

Together in the Community



FroedtertHEALTH
Froedtert Hospital

Spring 2013

Driving Toward Success!

When Froedtert Hospital community benefit staff learned that the bus at long-time community partner Our Next Generation (ONG) was ready for retirement, they shifted into gear. With some financial support and strategic planning, Froedtert was able to help ONG close the gap in purchasing a nearly-new, 32-passenger bus. For ONG, dependable, high-capacity transportation is mission-critical.



Froedtert Hospital teams up with ONG to purchase a new 32-passenger bus, which sports the ONG and Froedtert logos.

Located in the Washington Park neighborhood, Our Next Generation provides after school and summer programs to low income students that prepare them for academic success. “In communities of high need, transportation can be a roadblock,” explains Bob Dunn, President/CEO of ONG. “The ability to pick up our kids from school, transport them in our Outbound Learning program, and then take them home, is essential to the service we provide. Our bus is in constant use almost every day of the year.”

On any given weekday, nearly 150 students in grades 1-12 participate in ONG’s after-school programs. ONG transports about half of the students from several neighborhood schools, and when their new bus pulls up, the kids have a

sense of pride. Four days a week, the elementary and middle school students travel to ONG’s Outbound Learning partners, employers such as ManpowerGroup and St. John’s on the Lake. There, the students work one-on-one with volunteers who offer academic enrichment and mentoring. Students also travel to Froedtert Hospital, ONG’s newest Outbound Learning site.

“As our students spend time at places like UWM, MSOE and local businesses, they begin to picture a different future for themselves,” says Bob. “We help them make the connection between that dream and doing their best in school right now. It’s very motivating for them – our community has a 31% graduation rate, but 97% of our kids graduate from high school.”

During ONG’s summer day camp, students spend time on academics in the morning, then board the bus for afternoon field trips that combine exploration of the greater Milwaukee community with some fun. “The bus is a tangible symbol of Froedtert’s commitment to the community,” says Bob. “Our partnership started strong many years ago, and as it expands, we’re making a growing impact.” •

STAFF PROFILE

Feeding Mind, Body and Spirit

Mary Cady Thickens, RN, Access Center Nurse Counselor

In her work, her service to community and her personal life, Mary Cady Thicken is guided by her passion to serve. For 30 years she has volunteered for The Gathering, a community organization that served 150,000 meals in 2012 and relies on grassroots fundraising for 90% of its operating budget. As a board member, she fosters strategic collaboration with other nonprofit organizations to alleviate hunger in the Milwaukee community.

“The magnitude of problems like hunger or disparities in health can be overwhelming,” says Mary, “yet if we approach these issues one day at a time and one person at a time, we can solve them. If we focus on the individual, we can make a difference.”

Mary has approached patient care in much the same way during her 40-year career with Froedtert. Her trademark is her combination of compassion, profes-

sional competence, sincerity and humor. She began in recovery room nursing at Community Memorial Hospital, and later served for 16 years as the hospital’s emergency department director. Six years ago, Mary moved to Froedtert Health’s Access Center, where she answers health care questions and directs patients to the appropriate level of care.

“When I can work with diverse groups of people, it makes me a better nurse and a better volunteer.”

“I get to talk with patients every day, and I love it,” says Mary. “There is a great need in our community for the Access Center resources, especially with the growing numbers of uninsured. People want to speak with a nurse – they want



to feel confident that they are handling a health situation the right way.”

Whether Mary is leading volunteers in preparing and serving a meal, or alleviating a new mother’s concerns about her infant’s fever, she feels her commitment to The Gathering dovetails with her work at Froedtert. As a member of Froedtert Hospital’s Community Advisory Council, she fosters a strong relationship between the two. She notes, “Within both organizations there is a strong sense that ‘This is our community. We’re part of it, and we’re going to take care of it.’” •



It’s a Small World! The Gathering provides light meals after school and Saturday lunches at Our Next Generation, another Froedtert community partner. Visit thegatheringwis.org for more information.

DID YOU KNOW?

How Froedtert Improves Access to Care

- 2012 marked the 10-year anniversary of Froedtert Hospital’s commitment to serve the Washington Park neighborhood with health improvement initiatives for a medically-underserved population. Froedtert partners with Progressive Community Health Centers, a federally qualified health center (FQHC) that provides primary medical and dental care services; and the Westside Academies, a Milwaukee Public Schools charter school serving students in Head Start through eighth grade, where Froedtert provides a school nurse.
- In 2012, Froedtert Hospital invested more than \$700,000 in interpreting and translation services during 10,100 patient encounters in which the patient’s primary language was not English. For these patients, the most common languages included American Sign Language, Russian, Hmong and Spanish.



Saved by a Bell

“I think God gave me Bell’s palsy for a reason. I am so thankful for everyone at Froedtert and Progressive.”

When Arletha Cobb came to Froedtert Hospital’s emergency department with symptoms resembling a stroke, she could not have anticipated the coming turn of events. Her facial paralysis was diagnosed as Bell’s palsy, a weakness of the facial muscles caused by nerve damage. The good news for Arletha was that Bell’s palsy is not related to a stroke, and often resolves on its own. Realizing that their patient had no primary care doctor, the Froedtert team referred Arletha to the Lisbon Avenue clinic of Progressive Community Health Centers for ongoing care. It was the free mammogram in the Wisconsin Well Woman Program at Froedtert that saved her life.

“My doctor at Progressive recommended I have a mammogram, and I asked to have it done at Froedtert. That’s when I found out I had a very early stage of breast cancer,” says Arletha. “The specialists at Froedtert and the Medical College of Wisconsin gave me a good prognosis, and I didn’t get upset because I knew I had help. I wanted to live.”

Arletha’s family and friends rallied with close support while she underwent treatment at Froedtert, and her “think positive”



Progressive’s Katherine (Katie) Damon, PA-C with Arletha Cobb, cancer survivor and financial assistance recipient

attitude never wavered. With limited health insurance, Arletha qualified for Froedtert’s Financial Assistance Program. The hospital covered 100% of the cost of her care. Today, Arletha is a breast cancer survivor in good health and good spirits. She will celebrate her 60th birthday in June.

“I think God gave me Bell’s palsy for a reason,” says Arletha, who ends every health care visit with a hug for her doctors. “So many wonderful people came into my life – my cancer care team and my doctor at the clinic – and they have really been there for me. I am so thankful for everyone at Froedtert and Progressive.” •

Giving Spirit Overflows During the Holidays



Froedtert staff volunteers help make the Holiday Gift Drive a success.

The spirit of giving flowed generously at Froedtert Hospital and Woodland Prime as the Holiday Gift Drive achieved a historic high, with two new giving opportunities this year. Froedtert Hospital partnered with the Volunteer Center of Greater Milwaukee to take charge of 500 wish tags from five non-profit organizations in Milwaukee. The tags were quickly claimed by Froedtert staff members, many of whom fulfilled all three of the children’s wishes on each tag. The huge stack of wrapped presents included coats and gloves, boots, games, arts and crafts supplies, books, toys, clothing and more.

New this year, Froedtert’s transport department initiated a coat drive as part of the annual event. More than 200 new and gently-used coats were donated by staff for children and adults who come to Froedtert’s emergency department without warm winter garb. A portion of the coats was also distributed at the House of Peace, a homeless shelter in Milwaukee.

Froedtert staff also made a collective gift of nearly \$500 to Kathy’s House, a hospitality house for patients’ families and caregivers. Many out-of-town families benefit from nearby lodging at no charge along with a supportive environment at Kathy’s House during their loved one’s treatment at Froedtert Hospital. •

Oh How Sweet

By Constance Geigel, Level 4 RN, BSN, MS



Eleven members of Froedtert's surgery department team turned a two-story home from "Packer gold" to sea foam green in a Habitat for Humanity volunteer project.

For some individuals October 20, 2012 was celebrated as Sweetest Day, while others viewed it as simply another day of the year. For 11 members of Froedtert's surgery department, it was the Saturday we gave over 70 hours of service to the community.

We gathered early in the morning on Milwaukee's south side to give our time and talents to Habitat for Humanity. The project was called "Brush with Kindness." Under the direction of Habitat for Humanity project manager Denise, the team painted the porch and exterior of a two-story home and prepped the garage for a future siding project.

This community service opportunity began with nursing's shared governance Staff Development Council, whose goal is to promote staff members' physical, mental and spiritual well-being. The October event met the physical element of our goal as seen by several brave individuals climbing extension ladders to paint the window trim and sides of the two-story house and porch, and by those bending and stretching to cover surfaces of the porch and foundation. Team members' spiritual development needs were met through giving their time and knowing their contributions were viewed as meaningful to the neighborhood and to James, the current homeowner.

James and Denise worked with the Froedtert team, and by mid-afternoon the project was completed. The "Packer gold" house of 22 years was transformed into an esthetic sea foam green and white residence. At day's end, our team members left with a smile on their faces and hopes of participating in future volunteer opportunities in the spring of 2013. •



FROEDTERT CARES
Branching out in 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 development 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. •

