals. We anticipated this goal to be achieved through partnering with a business which holds an endless spectrum of careers. By working with the hospital as a whole, students were given access to many areas that they were bound to find intriguing.
3. Facilitate the transition from school to work. We designed our partnership to accomplish this task by connecting our members with professionals who can give them first-hand education on the various medical careers available.
4. Improve student networking abilities within our local community. Our partnership with Memorial Community Hospital supported a relationship where students could communicate with various leaders and learn about medical careers. The communication allowed FBLA members to build rewarding connections with new individuals who they can utilize in the future.

In order to further the work we began with our partnership, our chapter will take various steps to continue the healthy relationship. These steps will include continuing to provide learning opportunities to members through guest speakers and a closer connection to MCH&HS employees for our annual job shadow day. Continuing activities with our contacts at Memorial Community Hospital and Health System will allow our chapter to perpetually accomplish our partnership goals.

## **Responsibilities of Business and Chapter Leaders**

Throughout our partnership, both FBLA members and businessmen and women played crucial roles in making our project successful. Collaboration between both groups was instrumental during the development process.

Since the commencement of the project, members worked with local business leaders to plan, organize, and implement the activities that built our partnership. Molly Dahlgren, the Director of Marketing, served as our go-to contact in establishing our partnership with Memorial Community Hospital and Health System, and she also hosted a job shadow for a Blair FBLA member on our job shadow day in November along with Physical Therapist Cathy White, Occupational Therapist Ashley Hughes, Nurse Angie Myers, and Nurse Amy Kempcke. Dr. John Simonson, a family physician, was a key contact for FBLA members as a business advisory council member and speaker at our monthly meeting in January. Dr. Amber Beckenhauer, another family physician, was also one of our business advisors for the year and helped kick off the project as a speaker at our October meeting. During October, we held our nutrition workshop at the hospital with presenter Jordan Stilmock, Dietician, who was assisted by Lana Pleak,



The students pictured above took advantage of a valuable opportunity to receive an exclusive tour of the hospital.



## *Diagnosis: Acute Business Fever*

## *Responsibilities*

Operations Director. These local leaders guided the development of a business fever within our members and began the development of a healthy partnership.

Along with our November job shadows, organized by Wendy Damme, the Human Resources Director, Laura Willey, Operations Director of Support Services, gave FBLA members a tour of the business, which was a great chance for students to learn more about the different areas of the hospital. During December and January, members received more opportunities to meet new business leaders in the medical field. Mark Kwikkel, an athletic trainer, Matt Thomas, a physical therapist, and Jordan Stilmock, a dietitian, were all invited to help us educate our fellow students on important health issues and provide tips related to their areas of work. In addition, members were able to virtually meet and better understand the experience of being a medical professional through interviews conducted with Dr. John Simonson, family physician, and Dr. Patty Smith, pharmacist.

In addition to businesspersons, chapter members played a significant role in the creation of the partnership with Memorial Community Hospital and Health System. Members used important skills strengthened through FBLA such as leadership, responsibility, and time management to organize projects with MCH&HS. The Blair Partnership with Business Committee, compromised of Dustin Hovanec, Sydney Andreasen, and Devon Zurek was formed to develop the year's partnership and bring the project to its fullest potential. The committee also stressed involvement for other students and the value of the opportunities presented.

Our chapter members and business contacts at Memorial Community Hospital and Health System were not only important for planning, but also for making the pieces of our partnership happen and come together. Some of our standout contacts that we counted on for organization and planning events for our students were Molly Dahlgren, Dr. John Simonson, Laura Willey, and Wendy Damme. These leaders proved to be proficient, reliable, and enthusiastic when it came to implementing projects and providing students with opportunities to participate in a strong partnership. The Memorial Community Hospital and Health System leaders' efforts were met by constant interest, attendance, and assistance from volunteer FBLA members, which boosted the project's impact. By being exposed to a healthy relationship between members and local leaders, our students will be better prepared as they enter future business ventures. Just a few benefits the students gained included professional communication, the importance of networking, organization, and knowledge about how important teamwork is within a large business setting.



*Students speak to health professionals at the Health Fair.*

## Planning and Development

On Tuesday, June 20, 2017, the officer team of the Blair Future Business Leaders of America held their annual meeting in order to plan the program of work and activities to take place during the upcoming school year. The leadership team brainstormed ideas for possible local partnerships. After some debate, the officers decided Memorial Community Hospital and Health System provided a promise of a prospering partnership.

After our meeting, the Blair Partnership with Business Committee contacted business leaders at Memorial Community Hospital and the connected Clinic to begin organizing a healthy partnership. They readily agreed to partner with us, and we planned multiple opportunities for students to participate in the partnership. Activities would include business speakers at meetings, a nutrition workshop and health fair, a business tour, job shadows, and career interviews. We chose these activities to inspire students. We knew that listening to professionals speak or reading articles from their career interviews would help students who were interested in the health field to affirm their goal career. Job shadows were sure to help students envision themselves in medical careers someday, and our nutrition workshop, health fair, and business tour allowed Blair FBLA members and MCH&HS employees to deepen their connection as students became more aware of what our local leaders' jobs are like while MCH&HS shared their expertise.



Dustin Hovanec conducts a career interview with Dr. John Simonson.

## Implementation of Project

After the planning stage of the project, chapter leaders began to implement the various activities. Our goal was to have a mutual partnership where both parties benefitted, and we knew our list of projects would undoubtedly accomplish this. Students learned how influential Memorial Community Hospital and Health System is to the community and its people while providing excellent networking opportunities for local students. In return, chapter members gained useful knowledge about health, possible future careers, and the flow of a business comprised of various fields. To organize each event, the Blair Partnership with Business Committee contacted MCH&HS business leaders to plan the details in order to achieve the best possible results.

On October 19, 2017, we hosted a nutrition workshop at the hospital as a part of our MCH&HS partnership. The workshop was offered as an opportunity, not only for students, but also for the community. As a dietician, Jordan Stilmock, was able to give listeners many pieces of useful information on healthy eating. Participants learned various tips including that breakfast is actually important to weight loss, and calories should be spread out through multiple meals. To avoid boredom eating, Stilmock's audience learned a trick to see if



## *Diagnosis: Acute Business Fever*

## *Evidence of Publicity*

you are actually hungry: drink some water first! On December 13, 2017, a health fair was held at Blair High School during lunch to give all students a chance to approach health professionals and hear what they had to say as well as ask their own questions. We knew this would be especially beneficial to our students because of the number of athletes as well as the number of young adults about to experience the world on their own. Students were able to benefit from health tips made available through our partnership.

### **Evidence of Publicity Received**

A key part of building a successful partnership is publicizing the intended goals and events, along with the results of them. Within Blair High School, the project was advertised through the daily announcements and the Blair FBLA webpage. Our partnership with Memorial Community Hospital and Health System was made evident within the Blair community by placing an article in the local newspaper, *The Enterprise*. The success of the partnership was shared throughout the state by having an article placed in the *Pledge*, our state FBLA newspaper, as well as the National FBLA publication, *Tomorrow's Business Leader*.

The Blair Chapter advisor, Mrs. Pat Olson, is a business teacher at Blair High School, and a list of upcoming events is consistently updated and placed on the activities board outside of her classroom. The broad forms of publicity allowed our partnership with Memorial Community Hospital to flourish. Blair students learned about networking, a valuable skill needed in developing future business leaders, and the ins and outs of working in a medical occupation. This partnership provided a diagnosis for acute business fever.



The health fair at the high school draws a crowd of students wanting to learn important health concepts from local professionals.

### **Benefits of the Project**

The results of the partnership with Memorial Community Hospital and Health System were successful in that the Blair FBLA Chapter was able to achieve all of its goals. Our first goal was to develop competent, aggressive, business leadership. We reached this goal by allowing members to job shadow medical professionals and on November 15, involve themselves in a hands-on leadership opportunity in a job setting. Members were also given the opportunity to speak with health specialists from MCH&HS at our health fair and



## *Diagnosis: Acute Business Fever*

workshop. Our second goal was to assist students in the establishment of occupational goals. After touring the hospital on November 6, members gained valuable insight into the wide assortment of areas in the medical field. In addition, medical professionals at Memorial Community Hospital were able to share helpful information regarding their careers. Our third objective was to facilitate the transition from school to work. We accomplished this by giving members the opportunity to gain practical experience in the business world, by allowing students to job shadow and by publishing articles about various health fields on our FBLA website. Our last goal was to improve our networking skills within a diverse community. Students were able to network and create connections when they observed the community's medical services. They were also able to network with the team of business leaders and professionals at MCH&HS and gain helpful business skills.

## **Benefits and Concepts Learned**



Blair FBLA members get an inside look at the rooms where patients stay.

## **Concepts Learned**

Throughout the partnership with Memorial Community Hospital and Health System, FBLA members were able to learn many key concepts that associate with the business world. Members discovered that an important factor for any thriving business, medical or non-medical, is to learn the needs of the community in which they live. For example, talking to professionals in the community in special areas of the medical field allowed our members to understand small town medicine and the care patients receive.

By partaking in the partnership, members acquired knowledge about the world of medicine and the tasks the various roles require. Responsibility proved to be another valuable concept. FBLA members were responsible for taking the initiative to sign up for activities and arrive on time. Some events were offered at different locations in the community, so members had to organize transportation to each occasion.

In addition, communication became a key concept between members and advisors, as well as members and MCH&HS employees. Many resources were used in order to inform members of upcoming events. Our advisor, Mrs. Pat Olson, posted sign-up sheets outside her classroom. Information pertaining to the partnership was also placed in the daily announcements and on the Blair FBLA webpage. Furthermore, communication was essential between FBLA members and MCH&HS leaders to conduct interviews and plan activities, which taught students the value of professionalism.



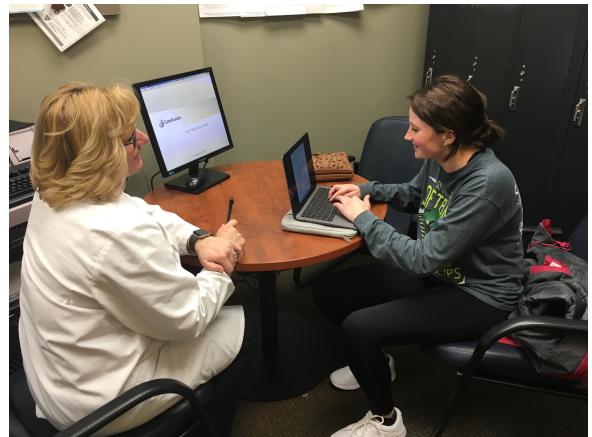
## Degree of Impact

By the conclusion of the partnership with Memorial Community Hospital and Health System, significant goals were achieved. We dynamically impacted MCH&HS through many avenues including publicizing them, as we advertised our nutritional workshop in the newspaper, on our FBLA webpage, and in various community businesses. An article about medical career professionals was published on our FBLA webpage, and we also helped MCH&HS reach a new age group, as they adapted to the needs of the student population in the community. It helped them promote the medical professions they offer and show how deeply they are committed to our local community. Through working with the FBLA chapter, they were able to create a new network of people to connect with for future endeavors; the introduction of students to the health field is just as valuable to the hospital as it is to the students because the youth of today is tomorrow's professional workforce.

The Partnership with Business project vastly influenced the members of Blair FBLA. Memorial Community Hospital and Health System generated a constructive bond between high school students and the medical business world. Touring and attending the nutritional workshop and health fair provided members with networking opportunities in a professional environment. Conducting and reading interviews of MCH&HS employees as well as listening to speakers at monthly meetings allowed students to acquire leadership skills about what a medical career requires, and they learned how to present themselves in a professional manner.

For the duration of the partnership with Memorial Community Hospital and Health System, many FBLA members seized the opportunities available to them. FBLA members devoted countless hours in order to reach the goals and successfully complete an impactful project. We clocked 253 hours by FBLA members towards the project. In addition, because of our health fair and homeroom activity, 100% of our chapter membership as well as 100% of students at Blair High School were able to participate in our partnership. With the significant amount of hours put towards this project, FBLA members were given a wide variety of opportunities to become involved throughout the partnership with Memorial Community Hospital and to learn related business skills.

In addition to benefitting MCH&HS and the Blair FBLA chapter and Blair High School students, our partnership also noticeably affected the community of Blair. By inviting the community members to our nutritional workshop to inform them on healthy lifestyles and by endorsing a local business with our young involvement, our partnership was able to reach wider audiences.



Sydney Andreasen interviews Dr. Patty Smith, a pharmacist at MCH&HS.



## *Diagnosis: Acute Business Fever*

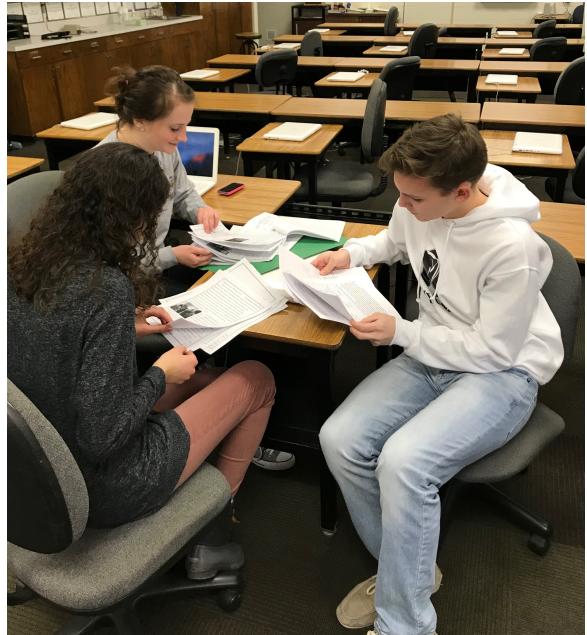
### Evaluating the Partnership

Our partnership with Memorial Community Hospital and Health System was very successful and full of variety. It was beneficial for us to have events from the beginning of the school year through February. Our diverse ways of providing opportunities for students to interact with professionals, such as speakers, shadows, and workshops, were key to the successful impact of our Partnership with Business. This assortment of events helped students stay involved and allowed more chances for busy FBLA members to attend as well as opportunities for community members to be aware of our projects. Although our partnership reached a wide audience within the school and community, there are some aspects that we would enhance in the future. For instance, we would have liked to include a wider spectrum of specialists in our health fair. With more years of experience in the room, more knowledge could have been planted in the minds of those who attended.

We were able to reach 100% of students in our high school, but our partnership would be even stronger by influencing younger generations as well. Implementing a project to educate children about the responsibilities of different health professionals would accomplish this. Kids commonly enjoy ‘playing doctor,’ so this project could have grown their passion for the healthcare field. It is beneficial to start teaching youth about this profession early because someday they will become the future medical and business leaders of America.

Our Partnership with Business Project was successful in developing business leadership, occupational goals, networking abilities, and a transition from school to work for our FBLA members. The partnership crafted many activities that left a lasting impression of an acute business fever in students and community members.

### Evaluation



The Partnership with Business committee members review their notes over the project.

A flyer for a nutrition workshop. At the top left is the FBLA logo. To its right is a yellow box containing text. Below that is an orange box with event details. To the right of the orange box is the MCH & Health System logo. Below that is a green box with text. At the bottom left is a photo of a healthy meal. To its right is another green box with text. The entire flyer is framed by a blue border.

Please join us to learn valuable knowledge about:

- Basic healthy eating
- Tips on seasonal eating
- Answers to any nutrition questions you have

Thursday, October 19  
6:30 p.m.  
Workshop will be held at MCH in the Bagby/Gentry conference room on the main floor of the hospital

**FBLA Partners w/ MCH to Bring you a Lesson in Nutrition**

Workshop will be put on by one of MCH's own, Jordan Stilmock, RD, LMNT, CLC

Jordan received her BAS in Education and Human Sciences in 2013 from UNL, completed a dietetic internship there in 2014, and is currently working on her Masters in Nutrition and Healthy Sciences from UNL as well.

The flyer pictured above was posted in our local community to inform the public about the Nutrition Workshop we hosted in October at the hospital.



# Appendix



## *Diagnosis: Acute Business Fever*

### **Career Interview Information Uploaded to the FBLA Webpage**

#### **Interested in the Medical Field?**

##### **Learn About Our Local Medical Professionals**

**Dr. John Simonson, Family Physician** is the Director of the Blair Clinic and is the Occupational Health

Department Head. As a part of his job, he is certified in advanced cardiac life support, pediatric advanced life support, neonatal resuscitation, which each must be renewed periodically in addition to his family practice certification.

Dr. Simonson majored in chemistry and minored in biology at Kearney State for his undergrad, and he went to UNMC after that. As a doctor, he is constantly learning; he is required to complete 50 hours of continuing education every year in addition to keeping up with new technology used in the hospital.

Dr. Simonson works a busy job where he loves the people he is surrounded by. He works a four-day week with one day of 24-hour call, and he is currently on a rotation of being on call every fourth weekend. Being a doctor leads to surprises and challenges every day that Dr. Simonson enjoys for the critical thinking and problem-solving skills that are required.

If he had to pick a different area of medicine for his career, Dr. Simonson would work in internal medicine or surgery. Dr. Simonson's day consists of many tasks, and if the following interest you, you may think about becoming a family physician too!

Beyond general check-ups on his regular patients dealing with health care maintenance and dieting, Dr. Simonson performs vasectomies, removes cysts, and will pull fluid from patients' stomachs. Dr. Simonson has also worked in the ER and delivered babies in the past.

**Dr. Patty Smith, Registered Pharmacist** is the Director of Pharmacy at Memorial Community Hospital in Blair. She was in her third year of a chemistry major at UNK when she was accepted early into UNMC's College of Pharmacy. Patty Smith worked in a Pamida Pharmacy for six years, and she has been at MCH for 16 years now. She enjoys the increased interaction with people that she is able to have while working in a hospital environment.

Dr. Smith's daily tasks often include reviewing orders from overnight, organizing medication safely into what she says is basically a "vending machine" for drugs so that only approved medications are ones that can be given. To approve those medications, part of her job is to review doctors' orders and check for interactions of drugs. As a pharmacist, Dr. Smith also enjoys being a resource to nurses and doctors to inform them about different medications and how to administer them as well as speaking to patients about their drugs for when they are released from the hospital.

#### **Are you currently a student interested in being in the medical field like these two?**

If so, these two professionals have some advice for you. Put a strong emphasis on math and science classes, and get out into businesses and job shadow. Although it is not necessary to know which exact field of medicine you want to be in until your second or third year of your undergraduate program, job shadowing can really speed the process along and make you feel more assured in your career plans.



## *Diagnosis: Acute Business Fever*

### **MCH&HS Website Scavenger Hunt in Homeroom**

1. How long has MCH&HS been serving the residents of Burt and Washington counties?
2. How many Blair Clinic Providers are there?
3. How many of these providers underwent some type of education from the University of Nebraska Medical Center?
4. How often does MCH&HS offer a full-service sleep lab?
5. What is the name of the kitchen that is within earshot of the labor and delivery suites?
6. What three Therapy services does MCH&HS offer?
7. How many Diagnostic imaging services does MCH&HS provide, including Mobile Imaging Services?
8. Name a function a CT scan can be used to do.
9. Name three Specialty Services that MCH&HS provides.
10. How many clinics does MCH&HS have, not including Emergency Medicine?

### **MCH&HS Website Search Race at Monthly Meeting**

- 1) MCH & Health System has a location at which of the following places:
  - a) Arlington
  - b) Bennington
  - c) Fort Calhoun
  - d) Missouri Valley
- 2) The general phone number for MCH&HS is:
- 3) The MCH Foundation was established in what year?
  - a) 1998
  - b) 2000
  - c) 2006
  - d) 2011
- 4) The MCH Auxiliary has how many volunteers?
  - a) 100
  - b) 400
  - c) 50
  - d) 200
- 5) Who is the chairman of the MCH Board of Directors?
  - a) Thomas Ruma
  - b) Sarah Chatt
  - c) Neil Smith
  - d) Ann Schumacher
- 6) In the area of specialty medicine, MCH offers services for:
  - a) Cardiology
  - b) Mental Health
  - c) Orthopedics
  - d) All of the Above
- 7) The MCH Cottonwood Clinic is located where?
  - a) Omaha
  - b) Council Bluffs
  - c) Tekamah
  - d) Oakland-Craig
- 8) MCH is a tobacco-free campus
  - a) True
  - b) False
- 9) One of the four MCH values is:
  - a) Compassion
  - b) Hard work
  - c) Dedication
  - d) Respect
- 10) The pediatrician who resides at the Blair MCH Clinic is:
  - a) Sandra Baumberger
  - b) Jill Reel
  - c) Lynda Arnold
  - d) Kimberly Kurtz



## *Diagnosis: Acute Business Fever*

### **Participating Members**

Isa Almanza	Mitsy Dasa	Samuel Larsen	Mary Roskens
Jakob Andersen	Kathryn Frazer	Anthony Maras	Matthew Simonson
Josie Andreasen	Destinea Fuhlrodt	Joel Murch-Shaefer	Jacob Sorensen
Sydney Andreasen	Ethan Funk	Payton Murray	Bailey Steadman
Joshua Bershon	Anne Goodman	Aiden Olson	Alec Tapp
Zachary Boswell	Madison Hilgenkamp	Abbey Osborn	Morgan Thompson
Robert Busk	Matthew Hoffman	Michaela Ott	Bradley Tonn
Evan Cada	Dustin Hovanec	Brett Petersen	Brendon Tysdal
Riley Camelin	Ashley Jonas	Sophie Rasmussen	Dillon Wang
Caleb Coburn	Marissa Jonas	Josh Rodriguez	Devon Zurek
Carley Damme	Lillian Knudtson	Quinton Roeder	

### **Article Submitted to Tomorrow's Business Leader and the Nebraska FBLA Pledge**

The Blair Chapter of the Future Business Leaders of America has spent the 2017-2018 year learning from their business partnership with Memorial Community Hospital and Health System. The partnership has helped members in many ways that will be useful to them in their futures including inspiration for possible career options and opportunities to strengthen networking abilities with local professionals. Various activities included listening to medical professionals at chapter meetings, touring the hospital, participating in job shadows, attending a nutrition workshop and health fair, as well as learning about MCH&HS careers through helpful interviews.

### **Article Submitted to Blair newspaper, *The Enterprise***

The Blair Future Business Leaders of America is partnering with Memorial Community Hospital & Health Systems this year. They have teamed up to present a nutrition workshop on October 19. MCH Registered Dietician Jordan Stilmock will present information on the basics of healthy eating, provide tips on smarter eating during the holidays, and answer any nutrition questions you may have. Stilmock received her BAS in Education and Human Sciences from the University of Nebraska Lincoln in 2013, and she is currently working on her Masters in Nutrition and Health Sciences. Plan to attend this valuable workshop that will be held from 6:30 p.m. to 7:30 p.m. at MCH in the Bagby/Gentry conference room on the main floor on Thursday, October 19. Healthy refreshments will be served following the presentation.

