

Together in the Community



FroedtertHEALTH
Froedtert Hospital

Autumn 2012

Froedtert Scholarships Help Launch Careers

Froedtert Hospital scholarships are supporting Milwaukee-area students in their pursuit of health care careers. The scholarships are an integral part of Froedtert's commitment to developing the next generation as health care professionals.

Five minority students in UW-Milwaukee's College of Health Sciences recently earned Froedtert Hospital scholarships based on their level of academic achievement as well as their outstanding service in the community.

"The Froedtert Health Occupations Scholarships address the need to increase both the ethnic and gender diversity of students in the Health Sciences programs," says Dr. Dessie Levy, dean of Health Sciences at MATC. "The long-term impact will be a health care workforce that mirrors patients in the communities we serve."

The new scholarships align with MATC's commitment to the Completion Challenge, a nationwide initiative to graduate more students from college. "As an urban school and the largest college in the state, our ability to offer scholarships like the Froedtert Health Occupations Scholarship is critical," says Christine McGee, executive director of MATC Foundation, Inc. "The reality is that even a low tuition rate can be a challenge for some students. We'd like them to graduate with as little student debt as possible."

"We're grateful for the opportunity these scholarships offer, and believe our strong relationship with Froedtert can only grow," says Dr. Levy. "As a higher education institution, we're pleased to provide Froedtert with health care graduates who have critical thinking skills, training in state-of-the-art equipment, and above all, a passion to serve." •



Front row: UWM students Paula Begeman, Carla Correa, Koua Lor, Sophia Polaris and Amy Xiong are currently working on degrees in occupational therapy and speech language pathology. Back row: Froedtert Hospital Human Resources team members Tracey Stadler, Chelsey Povlick, and Nick Blish.

Commitment to Quality at Work and in the Community

Gary Colpaert, Vice President of Perioperative Services



As vice president of perioperative services, Gary Colpaert works to ensure that every surgical patient has a high quality experience. He is constantly thinking about ways to make a positive impact for both patients and Froedtert's clinical staff.

Gary's commitment to a high quality experience also extends to his community involvement. Since 2008, Gary has been a

board member of the MATC Foundation, which directs fundraising to support Milwaukee Area Technical College's mission and students. He also serves on the board governance committee. MATC is the largest college in the state and a powerhouse in terms of Wisconsin's workforce. It is Wisconsin's only majority minority college, and it delivers staying power: 97% of 2011 MATC grads surveyed remain in Wisconsin to live and work.

"MATC is just an extraordinary resource for so many people," says Gary. "I appreciate the chance to work with MATC on building a greater health care workforce and elevating the community economically. It's the starting point for a lot of careers."

"Gary is an excellent listener, and I value his thoughtful comments during meetings," says Christine McGee, executive director of the MATC Foundation. "When

I asked our board members if they would be willing to help review scholarship applications, Gary was the first to respond. I was truly grateful for his help."

But, Gary's community involvement goes beyond education. He's been helping to feed the homeless for a number of years. The story starts about seven years ago, when Gary became involved with Repairers of the Breach, a unique Milwaukee resource center for the homeless.

"Every Saturday Repairers has a gathering to connect the homeless with resources and community services," says Gary. "We noticed many people were coming hungry, so my wife and children and I started making and delivering 100 sandwiches on Saturday mornings. At 5,000 sandwiches a year, it's become a routine, and whenever we have friends or guests at our home, they're happy to pitch in." •

Froedtert Helps Get School Year Off to Healthy Start

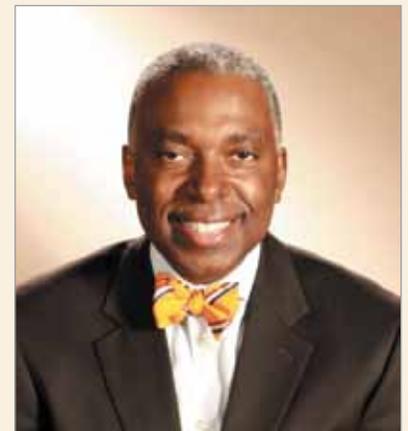
More than a dozen Froedtert volunteers helped families get a strong start to the school year at back-to-school health fairs hosted by the City of Milwaukee Health Department. This year, 2,720 children and their families attended the fairs at North and South Division High Schools, where over 500 students received immunizations.

"We are pleased to host the city's largest back to school health fairs," said Bevan K. Baker, FACHE, the city's Commissioner of Health. "We provide children with important immunizations, lead tests, vision, dental, and other health checks — as well as information about a variety of services around the city."

The health department needed Spanish, Hmong and American Sign Language interpreters to work with the hearing screeners, vision screeners, pediatricians and nurses performing the health checks. Through the Froedtert Cares Community Service Program, Froedtert Hospital interpreters stepped up to provide language assistance. Other Froedtert staff performed health checks, worked

with families to complete registration forms, and helped with exit surveys. Froedtert also provided 200 healthy lunches for all the health fair workers.

In addition to healthy snacks and a variety of wellness information, the city's health fairs also provided book bags and school supplies to help students feel excited and ready for their first day. "To succeed in school, children must be prepared. Being prepared means having your backpack and school supplies, but it also means being healthy," said the Commissioner. "Thanks to Froedtert's support, students and their families are off to a healthy start to the school year." •



Bevan K. Baker, FACHE,
Commissioner of Health,
City of Milwaukee



Charity Care Makes the Grade

I feel very fortunate, like I was in the right place at the right time.

Peter Ochoa



Marquette University dental student Peter Ochoa had suffered stomach pain before. In fact, while in Chicago on spring break, he'd gone to see his family doctor, who treated his symptoms with medication. The

news he later received in Froedtert's emergency room came as a surprise.

"I started having really severe stomach pain. I knew of Froedtert because the Medical College is right next to the dental school," says Peter. "I went to the ER expecting they would do some diagnostics, but was told they needed to operate right away. My condition was much more serious than I thought."

After diagnosing Peter's urgent condition, the Froedtert & Medical College team planned a routine, minimally invasive gall bladder surgery. When the surgeons discovered a large gall stone was creating a tear, they performed an open gall bladder removal instead. "I never had anything like this before –I'm a healthy person," says Peter, who was 26 at the time. "Some slight complications came up, so I was in the hospital for a week. Froedtert took great care of me."

Peter expected that his father's health plan would help pay his medical bills. During his recovery, he discovered this was not the case. Financial counselors at Froedtert met with Peter to explore his options for financial assistance. As a student with no income and student loan debt, Peter qualified for Froedtert's charity care program. Charity care met 100% of the health care costs related to his surgery.

"I can't express my gratitude for Froedtert's charity care program enough," says Peter. "I never knew this kind of program existed, and I was extremely relieved when I learned about it. I feel very fortunate, like I was in the right place at the right time." •

Froedtert Pledges \$2M for New Health Center

Two years from now, Progressive Community Health Centers will open the doors to a new, state-of-the-art health care facility. The new Lisbon Avenue Health Center plans to serve more than twice the number of patients with expanded health services and greater access to wellness care. Construction of the new clinic will be funded primarily through a federal grant and a \$2 million pledge of support by Froedtert.



Our patients will be able to get in sooner and see a wider range of specialists right in their community clinic.

Jenni Sevenich, CEO
Progressive Community Health Centers

"Our patients will be able to get in sooner and see a wider range of specialists right in their community clinic, which is being built adjacent to our current facility," says Jenni Sevenich, CEO of Progressive. "When our patients see the investment being made in their community and in their health, the impact is significant."

Progressive's two clinic locations (Lisbon Avenue and N. 7th and Cherry) are a critical health care resource in the Milwaukee community. In the past two years, the number of uninsured visits to the clinics has grown by more than 125%. With the new Lisbon Avenue Health Center, Progressive can place greater emphasis on wellness education and preventive care. One important addition will be the health education center, where a dietician will offer nutrition services and an exercise physiologist can work with patients on exercise plans tailored to their lives.

"We can help patients prevent and control conditions such as diabetes and hypertension by providing the support they need to make changes in their lifestyle," says Jenni. "Our new health education services can help patients achieve better health so they can thrive and be productive in all areas of their lives."

"Froedtert's pledge is crucial to our new Center," she adds. "It's the latest development in what has been a fantastic partnership for many years. Froedtert is truly invested in increasing the health of the greater Milwaukee community." •

Community Benefit Team Attracts New Talent

Froedtert Hospital welcomes Maria Calarco, MS, and Geeta Wadhvani, RN, BSN to the Community Benefit department.



In her project manager role, **Maria Calarco** promotes Froedtert's community benefit investments and partnerships within Froedtert and the larger community. Formerly an independent consultant at Froedtert, Maria completed a needs assessment which led to the creation of the Language Services Department, and was a lead facilitator for cultural competence staff education. Most recently, she worked with Wisconsin's Department of Health

Services in assisting low income individuals to secure public benefits. A self-described "word nerd," Maria has a passion for other languages and cultures. She holds a master's degree in educational psychology with an emphasis on multicultural counseling.



Geeta Wadhvani, nurse manager, urban health programs, is designing disease prevention and health improvement programs with a focus on Milwaukee's vulnerable population. She is working with Froedtert & the Medical College clinical staff to develop health outreach programs, as well as collaborative relationships with community care providers. Before joining Froedtert, she served as a Milwaukee Health Department HIV nurse case manager, and as a public health nurse in the Maternal Child Health Division.

Geeta spent two years in Kyrgyzstan as a Peace Corps volunteer, where she collaborated with local officials, teachers, Peace Corps staff and volunteers to implement a nationwide environmental education program. •



FROEDTERT CARES

Branching out to the community.

WHAT IS COMMUNITY BENEFIT?

Community Benefit is most commonly defined as: "a planned, managed, organized and measured approach to a health care organization's participation in meeting identified community health needs. It implies collaboration with a "community" to "benefit" its residents — particularly the poor, minorities and other underserved groups — by improving health status and quality of life.

Froedtert Hospital's community benefit framework is to improve the quality of life in the communities we serve through health care programs and services that are measurable, accessible and culturally appropriate; recognizing the greatest opportunity for impact is in Milwaukee's underserved, urban population.

Froedtert's community benefit department focuses on addressing health disparities, community capacity building and programs that train the next generation of health care workers.

To find out how you can get involved with the Froedtert Cares Community Service Program, please contact Maria Calarco, 805-0445 or mcalarco@froedterthealth.org.

Stay informed about Froedtert's community benefit programs by visiting froedtert.com / About Us / Our commitment to Community, or through SCOUT under Inside Froedtert. •

DID YOU KNOW?

The Facts on Blood

- The number of donors needed to meet needs of southeastern Wisconsin hospitals for blood products/components is 800 donors a day, 6 days a week
- Froedtert staff are generous blood donors. Drives are hosted 4 times a year at Froedtert Hospital and Woodland Prime, where over 80 staff respond to the need for blood donation each time!
- At Froedtert Hospital in 2011, an average of 87 blood products/components were transfused each day
- Staff can donate as often as every 8 weeks, and there are 12 convenient donor centers throughout the area. Call the Blood Center of Wisconsin at 877-BE-A-HERO (877-232-4376) to schedule an appointment.

