Community Engagement Report
2015

- Community Memorial Hospital
- Froedtert Hospital
- St. Joseph’s Hospital
The Froedtert & the Medical College of Wisconsin Health Network

The Froedtert & the Medical College of Wisconsin health network knows an individual’s health extends beyond the clinical care we provide, so we are vastly engaged throughout the region to improve the health of our communities outside of our doors. Knitting together a health system, social support services and community health resources is no small feat, but in the pages that follow you will learn how we are leading this challenge.

- We start with the unique benefits to the community that we as eastern Wisconsin’s only academic medical center can bring: research, discovery and teaching the next generation of health care professionals. Through our support of clinical research, breakthrough treatments are generated, tested and ultimately made available to the community. We train not only medical students and residents but also nurses and allied health professionals through preceptorships and our pharmacy, radiologic technology and nuclear medicine education programs.
- Our financial assistance contributions demonstrate that we serve our community members regardless of their ability to pay.
- Through volunteerism and contributions to the United Way we address our communities’ educational, financial and social support needs.
- And we are leading the way in sustainable, long-term solutions that make care accessible to all of our communities, with aid to medically underserved populations in Milwaukee, Washington and Waukesha counties. Most recently, we announced a $12 million commitment to establish a new health care clinic on Milwaukee’s near south side in partnership with Sixteenth Street Community Health Centers and an additional $3 million for distribution throughout the three counties. You will learn more about these commitments in future reports as the plans progress.

Academic health centers play an essential role in advancing health and well-being, not only in the treatment of patients, through innovative research, and with the education of the future health workforce, but also in long-standing community partnerships. As an academic medical center and regional health network, our mission is to advance the health of the communities we serve. We are proud to weave the excellent care we provide into our community in myriad ways to truly make a difference in people’s lives.

Cathy Jacobson
President & CEO, Froedtert Health
A Menomonee Falls High School student films the mock victim receiving treatment at Froedtert & the Medical College of Wisconsin Community Memorial Hospital as part of the Every 15 Minutes program.

**Programs Aim to Save Young Lives**

Nationwide, someone dies every 15 minutes of an alcohol-related driving accident. A collaborative effort by the Menomonee Falls Police and Fire Departments, the Menomonee Falls High School, and Froedtert & the Medical College of Wisconsin Community Memorial Hospital is helping to reduce that staggering statistic.

Every 15 Minutes is a national program that makes the consequences of poor decision-making apparent for young drivers. In addition to working with Menomonee Falls High School, Community Memorial Hospital also participates in the Every 15 Minutes program at Germantown High School. Froedtert & the Medical College of Wisconsin St. Joseph's Hospital does the same in the Jackson and West Bend areas.

The two-day event at Menomonee Falls High School included a simulated accident scene, transportation to Community Memorial Hospital and treatment in the Emergency Department. One “victim” died, while the other was left paralyzed. The entire sequence showing the resulting trauma on the victims was filmed and shown to the entire student body the following day.

Event coordinators at Menomonee Falls High School said that the program is having a real impact on the lives of hundreds of young drivers and potential drivers as well as the community at large. Felicia Perkins-Peterson, a social worker at the high school and co-coordinator of the event, said “We couldn’t have done it without Community Memorial Hospital.” She credits the staff for helping to create a detailed, realistic experience that greatly increases the impact of the program.

Deb McCann, Director of Critical Care and Emergency Services for Community Memorial and St. Joseph’s Hospital, said “This program helps decrease vehicle accidents and the resulting injuries and deaths of our youth.”

**Forever Changed**

Froedtert & the Medical College of Wisconsin Froedtert Hospital offers a similar program looking at the issues of teenage drinking and driving and distracted driving titled “Forever Changed.” This program features a simulation of a mock car crash and a look at what happens in the aftermath, including hearing from family and friends as to how life will be forever changed due to this event.

Coordinated by Trauma Program staff as a free service to the community, Forever Changed also includes involvement from emergency response services, school administration and school counselors. The program is offered in the spring and fall to local schools. For information and program requirements, visit froedtert.com/trauma/forever-changed.
Providing Guidance in Navigating Insurance Enrollment

For financially challenged individuals, figuring out how to afford quality health care can be a daunting task. Financial counselors with the Froedtert & the Medical College of Wisconsin health network are helping ease that stress.

Staff from throughout the health network assist patients and their families who are without health care coverage navigate the choices and options available to them. They help the patients consider available programs such as the Affordable Care Act, Medicare, Badgercare and Long Term Care to determine which is appropriate. The counselors then help with what can be a complicated enrollment process. In fiscal year 2015 financial counselors handled more than 3,100 calls and helped 826 patients enroll or re-enroll throughout southeastern Wisconsin.

A Milwaukee resident whose brother was recently treated for a paralyzing injury was helped by a financial counselor. He described the service as critical in getting his brother the care he needed to survive. “I don’t know what I would have done without their help getting the right care for my brother,” he said.

Overcoming Chronic Conditions To Enjoy Life

Developing a chronic condition can affect a quality lifestyle for many people. However, workshops that provide the tools to adjust to those conditions and continue enjoying life are offered by the Froedtert & the Medical College of Wisconsin health network and are making a difference in how participants live. In the past year 74 participants took part in the series.

Living Well with Chronic Conditions workshops are held in Wauwatosa, Menomonee Falls, New Berlin and West Bend two times a year in partnership with the Wisconsin Institute for Healthy Aging. The six-week workshop is designed for people who have one or more chronic conditions, such as heart disease, diabetes, arthritis or another long-term health problem.

The sessions actively engage the participants and provide them with skills to better manage their health. They learn ways to deal with challenges such as pain and fatigue and are taught how to make better nutrition and exercise choices. Participants in the program report they are emotionally stronger and more motivated following the workshops. One participant said “I can do now what I thought I no longer could before.”
Preparing for the Next Generation of Nurses

In the coming years, many nurses will reach retirement age, which could create a staffing shortage affecting both medical facilities and the public. A collaborative effort between area colleges and technical schools with hospitals in the Froedtert & the Medical College of Wisconsin health network is helping prepare new medical professionals to fill that potential staffing shortage.

The Froedtert & MCW health network hospitals and clinics provide real-world experience for hundreds of nursing students by placing them in their facilities to care for patients. Those students attend a wide range of schools including Carroll University, Milwaukee Area Technical College, Marquette University, Marian College, University of Wisconsin - Milwaukee, Alverno College, Waukesha County Technical College, Milwaukee School of Engineering, University of Wisconsin - Oshkosh, Wisconsin Lutheran College and Moraine Park Technical College (MPTC).

Nursing students at Froedtert Hospital have the unique opportunity to work at the region’s only academic medical center. “The impact from the collaboration between the RNs and the nursing students is invaluable as it fosters the professional development of our oncoming nursing workforce,” said Cristin Phillips, MS, RN, ACNS-BC, Interim Nurse Manager at Froedtert Hospital. “The students are able to witness Magnet Nursing at Froedtert Hospital and the opportunities that are available if they should pursue a nursing career at Froedtert.”

“Novice nurses only have book and skills lab knowledge to draw on. It isn’t until they have real-life experiences to draw upon that they can progress,” said Heather Evenson, a Nursing Instructor at MPTC.

MPTC instructors working with student nurses assigned to St. Joseph’s Hospital in West Bend echo this, saying the program helps students connect real world situations with the theory they are learning in the classroom, something that will make them stronger health care professionals when they enter the workforce.

Throughout the Froedtert & MCW health network, more than 3,000 students gained experience at Froedtert, Community Memorial and St. Joseph's Hospitals. Staff members spent thousands of hours helping to train this next generation of nurses.
Giving Back to the Community

Staff at many of the Froedtert & the Medical College of Wisconsin health network locations continue to show their commitment to supporting the communities in which they work, demonstrating a desire to give back through participation in a wide range of activities.

The holiday season inspired a variety of efforts designed to assist families in need. Froedtert Hospital staff partnered with the Nonprofit Center of Milwaukee’s Holiday Giving Tree program and made wishes come true for more than 585 individuals in Milwaukee’s low-income neighborhoods. Recipient organizations included The Boys and Girls Clubs, Milwaukee Behavioral Health Department and Bethesda Outreach.

At Community Memorial Hospital, staff held a holiday gift drive in conjunction with the Christmas Clearing Council of Waukesha County. Staff members donated more than 170 gifts including toys, art supplies and warm winter clothing that were distributed to area families.

St. Joseph’s Hospital also showed its holiday spirit through an effort that supported the Gingerbread House in Washington County. Staff members donated winter clothing and toys that were provided to area families.

Staff members at Woodland Prime, the Froedtert & MCW health network corporate office, organized a drive, collecting 150 gifts that were distributed through Bethesda Outreach. Fifty coats, hats and pairs of gloves were also collected.

Staff at several Community Physicians locations participated in a holiday giving campaign. Through these efforts, support was provided to 35 families in need. Bake sales, raffles and other fundraisers were held to support this project.

In conjunction with the holiday gift drive, Froedtert Hospital also held a coat drive to benefit Milwaukee’s underserved populations. In fiscal year 2015, staff members collected over 250 winter coats that were donated to Westside Academy Schools. Donations were also given to the hospital’s own Emergency Department for patients who may need clothing upon discharge after a traumatic visit.

In addition to these holiday efforts, nurses at various locations celebrated Nurses Week in May with charitable activities, including food drives held at St. Joseph’s and Community Memorial Hospitals. Barrels and boxes of non-perishable food items and personal hygiene items were collected and delivered to food pantries in West Bend, Menomonee Falls, Sussex and Germantown.

Staff at Froedtert & the Medical College of Wisconsin Moorland Reserve Health Center worked together to gather food for the New Berlin Food Pantry.

(I-l) Caitlin Dunn, Jessica Doine, Maria Calarco, Melissa Ingrilli and Shaniece Robinson collect all of the wrapped presents for the holiday gift drives.
Leading by Example

Froedtert in Action, a program designed to encourage leaders and staff members to be involved in volunteer activities, affirms the Froedtert & the Medical College of Wisconsin health network's commitment to give back to the communities we serve. It reflects our commitment to our mission while creating excitement about the various actionable and direct ways we give back as an organization.

The program itself highlights the great volunteer opportunities available to staff, showcases the value of those community activities and demonstrates the impact of the work we do. Leaders and staff are called on to voluntarily participate in community activities like mentoring at-risk children, taking blood pressures at community events, providing education at health fairs, building gardens in local neighborhoods and much more.

As an organization, more than 75 percent of our leaders have participated in Froedtert in Action, donating more than 5,000 hours.
Caring for Our Diverse Patients

To provide the best service, it is essential that communication barriers are removed when dealing with patients and their families. To meet this need, Froedtert & the Medical College of Wisconsin Language Services is available to provide timely, reliable and high-quality interpreter services to limited English proficiency and deaf patients. Interpreters help to deliver culturally sensitive care to every patient at each hospital and clinic in the Froedtert & MCW health network.

Several resources are available to help bridge language gaps, including contracted agency interpreters, video remote and phone-based interpreting.

In the past year, more than 1,900 limited English proficiency patients were aided by Language Services, with more than 16,000 encounters recorded. Of those encounters, the top five non-English languages by percentage were: Spanish, 55.36; Russian, 8.4; Hmong, 8.35; American Sign Language, 3.25; and Arabic, 2.21.

Early Detection Opportunities for Cancer

Cancer is a disease that can often be treated successfully if it is detected early. Many Southeastern Wisconsin residents are getting that early warning, thanks to a series of free cancer screenings offered by the Froedtert & the Medical College of Wisconsin health network.

Medical staff and volunteers presented a variety of screening opportunities for head and neck, skin and prostate cancers. The screenings offered the chance to identify potential cancers, allowing participants to get further tests and begin treatment if needed.

A prostate screening at St. Joseph’s Hospital was attended by 34 men. In addition, a total of 66 participants took advantage of a head and neck cancer screening provided by several departments with Froedtert Hospital’s Cancer Clinic.

The skin cancer screenings conducted by dermatologists at Community Memorial Hospital, Moorland Reserve Health Center and St. Joseph’s Hospital in May were attended by more than 270 people. Of those, 126 participants were recommended for referral or biopsies.
Educating the Workforce on Diversity Issues

The Froedtert & the Medical College of Wisconsin health network believes that continuous education is vital to success. The network demonstrates this commitment by ensuring that staff members receive the latest education in terms of technical, clinical and cultural competence.

Diversity education programs provide staff members with the tools and skills to provide culturally competent care to the diverse variety of patients that come through the doors every day. Topics addressed in the past year include religious issues such as the care of Muslim patients, unique LGBT health needs and end-of-life issues.

Dignity and respect are key components of our values. We focus on treating everyone we encounter with dignity and respect, including patients, families, visitors, vendors and co-workers.

Diversity education offerings include classroom and online education programs as well as a variety of special educational events that are coordinated by our Inclusion Advocates.

Building the Diverse Workforce of Tomorrow

The Froedtert & the Medical College of Wisconsin health network employs people with distinct perspectives and values that reflect the patients and communities we serve, helping to embrace and enhance the goal of culturally competent care. One way this is done is through INROADS Inc., a minority internship program that helps develop and grow future diverse talent. These highly trained students return to internship opportunities with the organization every summer during their college career with a goal to become full-time employees upon graduation.

The Froedtert & MCW health network continues to be ranked as a top workplace in Wisconsin and in the region. As a highly regarded academic/community health network, we are able to attract the highest caliber of diverse staff. We actively seek people from all walks of life with different backgrounds and experiences. From the classroom to the operating room, our development programs, multicultural internships, and diversity recruitment efforts are bringing highly talented and dedicated individuals through our doors.
**Using Teamwork To Build Staff Engagement**

Staff members known as Inclusion Advocates working throughout the Froedtert & the Medical College of Wisconsin health network are dedicated to helping keep diversity and inclusion efforts going strong. Nearly 150 staff members volunteer on Inclusion Advocates teams, sharing their time and talents to support diversity and inclusion efforts. These teams coordinate educational opportunities, such as presentations on generational differences or mental illness, and cultural awareness events, such as Black History Month activities and presentations, for fellow staff members, focusing on workplace inclusion and enhancing the patient experience.

**Working With a Diverse Group of Suppliers and Builders**

The Froedtert & the Medical College of Wisconsin health network recently opened the Center for Advanced Care on the Froedtert Hospital campus. A variety of departments have relocated to this new space, including the Transplant Center, Heart & Vascular Center and Surgical Specialty Clinic. Throughout the construction of the Center for Advanced Care, the health network and project leaders were committed to working with minority or women business enterprises.

Contractors – Mortenson Construction awarded contracts valued at more than $16 million, or 24 percent of the total construction cost, to a diverse group of firms. This commitment exceeded our health network’s 10 percent requirement as well as our 15 percent goal. CG Schmidt and its subcontractors showed a similar commitment, awarding contracts valued at over $2.7 million, or 21.7 percent of the total construction cost, to minority or women owned firms.

Diverse Construction Workforce – A diverse group of talent performed the construction work, including people of color and women. Of the total hours worked 21 percent of the hours were worked by 235 people of color or women, exceeding the 15 percent workforce goal.

Apprentice Inclusion – The 175 apprentices on the project represent one apprentice for every five journeymen on the project.

**Listening To Provide Culturally Competent Care**

The Froedtert & the Medical College of Wisconsin health network strives to offer enhanced care for all patients from all communities. The voices of the customer and the community, provide valuable feedback to shape medical care while respecting unique perspectives.

Some of the comments made by patients of the Clinical Cancer Center at the Froedtert Hospital campus included:

- …the best physicians in the midwest for this (cancer care) were at Froedtert.
- The staff is very in tune with me.
- (The staff) gave me hope!
Keeping our communities healthy is an integral part of our mission that transcends the walls of Froedtert & the Medical College of Wisconsin Community Memorial Hospital. It’s a tremendous responsibility that isn’t taken lightly.

The year 2015 marks the end of our three year Community Health Improvement Plan cycle. Based on our 2012 Community Health Needs Assessment, the four health priority focus areas for our service area included:

- Access to primary and specialty care
- Mental health as well as alcohol and drug abuse awareness
- Chronic disease management
- Health prevention and wellness

Our approach continues to be strategic as we develop and implement services and programs to address those needs. The services we bring to our surrounding communities directly support our mission to improve the health of the individuals in our local communities.

Some of these services and programs include:

- The Community Outreach Health Clinic provides medical treatment for the uninsured and underinsured in our service area.
- Our community garden, right on our hospital campus, delivers nutritious produce to three local food pantries and patients utilizing the Community Outreach Health Clinic.
- Colorectal cancer screenings for individuals without health insurance thanks to the Bobbie Nick Voss Charitable Funds grant.

Through programs like these and many others we help the most vulnerable populations in our communities from Menomonee Falls, throughout Waukesha County and beyond. Improving the health of our communities is done one person at a time, but it isn’t achieved alone. Community Memorial Hospital is privileged to work together with community partners that share our vision. With these partnerships in place, our capability to reach those who need us the most grows exponentially. Our work is never truly complete; we look forward to continued community collaboration to make more of what is possible a reality for those in need.

Dennis Pollard
President, Froedtert & MCW Community Memorial Hospital
Chief Operating Officer, Froedtert Health
Vital Care for the Uninsured and Underinsured

The Community Outreach Health Clinic at Community Memorial Hospital helps residents who are unable to afford health insurance despite working. The clinic was established in 2000 to provide care for uninsured and underinsured patients in the hospital’s local communities. The facility, located in the hospital’s Outpatient Care Center, helps hundreds of patients each year. Care is offered at no charge. Donations provide the majority of support needed to operate the clinic.

According to Clinic Coordinator Linda Smith, the majority of patients visiting the facility suffer from a chronic condition such as high blood pressure or diabetes. Volunteers from the hospital and the community provide medical care and pharmaceutical assistance to the patients. A psychiatrist and a dietician also make regular visits to the clinic to provide services. Clinic staff are able to refer patients for specialized services when necessary and hospital financial advisors are available to help them access financial assistance.

Karen Strange is a good example of how the clinic is helping area residents who would otherwise have difficulty being able to afford needed treatment. Karen came to the clinic with multiple health challenges including high blood pressure, lung ailments and diabetes. Her husband had recently had his work hours reduced and the family was unable to afford Karen’s medical care. Clinic staff were able to refer her to specialists to start successfully dealing with her multiple health challenges. She also began working with a financial advisor to explore Badger Care and other assistance programs.

“If it wasn’t for Linda Smith and the staff and volunteers in the clinic, I don’t know where I would have gone for care,” said Karen.

Growing to Meet a Need in the Community

Community Memorial Hospital has an on-campus garden which provides produce to members of the local community who may not have access to fresh vegetables. The garden is planted, maintained and harvested by staff members from the Volunteer Department and a group of dedicated volunteers.

The summer’s harvest was distributed directly to patients who use the Community Outreach Health Clinic, as well as the Sussex, Germantown and Menomonee Falls food pantries. More than 1,700 pounds of produce was donated this season.
Providing Free Colonoscopies to the Underinsured

Since 2008, the Bobbie Nick Voss Charitable Funds has partnered with Community Memorial Foundation to promote prevention and early detection of colorectal cancer. This partnership has allowed the Community Outreach Health Clinic at Community Memorial Hospital to provide colonoscopies to more than 120 uninsured, low-income patients identified as at risk for colorectal cancer. The majority of these patients had polyps removed. In some cases, the patient was diagnosed and treated for another illness that placed him or her at risk for cancers or other health crises.

“Screening colonoscopies do help prevent colon cancer,” said Syed Mehdi, MD, a Froedtert & the Medical College of Wisconsin gastroenterologist. “We have also actually found colon cancer in some patients, who then underwent surgery and ultimately prevented their deaths. We are finding pre-cancerous polyps in younger people and colonoscopies are a very important and useful tool for colon cancer prevention.”

“Not everyone has access to screening colonoscopies, mainly due to financial hardships,” added Christino Canga, MD, another Froedtert & MCW gastroenterologist. “The Bobby Nick Voss grant continues to help these patients, making colonoscopies available to them so they too can have the benefit of screenings and early detection.”

The Bobbie Nick Voss Charitable Funds has also supported community awareness efforts, educating thousands of people throughout the community about symptoms, prevention and the importance of early diagnosis.

Educating Students About Career Opportunities

Eighty-two students participating in New Berlin High School’s Industry Tour program were given the opportunity to learn about health care careers during visits in April and May 2015 to Community Memorial Hospital. The program is designed to expose students to a variety of industries, including health care, to help them make decisions about their own career path.

Two separate groups of students visited the hospital. Students heard presentations about a variety of career opportunities in health care thanks to hospital staff members. They also were taken on tours of several departments, including the Emergency Department, Pharmacy, the physical/occupational therapy areas and more.

Morgan E., one of the students who attend the tour, explained why she was interested in this opportunity. “I am starting college in a few months and wanted more experience and exposure to possible job options in the health care environment that aren’t just doctors or nurses.”
Creating a Safer Community

An effort by Community Memorial Hospital, in partnership with local law enforcement agencies, is helping area families have safer homes while also protecting the environment. The Waukesha County Drug Collection Project allows residents to empty bathroom cabinets of old or unused prescription and over-the-counter medications and drop them off during a drug collection event. Volunteers and police then dispose of the medications in a safe manner.

Community Memorial Hospital has taken part in the Waukesha County Drug Collection Project for the past seven years. Froedtert & the Medical College of Wisconsin Moorland Reserve Health Center in New Berlin has also joined this effort, participating in the Drug Collection Project for the past two years.

“Froedtert & The Medical College of Wisconsin staff have been a tremendous asset through their partnership on prescription drug collections,” said Dan Hanlon, Sergeant, New Berlin Police Department. “Through coordinating and advertising the event, the use of their facility for the collections, and the enthusiastic and

Volunteers from Moorland Reserve Health Center, New Berlin, take part in the annual drug collection event.

staff working the events we were able to collect and properly dispose of a significant amount of unused and/or expired medications from area residences. The significance of removing prescription drugs reduces the likelihood that those addicted to heroin or opiates would gain access to unused medications. This is especially important with the recent increase in heroin addiction throughout our area.”

Hundreds of households participated in the Drug Collection event in May 2015 which was held in several locations in Waukesha County on the same day, resulting in more than 4,400 pounds of medication collected countywide. Medicines collected included potentially dangerous prescription medicines like OxyContin and Vicodin.

By providing residents a way to safely get rid of unused or expired medicines, misuse or theft of the drugs is prevented. Residents taking advantage of the Drug Collection events have also expressed their gratitude about being able to safely dispose of the medicines in a way that does not contaminate water supplies or landfills.

Community Outreach Steering Committee Grants

Recognizing that local partners play an essential role in improving community health, Froedtert & MCW Community Memorial Hospital awarded grants this year to community partners whose missions align with those of the hospital.

The Community Outreach Steering Committee, a sub-committee of the Community Memorial Hospital Board of Directors, awards $50,000 in grants to nonprofit organizations annually. This year’s recipients included:

- Addiction Resource Council - AODA Outreach & Case Management
- Waukesha County Community Dental Clinic - Adult Dental/Outreach
- Citizen Advocates of Washington County - Community Connections Program
- Hope Network - Portable Cribs
- NAMI Waukesha County - Mental Health Outreach and Support
- Menomonee Falls AODA - Every 15 Minutes
- Interfaith Senior Programs - Computer Server - Transportation Program
- Sussex Area Outreach Services - Summer Bonus Bags
- Safe Babies Healthy Families - Case Management
- Community Outreach Health Clinic - Clinic Operations
Our longstanding mission at Froedtert & the Medical College of Wisconsin Froedtert Hospital is to advance the health of the communities we serve by providing care that delivers on quality, cost and service. Our mission is always at the heart of everything we do, from planning new services to daily patient care in our many patient care settings. But it also means doing our part to make sure our community is a healthy place for individuals and families to live.

We continually ask how we can work with our community to improve the health of our neighbors and contribute to their quality of life. We continually evaluate the role our hospital plays in these efforts and how we might partner with others to further the work already being done by so many community organizations.

One way we do this is through the Froedtert Hospital Community Health Improvement Advisory Committee. This committee serves the same mission – to improve the health of the community we serve – but it is a true community collaboration. Committee members represent diverse sectors of the community who work side by side with key hospital and academic partners. Together, we identify health improvement opportunities and contribute skills, knowledge and experience toward potential solutions.

I want to acknowledge and thank those who work together in a spirit of collaboration to address the health priorities of our community through health and wellness programs and services. We look forward to continuing to work with our partners so we can deliver on our promise to meet the needs of our community.

Cathy Buck
President, Froedtert & MCW Froedtert Hospital

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Fiscal Year 2015
Contributions to the Community

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TOTAL CONTRIBUTIONS - $159,194,105

Financial data, while unique to Froedtert & the Medical College of Wisconsin Froedtert Hospital, is based on reporting methodology similar to that used by Catholic Health Association of the United States and VHA Guide for Planning and Reporting Community Benefit. All patient care figures reflect the actual cost of care.
**Support for Community Health Care**

Support from Froedtert Hospital is helping to provide improved medical and dental services to a Milwaukee westside neighborhood. The Lisbon Avenue Health Center, part of the Progressive Community Health Center’s facility located at 35th and West Lisbon, recently opened after building a new facility. This project was aided by a $2 million donation from Froedtert Hospital.

The Lisbon Avenue Health Center is providing an improved and expanded continuum of care for residents. The number of exam rooms has nearly doubled, with several rooms being used by visiting specialists from the Medical College of Wisconsin. The health center also features dental facilities and a new Community Resources Room.

The expanded facility is expected to serve up to 11,000 more patients per year than in the past, resulting in a healthier and stronger community.

“Progressive Community Health Centers has a longstanding presence in Milwaukee’s central city, providing appropriate, coordinated health care to residents in both the Washington Park and Hillside neighborhoods,” said Jenni Sevenich, CEO of Progressive Community Health Clinics. “The recent expansion of our Lisbon Avenue clinic presents the perfect opportunity for us to increase access and focus more comprehensively on the importance of health education and preventative care while also providing jobs. Ultimately, these enhancements can greatly impact the health and viability of an entire community.”

**Partnership Creates Success in the Classroom**

Froedtert Hospital, the Medical College of Wisconsin, Milwaukee Public Schools and Progressive Community Health Center have teamed up since 2006 to help hundreds of students through the School Nurse Initiative. This effort has resulted in the assignment of a full-time nurse from Froedtert Hospital at Westside Academy I and II, a Milwaukee Public Schools charter school. This facility is located in the Washington Park neighborhood and serves 700 students, many of them low income and facing health challenges.

The partnership is succeeding in boosting the learning success of Westside Academy students by improving their health. The nurse provides care and case management for the students during the school year and offers classroom health education and wellness sessions. The nurse also serves as a liaison for students and families with Progressive Community Health Center which is able to provide additional medical and dental services and immunizations.
Unique Career Inspiration Offered to Students

A one-of-a-kind career pathway program involving a major construction project at Froedtert Hospital has provided a group of high school students with valuable hands-on job experience. The TechTern program is a pilot project that teamed Froedtert Hospital with Cannon Design, Mortenson Construction, the Wisconsin Regional Training Partnership/BIG STEP and Milwaukee Public Schools. Through TechTerns, 18 students from Bradley Tech High School in Milwaukee learned building and interior design, construction techniques and health care operations in both classroom and construction settings. The program took place over two years and students were able to be part of the planning, design and building of a 480,000 square-foot major construction project on the Froedtert Hospital campus.

Through their exposure to this real-world project, the students gained insight into careers in the architectural design, construction and health care industries. This unique project drew the attention and admiration of state and local officials interested in new ways of fostering career development, and its success has prompted Froedtert Hospital to seek other partnering opportunities for projects in the future.

Our Next Generation

Froedtert Hospital staff and leaders are also working to inspire area students through a partnership with Our Next Generation of Washington Park. The Outbound Learning program matches leaders from the hospital with elementary school students for mentoring, homework help and activities throughout the school year. Through a previous grant to Our Next Generation, Froedtert Hospital also helped purchase a van to transport the children to the mentoring locations. The 2015-16 school year will mark the third year of partnership.

Filling a Gap in Adult Care

A one-of-a-kind clinic has been providing care since 2012 for adults who suffer from sickle cell anemia. The Sickle Cell Clinic at Froedtert Hospital is the only program of its type in Wisconsin and provides care for more than 400 adults from as far away as the Madison area.

In the past, those who suffer from sickle cell anemia had no options for treatment other than visiting an emergency room when they required care. Since the Sickle Cell Clinic opened, these patients have a place to go for care and support. As a result, the clinic has been able to drastically reduce the number of their emergency department visits.

Recently the Sickle Cell Clinic partnered with Northcott Neighborhood House in the first annual Sickle Cell Walk, highlighting this valuable service to the community most impacted by the disease.

Staff member Cynthia Leonard said that by focusing on this patient population, the facility has been able to provide the best treatment possible. “We really understand the disease and are able to provide the care they need.”

Latroyia Webb, a patient at the clinic, said “The care I receive at the Sickle Cell Clinic is the reason I stay in Milwaukee. The clinic has allowed me to live a productive life with my disease.”
Improving Health Care Through Collaboration

Vulnerable residents of Milwaukee County face many challenges in their efforts to live healthy and productive lives. A Community Health Needs Assessment conducted every three years by a public/private partnership that includes the Froedtert & the Medical College of Wisconsin health network has identified severe obstacles facing those residents.

Through its active participation in the Milwaukee Health Care Partnership, the Froedtert & MCW health network is taking steps to address those obstacles. The network has committed leadership, financial and in-kind resources to the collaborative effort. Three current priority areas of focus have been identified: ensuring ready access to adequate and affordable health insurance for all, especially low-income and vulnerable populations; enhancing access to primary, specialty, dental and behavioral services; and improving management of care across the health care delivery network.

To increase access to quality health care for uninsured, low-income residents, the Specialty Access for the Uninsured Program (SAUP) has been established to pair identified clinics already working with the uninsured with existing hospital and health system partners to facilitate access and case management. SAUP is helping affected Milwaukee County residents find ways to access specialty care that might otherwise be unavailable to them.

Helping the Next Generation of Health Care Professionals

Froedtert Hospital is taking steps to help health care students receive the financial and professional support they need to succeed in their careers by providing $5,000 in scholarships annually to students enrolled in health sciences at the University of Wisconsin-Milwaukee and Milwaukee Area Technical College. Recipients are selected on the basis of their scholastic achievement and service in the community.

The scholarship recipients are invited to tour Froedtert Hospital and provided the opportunity to apply for internships. Those internship experiences allow the students to complete their academic requirements as well as provide valuable hands-on experience, helping to make sure the next generation of health care professionals are well-prepared to enter the workforce.

Building a Stronger Neighborhood

At a time when police and communities are sometimes at odds, a Milwaukee neighborhood and the police department have been recognized for efforts to make a difference on the city’s west side.

The MetLife Foundation awarded its Community-Police Partnership Award for Excellence in Civic Engagement to the Milwaukee Police Department and Washington Park Partners, an alliance of individuals, organizations, city agencies and businesses, including Froedtert Hospital. The group was praised for the wide range of activities that brought residents together to create a safer and healthier neighborhood. Representatives for the Foundation call the Washington Park partnership “an exemplary model” for other groups and neighborhoods across the nation. Washington Park Partners and the Milwaukee Police Department were one of 11 winners of this national award.
After 85 years of commitment to the community, it’s natural to associate Froedtert & the Medical College of Wisconsin St. Joseph’s Hospital with caring for patients. Providing hospital care for those in need is, was and will continue to be our core mission. What continues to change about our mission, however, is how we keep advancing the care we provide beyond the walls of the hospital, proactively addressing community health needs through programs and partnerships that improve the health of our community and reduce disparities.

To determine where community needs are greatest and prioritize our efforts, we regularly conduct a Community Health Needs Assessment. The assessment we conducted in 2015 helped us identify the community’s most urgent needs, including:

- access to care and navigation of resources
- mental health/alcohol and drug abuse
- chronic disease management

In this Community Benefit Report, you can learn how St. Joseph’s Hospital is already addressing these and other community needs through efforts such as:

- Albrecht Free Clinic – offering programs, education, screenings and ancillary services.
- Sexual Assault Nurse Examiner (SANE) – for victims of sexual assault.
- Health and cancer screenings – focusing on early detection and prevention to identify health concerns before they become problematic. Examples include blood pressure screenings at community events, nonprofit agencies and health fairs, and cancer-related screenings offered by our physicians and oncologists in the Kraemer Cancer Center.
- Washington County Healthy Community Fund – investing in community health by supporting area nonprofits with financial resources to advance their missions to improve health.

It takes a community to make a difference, however. We will continue to partner with health and human service organizations, nonprofits and government agencies to address community health problems and continue to make Washington County a healthier place to live, work and play.

Allen Ericson
President, Froedtert & MCW St. Joseph’s Hospital

Financial data, while unique to Froedtert & the Medical College of Wisconsin St. Joseph’s Hospital, is based on reporting methodology similar to that used by Catholic Health Association of the United States and VHA Guide for Planning and Reporting Community Benefit. All patient care figures reflect the actual cost of care.
Meeting a Need in Washington County

It is estimated that seven percent of the population of Washington County, or 9,200 residents, is uninsured or underinsured. When these residents need medical help, often their only choice is a costly visit to the emergency room. A clinic in West Bend, supported by St. Joseph’s Hospital, offers a high-quality option to Washington County residents who find themselves in this position.

The Albrecht Free Clinic was established in 1996 by Dr. James E. Albrecht, a local physician who believed that everyone, regardless of social or financial status, deserves good medical care. Since opening, the clinic has provided that care for residents who are not able to receive health care coverage through their jobs but whose incomes are too high to qualify for Badger Care. In 2014, more than 800 took advantage of this valuable resource.

Amy is a patient who was seen at the Albrecht Free Clinic after suddenly experiencing severe swelling in her legs. She did not have medical insurance, but she heard about the clinic and visited to find out what was causing her condition. Amy was referred to St. Joseph’s Hospital, where medical professionals performed a variety of lab tests and ultrasounds and eventually identified a problem with her kidneys as the cause of the swelling. She was then referred to a specialist at the Froedtert & the Medical College of Wisconsin West Bend Health Center. She was also given help in applying for financial assistance.

Alissa Mosal, RN, BSN, Clinic Supervisor, said Amy’s case is typical for many of the individuals who use the free clinic. Mosal said that by collaborating with St. Joseph’s Hospital and the West Bend Health Center, the Albrecht Free Clinic is able to work with experts and provide services that those patients would not otherwise be able to access.
Supporting Efforts To Curtail Drug Abuse

St. Joseph’s Hospital is a member of the Washington County Heroin Task Force, a consortium of law enforcement, health care professionals, elected officials, county agencies and citizens that formed in 2014 to address heroin and prescription drug abuse. The Task Force takes a proactive approach to educating the public about the problem and the resources that are available locally to prevent and treat it. Officials noted at the time that Washington County mirrored the national trend toward a growing problem with drug abuse.

The Task Force is using a Traveling Trailer to educate the public about the risks and consequences of prescription drug and heroin abuse, as well as the impact the abuse can have on individuals and families. The trailer has been used in parades and other public events as an effective tool to raise awareness of the problem and help reduce its impact on the community.

Heart 360 — Building Healthier Families

A partnership between St. Joseph’s Hospital and the Casa Guadalupe Education Center has helped create healthier families in West Bend and Hartford. The Heart 360 Program, which is offered with the American Heart Association, empowers Spanish-speaking families to make better lifestyle choices through nutrition, exercise and management of chronic health conditions. The program helped 57 adults and 18 children in Washington County this year.

The goal of the Heart 360 Program is to reduce the blood pressure numbers of participants through healthy choices. At each session, the participants’ blood pressure was recorded. The sessions then focused on how to live a healthy lifestyle, with topics such as healthy cooking, stress reduction and exercise.

Regular participants in the Heart 360 Program saw a drop in their blood pressure readings during the four-month program.

A mother whose family of four took part in the Hartford sessions said she has seen a difference in the way her family now looks at its health. What they learned has affected what and how much they eat, as well as encouraged them to be more physically active. That, she said, will pay off in the long run with a healthier and happier family.

In addition to volunteer participation from staff at St. Joseph’s Hospital and area Froedtert & the Medical College of Wisconsin health centers, financial support helped make this program a success.
Care for Victims of Sexual Assault

A team of health care professionals is providing quality service for some of St. Joseph’s Hospital’s most vulnerable patients, victims of sexual assault.

The Sexual Assault Nurse Examiner (SANE) program provides a safe haven at the hospital for victims of assault. A specially-trained team is available 24-hours-a-day. The SANE team provides collection of medical and forensic evidence, physical exams and wellness checks, emotional support, assistance in reporting to police, help with safety planning and development of a medical follow-up plan.

In the past year, the SANE program treated 25 patients at St. Joseph’s Hospital.

SANE team members also share their knowledge and experience by training staff from law enforcement agencies and organizations across Washington and Ozaukee Counties, as well as Emergency Department staff at St. Joseph’s Hospital.

Healthy Community Fund Awards Grants to Local NonProfits

St. Joseph’s Hospital is committed to meeting the health needs of the community. The hospital partners with local community groups whose missions align with those of the hospital.

The Healthy Community Fund, administered through St. Joseph’s Community Foundation, awarded $232,148 in grants to nine area nonprofit organizations. The agencies selected and the programs the grants support include:

- Albrecht Free Clinic – Dental Services Program
- Boys & Girls Club of Washington County – Healthy Choices Initiative
- Casa Guadalupe Education Center – Healthy Latinos, Healthy Futures
- Elevate Inc. – Screening and Early Intervention
- Family Promise of Washington County – Health Services for the Homeless
- Friends of Abused Families - 24-Hour Crisis Intervention and Emergency
- Interfaith Caregivers of Washington County – Senior Transportation Program
- Kettle Moraine YMCA – Healthy Living Community Support and Engagement
- Youth and Family Project Inc. – Healthy Families Program

Deb Donovan, RN, SANE-A, SANE-P, is the Sexual Assault - SANE Coordinator at St. Joseph’s Hospital.
Thank you to our partners from Milwaukee County:

ACTS CDC
AIDS Resource Center of Wisconsin
ARC of Greater Milwaukee
Big Brothers Big Sisters
Black Arts Think Tank
Bradley Tech High School
Center for Communication, Hearing and Deafness
Centro Hispano
Christ the King Baptist Church
Christian Faith Fellowship Church
City of Milwaukee Health Department
Community Advocates
Core/ElCentro
Cream City Foundation
Easter Seals Southeast Wisconsin
Fondy Food Center
Goodwill Industries of Southeastern Wisconsin
Growing Power, Inc.
Guest House of Milwaukee
Hispanic Chamber of Commerce of Wisconsin
Hispanic Professionals of Greater Milwaukee
Hmong American Friendship Association
Hmong American Women’s Association
Hunger Task Force
IndependenceFirst
Interfaith Older Adult Programs
Jewish Family Services
Journey House
Kappa Alpha Psi Foundation of SE Wisconsin
Kathy’s House
La Causa
LGBT Community Center
Literacy Services of Wisconsin
Local Initiatives Support Corporation
Milwaukee Achiever Literacy Services
Milwaukee Area Health Education Center
Milwaukee Area Technical College
Milwaukee County Department on Aging
Milwaukee County Emergency Medical Services
Milwaukee County Health and Human Services
Milwaukee County Sheriff’s Department
Milwaukee Habitat for Humanity
Milwaukee Jewish Federation
Milwaukee Latino Carnaval
Parade & Blacktino Event
Milwaukee Muslim Women’s Coalition
Milwaukee Urban League
Muslim Community Health Center
National Association for the Advancement of Colored People (NAACP)
National Black Nurses Association (MCNBNA), Milwaukee Chapter
Next Door Foundation
One MKE
Our Next Generation
Outreach Community Health Center
Pearls for Teen Girls, Inc.
Progressive Community Health Center
Repairers of the Breach
Ronald McDonald House
Salvation Army
Sixteenth Street Community Health Centers
Social Development Commission
St. Ann Center for Intergenerational Care
St. Vincent de Paul Society
The Gathering
Transitional Living Services, Inc.
UMOS
United Community Center – Bruce Guadalupe
United Methodist Children’s Services of Wisconsin, Inc.
Urban Ecology Center
UWM College of Health Services
Thank you ...

Victory Garden Initiative
Walnut Way
Washington Park Partners
Washington Park Senior Center
Wauwatosa Community Food Pantry
Wauwatosa Health Department
Westside Academies I & II
Wisconsin Literacy
Word of Hope
YMCA
YWCA

Thank you to our partners from Washington County:

Albrecht Free Clinic
Casa Guadalupe Education Center
Celebrate Families
Citizen Advocates of Washington County
Elevate Inc.
Germantown Chamber of Commerce
Germantown Community Scholarship Fund
Germantown High School
Germantown Park & Recreation Department
Germantown Police Department
Germantown Senior Center
Germantown Youth Futures
Hartford Area Chamber of Commerce
Hartford Union High School
Healthy People Project of Washington County
Interfaith Caregivers of Washington County
Kettle Moraine YMCA
Kiwanis of Germantown
Kiwanis of Kewaskum
Kiwanis of West Bend
Leadership Germantown
Leadership West Bend
Richfield Youth Basketball & Softball Association
Rotary Club of Washington County
Schauer Arts & Activity Center
St. Boniface Food Pantry
United Way of Washington County
UW-Extension Washington County
Washington County Fair
Washington County Public Health Department
Washington County Shared Ride Taxi
West Bend ACTS
West Bend Chamber of Commerce
West Bend High Schools
West Bend Lioness/Lions Club
West Bend Park

West Bend Park and Recreation and Forestry Department

Thank you to our partners from Waukesha County:

Addiction Resource Council
Cambridge Major Laboratories
Christmas Clearing Council of Waukesha County
Drug Free Communities Waukesha County
Falls Sussex Youth Leadership
HOPE Network
Interfaith Senior Programs, Inc.
La Casa de Esperanza
Leadership Menomonee Falls
Menomonee Falls Area Food Pantry
Menomonee Falls Chamber of Commerce
Menomonee Falls High School
Menomonee Falls Kiwanis Club
Menomonee Falls Little League
Menomonee Falls Police Department
Menomonee Falls Rotary Club
Menomonee Falls Scholarship & Educational Foundation
National Association of Mental Illness (NAMI)
National MS Society - Wisconsin Chapter
New Berlin Police Department
Thank you ...

New Berlin School District
Roger’s Memorial Hospital
Safe Babies Healthy Families
Shady Lane Greenhouses
Sussex Area Chamber of Commerce
Sussex Area Outreach Services
Sussex Hamilton School District
Town of Lisbon
Tri-County YMCA
UW-Extension Waukesha County
Village of Sussex Recreation Department

Waukesha County Business Alliance
Waukesha County Community Dental Clinic

Thank you to our partners from multi-county areas:

American Cancer Society
American Diabetes Association
American Heart Association
BloodCenter of Wisconsin
Boys & Girls Clubs
Horizon Home Care & Hospice
INROADS

LindenGrove
National Alliance on Mental Illness
United Performing Arts Fund
United Way of Greater Milwaukee & Waukesha County
Urban Economic Development Association of Wisconsin
Wisconsin Institute for Healthy Aging
2015 Community Engagement Report

Fiscal 2015: July 1, 2014 to June 30, 2015

Community Memorial Hospital, Menomonee Falls
Froedtert Hospital, Wauwatosa
St. Joseph’s Hospital, West Bend