

thrive

A Fresh Look, the Same Commitment

A Brand That Reflects the Quality of Care We Provide



Ronald McDonald House Charities®
Siouxland



PCH Achievements

I'M PROUD TO SHARE...

- ✓ Ronald McDonald House Charities of Siouxland expands services to Pender Community Health.
- ✓ PCH received state and national advocacy awards recognizing its exceptional leadership and success in exceeding fundraising goals to support rural healthcare.
- ✓ PCH now offers monthly visits from plastic and upper extremity surgeon Dr. Jesse Meaike, expanding local access to specialized hand, arm, and reconstructive care.

From our CEO



LAURA GAMBLE

At Pender Community Health, the work we do every day is rooted in people—our patients, our employees, and our communities. Recently, I was proud to see that commitment recognized when we received the Nebraska Hospital Association (NHA) PAC Pacesetter Award for advocacy. This is an annual honor presented to hospitals that demonstrate an exceptional commitment to

strengthening healthcare policy by speaking out at the State and Federal level to promote change. This honor truly belongs to the many individuals across our team who step forward to speak up for rural healthcare and for the patients who rely on it.

We're also focusing on strengthening relationships among our internal teams. Through intentional initiatives, we're learning more about one another's roles and building connections across departments. These stronger relationships ultimately translate into more effective care and better experiences for all those we serve.

That same spirit of collaboration has shaped another exciting milestone for our organization: the refresh of our brand identity. Over many months, employees, leaders, and partners across Pender Community Health worked together to reflect on who we are, what we value, and how we can better represent the full scope of care we provide. As we grow beyond the traditional hospital setting, bringing our services and entities together under one unified identity helps us carry out our mission everyday—to be the best place to get care and the best place to give care.

Because our mission is driven by people, it's important to pause and recognize those who have devoted so much of their careers to PCH. Leaders like Lori Minert and Deb Suhr have collectively dedicated more than 6 decades of service to our patients and our communities. Their commitment reflects the heart and values of this organization.

Yours in good health,

LAURA GAMBLE, BSN, RN – CEO
Pender Community Health

A Wise Step for Summer: Staying on Track with Childhood Immunizations

Summer is an ideal time to schedule routine wellness visits and make sure children are up to date on recommended immunizations.

HOW VACCINES WORK

Vaccines are an important part of preventive pediatric care. Vaccines introduce a small, safe antigen that trains the body's immune system to recognize and fight certain viruses or bacteria. This allows the body to build protection before a child is ever exposed to the illness.

Receiving more than one vaccine at the same time is safe and similar to how children naturally encounter many germs in everyday life.

“The best time to build protection is when children are young,” says Dr. Ashley Tiaht, primary care physician at Pender Community Health.

PROTECTING CHILDREN AND COMMUNITIES

Immunizations help children stay healthy, but they also play an important role in protecting the broader community. Some individuals with weakened immune systems cannot receive certain vaccines, so when others are vaccinated, it helps limit the spread of disease and protects those who are most vulnerable.

“Vaccines don't just protect one child—they help protect classmates, grandparents, and neighbors. It's one of the most effective ways we can care for our entire community,” explains Dr. Tiaht.

VACCINES AS CHILDREN GROW

Many vaccines are recommended at specific ages because research shows those timeframes offer the strongest protection. “These timelines are carefully studied,” says Dr. Tiaht. “They're designed to protect children when they're most vulnerable and when vaccines work best.”

STAYING INFORMED THROUGH WELL-CHILD VISITS

Parents often have questions about vaccines—including ingredients, side effects, and recommended schedules.



These conversations are an important part of well-child visits. “We encourage parents to bring their questions,” Dr. Tiaht says. “Our goal is to provide clear information, so families feel confident in their decisions.”

During the first two years of life, children are seen frequently for developmental visits. After age two, an annual visit, often scheduled around a child's birthday, helps keep preventive care on track so children can continue to grow, learn, and thrive.

VACCINES FOR CHILDREN (VFC) PROGRAM

Keeping children healthy should never depend on insurance coverage. Through the federally funded Vaccines for Children (VFC) program, eligible children under age 18 can receive routine childhood vaccinations at no cost. Children may qualify if they are uninsured, underinsured, or enrolled in Medicaid. VFC vaccines are available at the PCH Medical Clinic in Pender. Parents are encouraged to ask their provider or clinic staff if their child qualifies.



Scan to review our
Immunization Guide



A Fresh Look, the Same Commitment

A Brand That Reflects the Quality of Care We Provide

Quality healthcare is more than treating symptoms. Pender Community Health delivers care that goes beyond appointments and services that extend past hospital walls. Building trusted relationships is the foundation of our work.

“Our team wanted a brand that truly reflects the way care is delivered here,” says CEO Laura Gamble. “Patients don’t experience us as separate departments—they experience us as one team supporting their health and their families. Our brand now captures that spirit of connection.”

BRINGING PEOPLE TOGETHER

A clear brand identity does more than shape how communities view our organization—it can also unite employees internally.

From nurses and therapists to clinic staff, administration, and support teams, the refreshed brand creates a shared language and vision. It helps every department communicate consistently while reinforcing a shared mission to be *the best place to get care and the best place to give care.*

A COLLABORATIVE PROCESS

Developing the fresh brand identity was a collaborative effort involving hospital leadership, department representatives, providers, staff members, and creative partners at

UNANIMOUS—a brand alignment agency. Through in-depth research, discovery sessions, team interviews, and collaborative workshops, the team explored what makes Pender Community Health unique—and how our brand story should be expressed moving forward.

“This wasn’t about reinventing who Pender is,” says Scott Claypool, Vice President of Creative at UNANIMOUS. “It was about uncovering the authentic story already happening here and giving it a clear voice and visual presence.”

THE VERBAL IDENTITY

The verbal identity defines how our organization communicates. As part of this work, the leadership team revisited PCH’s mission and developed a clear vision and set of values to guide decisions and culture in the future.

- ✓ **Presence:** Build strong relationships.
- ✓ **Accountability:** Do what’s right.
- ✓ **Kindness:** Lead with compassion.
- ✓ **Expertise:** Commit to excellence.
- ✓ **Resilience:** Move forward together.

“When people walk through our front door, they feel comfortable and well taken care of. Those values are what create that. Our values are simple, straightforward, and will guide us well,” shares Laura.

THE VISUAL IDENTITY

Our mark helps bring our core values to life—representing the care, services, and lasting connections we are proud to share with the communities we serve.

The new mark features clean lines, balanced shapes, and colors that reflect both **health and community connection**. The design system provides flexibility across digital platforms, signage, apparel, and printed materials while maintaining a consistent and recognizable presence.

“The goal was to create an adaptable brand architecture and a timeless mark,” Claypool explains.

The colors within the mark come together to symbolize unity, reflecting our **promise to deliver exceptional care with compassion, expertise, and respect**.

LOOKING FORWARD

Ultimately, the refreshed brand identity is much more than how Pender Community Health looks—it’s about reinforcing **who we are**.

“This brand reflects the heart of our organization,” Laura says.

“It represents our people, our patients, and the trust our communities have placed in us for generations. As we grow and continue investing in new services and technology, this identity will help guide how we serve.”

Together, the design elements tell the complete story and help guide Pender Community Health’s vision: *to be the leader in rural health—serving with compassion, empowering our team, advancing through innovation, and pursuing excellence*. They express who we’ve always been and who we will continue to be: a trusted partner in health, a steady presence in our communities, **plus** a place where care truly means **more**.

Leading with Care. Serving with Heart.



More Than A Hospital

Today, we are far more than a hospital. We provide a broad range of services that support individuals and families across every stage of life, including primary and specialty care, four medical clinics, three retail pharmacies, a child development center, and an assisted living facility.

Our new name, Pender Community Health, better represents the breadth of our services, the continuity of care we provide, and the broader communities we serve.

This change also supports our goal of operating as one unified, cohesive health system rather than a collection of individual services. While our name and brand are evolving, our commitment is not. The same quality of care, attention to detail, and personal service our patients and families have come to expect will remain at the heart of everything we do.

Age-Friendly Care

SUPPORTING HEALTH, INDEPENDENCE, AND CONNECTION

Pender Community Health (PCH) has earned a Level 2 Age-Friendly Health Systems designation, reflecting its commitment to delivering thoughtful, evidence-based care for older adults. PCH follows the **4Ms Framework—What Matters, Medication, Mentation, and Mobility**—to ensure care is centered on each patient’s goals and overall well-being.

“Age-Friendly care shifts our focus from simply preventing incidents to proactively supporting a person’s overall well-being,” explains Krista Trimble, Quality Risk Manager and Compliance Officer. Through coordination across departments, care teams better understand what matters most to patients. They develop personal care plans that support independence and quality of life by proactively addressing needs, medications, mental health, and mobility.

One program bringing this philosophy to life is the Working on Wellness (WOW) Program. Designed for adults age 65 and older, WOW provides structured outpatient behavioral health support for individuals navigating life changes such as grief, loss of independence, or medical challenges.

“Mental health is health,” Sonya King, Behavioral Health Manager, says. “Programs like WOW help people work through everyday challenges while building confidence and connection.”

Another example of age-friendly care is the Parkinson’s Wellness Group, led by rehabilitation specialist Raegan Seeman, OT. The group meets weekly and offers Parkinson’s-specific exercises, functional activities, and opportunities for social connection.

“Physically, we’ve seen participants improve balance, mobility, and endurance,” Seeman says. “Just as important is the sense of community the group provides.”

“I want older adults and caregivers to know that they are not alone and that there are many resources available to support them.”

– RAEGAN SEEMAN



Healthy Aging Assessment Clinic

Staying independent and active starts with understanding your overall health. The Healthy Aging Assessment Clinic at Pender Community Health provides a comprehensive evaluation designed specifically for older adults.

Sonya explains, “**The Healthy Aging Assessment Clinic** looks at all aspects of health, including cognitive testing, vision screening, reaction time testing, range of motion, strength testing, mobility, balance, medication management, dietary needs, and individual questions. Patients can get a baseline assessment for everyday tasks.”

To learn more, call **402-385-3083 (option 5)**.

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Thanks to your support in 2025,
Pender Community Health is growing
to keep quality care close to home for
you, your family, and our community.

New CT & MRI Scanner

EXPANDING ACCESS, COMFORT, AND ANSWERS.

We continue to invest in advanced imaging technology to keep high-quality care close to home. These upgrades bring several important benefits:

- ✓ **Faster scans and clearer images** for quicker diagnosis
- ✓ **Improved comfort** with shorter exams and a more open design
- ✓ **Expanded capabilities** to include breast MRIs performed locally
- ✓ **Greater convenience** by reducing the need to travel for imaging

Patients from communities across northeast Nebraska and surrounding regions rely on PCH for timely scans—often available the same day—helping providers make quicker decisions and begin treatment sooner.

