



# Implementation Strategy

## Community Health Improvement Plan

Holy Family Memorial  
Doing Business As:

Froedtert Holy Family Memorial Hospital

Fiscal Year 2023-2025

Approved by Froedtert Holy Family Memorial Hospital Board of Directors on 11/30/2022

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This implementation strategy serves to describe how Froedtert Holy Family Memorial Hospital will address the community needs as described in the CHNA Report. Effective July 1, 2022 in fiscal year 2023 to comply with federal tax law requirements set forth in Internal Revenue Code Section 501(r) and to satisfy the requirements set forth in IRS Notice 2011-52 and the Affordable Care Act for hospital facilities owned and operated by an organization described in IRC Section 501(c)(3).

A digital copy of this CHNA is publicly available at

<https://www.hfmhealth.org/about/community-impact/> or by calling 414-777-1926.

CHNA adopted by the Froedtert Holy Family Memorial Hospital Board of Directors on 11/30/2022

CHNA made publicly available on 12/01/2022

Implementation Strategy adopted by the Froedtert Holy Family Memorial Hospital Board of Directors on 11/30/2022

Implementation Strategy made publicly available on 12/01/2022

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# Hospital Information & Mission Statement

## Froedtert Holy Family Memorial Hospital

2300 Western Ave,  
Manitowoc, WI 54221



### Overview

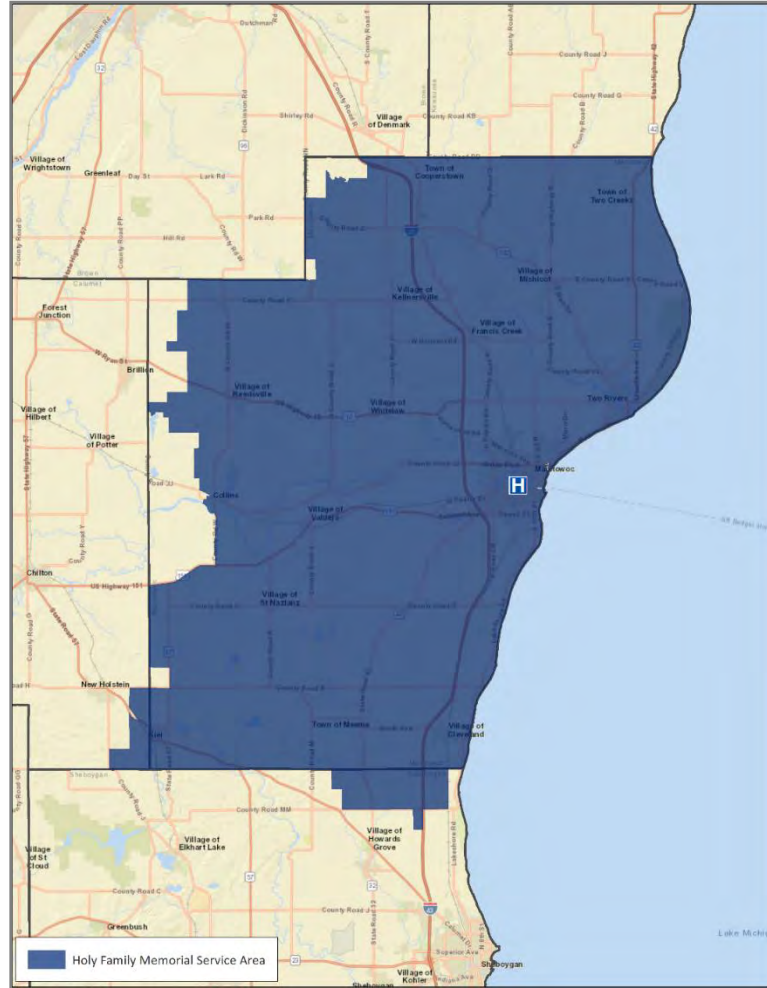
Froedtert Holy Family Memorial Hospital, in affiliation with the Froedtert & the Medical College of Wisconsin health network, is the recognized leader and largest provider of comprehensive health care services in Manitowoc County. Founded by the Franciscan Sisters of Christian Charity, Holy Family Memorial, rooted in the healing ministry of Jesus Christ, is committed to providing high quality medical care and dedicated to helping individuals in the communities Holy Family Memorial serves achieve healthier lives. The Froedtert & MCW health network operates eastern Wisconsin’s only academic medical center and adult Level I Trauma Center at Froedtert Hospital, Milwaukee. The health network includes 11 hospital locations, more than 2,000 physicians and more than 45 health centers and clinics.

### Mission Statement

Froedtert & the Medical College of Wisconsin advance the health of the people of the diverse communities we serve through exceptional care enhanced by innovation and discovery.

### Service Area

For the purpose of the Community Health Needs Assessment, the community is defined as Manitowoc County, because 86.7% of discharges occur from this geography. All programs, activities, and partnerships under the CHNA will be delivered in Manitowoc County. Froedtert Holy Family Memorial Hospital determines its primary service area by completing an annual review and analysis of hospital discharges and market share according to various determinants. The map reflects the 14 zip codes.



Primary Service Area					
53015	Cleveland	54215	Kellnersville	54232	Saint Nazianz
53042	Kiel	54220	Manitowoc	54241	Two Rivers
53063	Newton	54227	Maribel	54245	Valders
54207	Collins	54228	Mishicot	54247	Whitelaw
54214	Francis Creek	54230	Reedsville		

# Community Engagement Guiding Principles



## Charitable Giving

Sponsorship | Community Grants | Scholarships | United Way Campaign

## Programs and Initiatives

501(r) Regulations and Reporting | Community Health Needs Assessments | Community Health Implementation Strategies | Social Determinants of Health | Prevention and Education | Collective Impact

## Population Health/Clinical Services

Health Screenings | Community Care-A-Van/Outreach Nursing | Free Clinics | Federally Qualified Health Centers | Access and Navigation to Resources

## Community Partnerships

Health Equity | Milwaukee Bucks | Milwaukee Health Care Partnership | Educational Institutions | Community Advisory/Outreach Councils | Public Health Department Partnerships | Chambers of Commerce

## Community Investments

Sixteenth Street Community Health Centers | Progressive Community Health Centers | Community Smiles Dental | Community Health Navigators/Workers | Albrecht Free Clinic | Community Outreach Health Clinic

## Health Care Career Exploration/Training

Preceptorship | Mentoring | Internships | Job Shadowing | Physician Residency Program | Project SEARCH | Carmen Schools of Science and Technology

## Staff Engagement

Froedtert In Action | Community Involvement | Civic Engagement

## Environmental Sustainability

Waste Management | Energy Consumption | Water Use | Sustainable and Local Procurement

## Community Engagement Guiding Principles

1. Community Engagement is committed to health equity.
2. Froedtert Health serves all people. As such, Community Engagement builds partnerships and forges collaborations to strengthen the economic vitality and quality of life of all people in the communities we serve.
3. Timeliness is essential for success. Immediate presence of Community Engagement initiatives, digitally and/or experientially, will advance our community connection, community reach and brand.
4. Community Engagement will leverage Froedtert Health resources to benefit our community including our people, financial, time, marketing, IT and digital resources.
5. Presence in the community will be achieved in person and digitally, safely, thoughtfully and with support from internal partners.
6. Community Engagement will actively listen and respond to the needs of our community partners. We will prioritize our efforts aligned with our clinical strengths and mission.

**Froedtert**



# Health Needs of the Community

## Community Health Needs Assessment

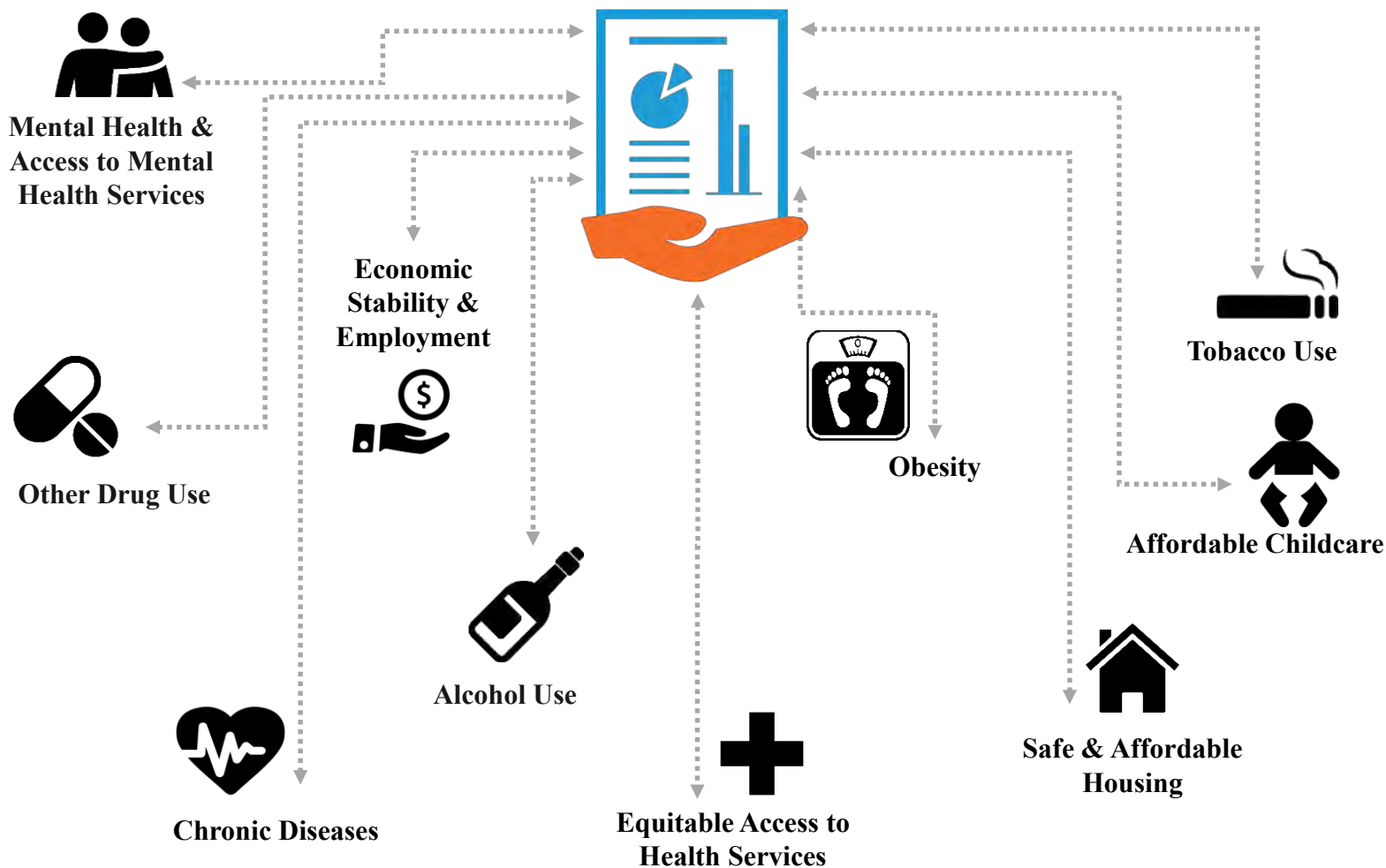
Froedtert Holy Family Memorial Hospital assesses the health needs of the communities it serves through a comprehensive data collection process from a number of key sources. Data and research included information from community members, public health officials, community leaders/experts, and non-profit organizations representing vulnerable populations in our service area. The following information/data sources were collected and taken into consideration for assessing and addressing community health needs:

- Community Health Survey
- Key Informant Interviews
- Secondary Data Sources
- Internal Hospital Data

The CHNA Report and supporting information can be found at <https://www.hfmhealth.org/about/community-impact>.

## Identified Significant Community Health Needs in Manitowoc County

Priorities across the CHNA Health Survey, Stakeholder Interviews, Secondary Data Sources and Internal Hospital Data



# Froedtert Holy Family Memorial Hospital Summary of Implementation Strategy

## CHNA/Implementation Strategy Development Process



Froedtert Holy Family Memorial Hospital created a CHNA/Implementation Strategy Advisory Committee (**Appendix A**) consisting of members of the Mission Effectiveness Committee, Froedtert Holy Family Memorial Hospital Board of Directors, community partners in Manitowoc County, and Manitowoc County Public Health Department along with hospital and health system leadership/staff. Members of the committee were selected based on their specific knowledge of health needs and resources in Manitowoc County for a collective analysis of the findings from the Community Health Needs Assessment. Under the direction of the Community Engagement Leadership Team and a trained meeting facilitator, the planning process included five steps in prioritizing Froedtert Holy Family Memorial Hospital's significant health needs:

- Reviewed the Community Health Needs Assessment results for identification and prioritization of community health needs
- Reviewed previous implementation plan programs and results
- Reviewed current hospital and community health improvement initiatives and strategies
- Ranked and selected priority areas
- Selected evidence-based strategies, partnerships and programs to address community health needs

Based on the information from all the CHNA data collection sources, the most significant health needs were identified as:

- Mental Health & Access to Mental Health Services;
- Alcohol Use;
- Other Drug Use;
- Tobacco Use;
- Obesity;
- Safe and Affordable Housing;
- Affordable Childcare;
- Economic Stability & Employment;
- Equitable Access to Health Services; and
- Chronic Diseases

During a facilitated workout session in September 2022, members of the CHNA/Implementation Strategy Advisory Committee were asked to rate each health need based on the following criteria to identify the significant health needs:

- **Alignment:** the degree to which the health issue aligns with Froedtert Health’s mission and strategic priorities.
- **Feasibility:** the degree to which Froedtert Holy Family Memorial Hospital can address the need through direct programs, clinical strengths and dedicated resources.
- **Partnerships:** the degree to which there are current or potential community partners/coalitions.
- **Health Equity:** the degree to which disparities exist and can be addressed.
- **Measurable:** the degree to which measurable impact can be made to address the issue.
- **Upstream:** the degree to which the health issue is upstream from and a root cause of other health issues.

Based on those results, three overarching themes were identified as priorities for Froedtert Holy Family Memorial Hospital’s Implementation Strategy for fiscal 2023-2025:



After the facilitated workout session in September 2022, suggested strategies were identified utilizing the social ecological model (**Figure 1**) as a framework to focus on efforts that influence behavior through a systems approach. The model helps increase understanding of how behaviors can be changed at the individual, interpersonal, organizational, community and policy levels.

**Figure 1 : Social Ecological Model**



# Health Disparities and Health Equity

Health equity and health disparities are complex and closely connected, as are their root causes. Language and context for these definitions were derived from the Robert Wood Johnson Foundation, the University of Wisconsin Population Health Institute and the American Public Health Association.

**Racism** affects opportunity and assigns value based on how a person looks. It unfairly advantages some individuals and communities and unfairly disadvantages others. Racism hurts the health of our nation by preventing some people from attaining their highest level of health. Racism can be intentional or not, and it impacts health in many ways; driving unfair treatment through policies, practices, and resource allocation. It is a fundamental cause of health disparities across numerous health issues.

**Determinants of health** reflect the many factors that contribute to an individual's overall health. In addition to health care and health behaviors, it is estimated that socioeconomic conditions and the physical environment represent 50% of an individual's opportunity for good health. The determinants of health reflect a growing area of focus, research, and investment in areas like housing, education, community safety, and employment to help build healthier communities.

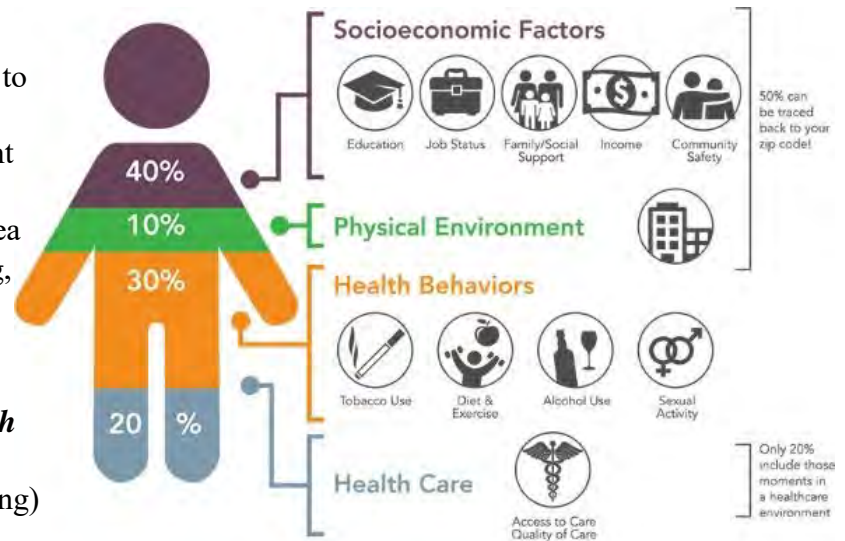
**Health disparities** are preventable differences in *health outcomes* (e.g. infant mortality), as well as the *determinants of health* (e.g. access to affordable housing) across populations.

**Health equity** is the principle that opportunities for good health in vulnerable populations are achievable by eliminating systemic, avoidable, unfair, and unjust barriers. Progress towards achieving health equity can be measured by reducing gaps in health disparities.

## Health Disparities

Identifying health disparities and barriers to good health are important components in assessing community health needs. Once identified, understanding upstream policies, systems, and social determinants that drive health disparities can help create practical, community-driven solutions that support individual and community health improvement.

Froedtert & the Medical College of Wisconsin's mission is to advance the health of the people of the diverse communities we serve through exceptional care enhanced by innovation and discovery. Froedtert Holy Family Memorial Hospital has a commitment to being an inclusive and culturally competent organization that provides exceptional care to everyone; therefore, equity, diversity and inclusion are priorities for not only the hospital but the entire health network. Health equity focuses on minimizing these differences and drives us to increase opportunities for good health by eliminating systemic, avoidable, unfair and unjust barriers. Equity and social determinants of health were a focus of consideration during the entire community health needs assessment, the identification of significant health needs and the prioritization of those needs. Furthermore, health equity, disparities and social determinants of health were considered as Froedtert Holy Family Memorial Hospital identified strategies to address those prioritized significant health needs.





# Significant Health Needs Not Addressed

- **Alcohol Use:** Froedtert Holy Family Memorial Hospital collaborates with the local health department and Healthiest Manitowoc County Coalition to address alcohol use.
- **Tobacco Use:** Froedtert Holy Family Memorial Hospital collaborates with the local health department and Healthiest Manitowoc County Coalition to address tobacco use.
- **Other Drug Use:** Froedtert Holy Family Memorial Hospital collaborates with the local health department, Healthiest Manitowoc County Coalition, and CORE Treatment Services to address other drug use. The hospital will continue to implement initiatives to collect unused prescription medications.
- **Obesity:** Obesity was not identified as a stand-alone significant health need but this issue will be included under chronic disease prevention.
- **Safe and Affordable Housing:** Froedtert Holy Family Memorial Hospital supports safe and affordable housing by partnering with The Haven and Hope House of Manitowoc County to support homeless individuals.
- **Affordable Childcare:** Froedtert Holy Family Memorial Hospital supports affordable childcare by partnering with Lakeshore CAP and the Early Childhood Care & Education Consortium of Manitowoc County to address the early childhood care crisis through forward-thinking, sustainable and collaborative community solutions.
- **Economic Stability & Employment:** Froedtert Holy Family Memorial Hospital supports economic stability and employment by partnering with Northeastern Wisconsin Area Health Education Center, Lakeshore Technical College, and The Chamber of Manitowoc County.
- **Equitable Access to Health Services:** Equitable Access to Health Services was not selected as a stand alone health need but this issue will be included under all of the identified significant health needs to ensure equitable access to mental health services, chronic disease services and improving access to healthcare providers.

## Implementation Strategy Evaluation

Froedtert Holy Family Memorial Hospital's Community Engagement team along with the Mission Effectiveness Committee will regularly monitor and report on progress towards the Implementation Strategy objectives and provide quarterly reports to the Hospital's Board of Directors and health system's Community Engagement Steering Committee. Additional progress on the Implementation Plan will be reported annually through the hospital's IRS Form 990 Schedule H filing and other reporting sources associated with strategic partners and community coalitions.

# Implementation Strategy Significant Health Needs

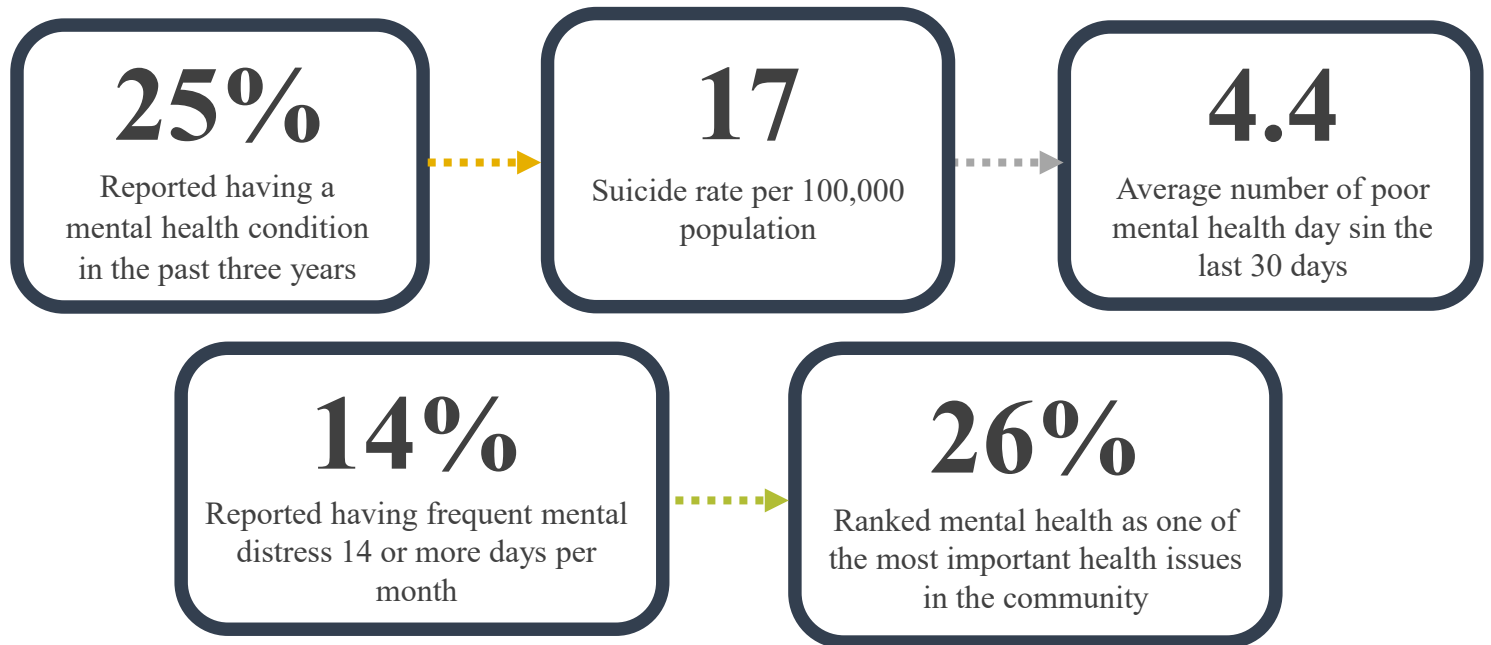
Following the completion of the Manitowoc County Community Health Needs Assessment, Froedtert Holy Family Memorial Hospital CHNA/Implementation Strategy Advisory Committee selected the significant health needs outlined below for its 2023-2025 implementation strategy.

- **Mental Health:** This need was selected because of the continued challenges with mental health and substance use which have increased due to the COVID-19 pandemic. Froedtert Holy Family Memorial Hospital is committed to working internally to expand mental health services and partnering with community organizations to address this health need through prevention.
- **Chronic Disease Prevention:** This need was selected because chronic diseases continue to be the leading causes of death and disability. Prevention and promoting healthy behaviors is important to reduce the risk of developing chronic conditions such as obesity, heart disease and cancer.
- **Workforce Development:** This need was selected because of the lack of medical, dental and mental health providers in the county. Froedtert Holy Family Memorial Hospital is committed to working internally to increase the healthcare workforce and partnering with school districts to expose youth to health care careers.



## What is mental health? Why is it an important issue?

Interconnection between mental illness, mental health, mental well-being and the associated stigma. Poor mental health is associated with poor quality of life, higher rates of chronic disease and a shorter lifespan. The following data is from the Manitowoc County 2022 Community Health Needs Assessment that supports the need to address mental health.



## Froedtert Holy Family Memorial Hospital's Actions to Address Mental Health

### Mental Health Services

- Explore current mental health screenings practices during primary care and specialty care visits.
- Explore a partnership with St. Francis of Assis Parish to increase mental health awareness and access, specifically for the LatinX population in Manitowoc County.
- Support Drug Take Back Day and the MedSafe disposal program at Froedtert Holy Family Memorial Hospital.
- Support school based mental health services in local school districts.

### Community Collaborations

- Participate in Healthiest Manitowoc County to increase collective impact to address mental health challenges.
- Partner with community organizations to implement educational and training programs such as QPR, Mental Health First Aid, and Crisis Intervention Training.
- Strengthen partnerships with community organizations through in-kind and financial support.

## CHNA Significant Health Needs: Mental Health

**Program/Initiatives:** Screening; medication disposal; trainings; school based mental health services; screening; and community partnerships

<b>Goal: Support mental health outreach, education, and prevention programs, and improve access to services and community resources.</b>		
<b>Objective 1:</b> Increase access to mental health services targeted at priority populations through hospital and community-based partnerships.		<b>Long-Term Performance Indicators</b>
<b>Actions</b>	<b>Anticipated Impact of Actions</b>	
<ul style="list-style-type: none"> <li>Explore current mental health screenings practices during primary care and specialty care visits.</li> <li>Explore a partnership with St. Francis of Assis Parish to increase mental health awareness and access, specifically for the LatinX population in Manitowoc County.</li> <li>Support Drug Take Back Day and the MedSafe disposal program at Froedtert Holy Family Memorial Hospital.</li> <li>Support school based mental health services in local school districts.</li> </ul>	<ul style="list-style-type: none"> <li>Increased mental health screening at medical appointments.</li> <li>Increased mental health screening and education.</li> <li>Increased access to safely dispose of unused medications.</li> <li>Increased access to mental health services.</li> </ul>	
<b>Objective 2:</b> Support and enhance collaboration with community organizations to increase mental health outreach, education and awareness within hospital and community-based settings.		<ul style="list-style-type: none"> <li>Decrease the percent of individuals who reported having frequent mental distress 14 or more days per month (baseline: 14%)</li> <li>Decrease number of poor mental health days (baseline: 4.4)</li> <li>Decrease suicide rate (baseline: 17 per 100,000)</li> </ul>
<b>Actions</b>	<b>Anticipated Impact of Actions</b>	
<ul style="list-style-type: none"> <li>Participate in Healthiest Manitowoc County to increase collective impact to address mental health challenges.</li> <li>Partner with community organizations to implement educational and training programs such as QPR, Mental Health First Aid, and Crisis Intervention Training.</li> <li>Strengthen partnerships with community organizations through in-kind and financial support.</li> </ul>	<ul style="list-style-type: none"> <li>Increased collective impact to address behavioral health challenges.</li> <li>Increased mental health training and awareness.</li> </ul>	
		<b>Plan to Evaluate Impact: Process Measures</b> <ul style="list-style-type: none"> <li>List of current practices and opportunities.</li> <li>Number of participants in attendance and number screened.</li> <li>Number of pounds of medication collected.</li> <li>Number of students served through school based services.</li> </ul>
		<b>Plan to Evaluate Impact: Process Measures</b> <ul style="list-style-type: none"> <li>Number of individuals impacted through mental health coalition outreach.</li> <li>Number of individuals trained.</li> <li>Number of staff hours to support community organizations.</li> <li>Amount of funding provided to support mental health initiatives.</li> </ul>



## **Froedtert Health Resources**

- Community Engagement Leadership/Staff
- Froedtert Holy Family Memorial Hospital Behavioral Health
- Froedtert Holy Family Memorial Hospital Primary Care
- Froedtert Holy Family Memorial Hospital Mission and Pastoral Care

## **Froedtert Health Collaborative Partners**

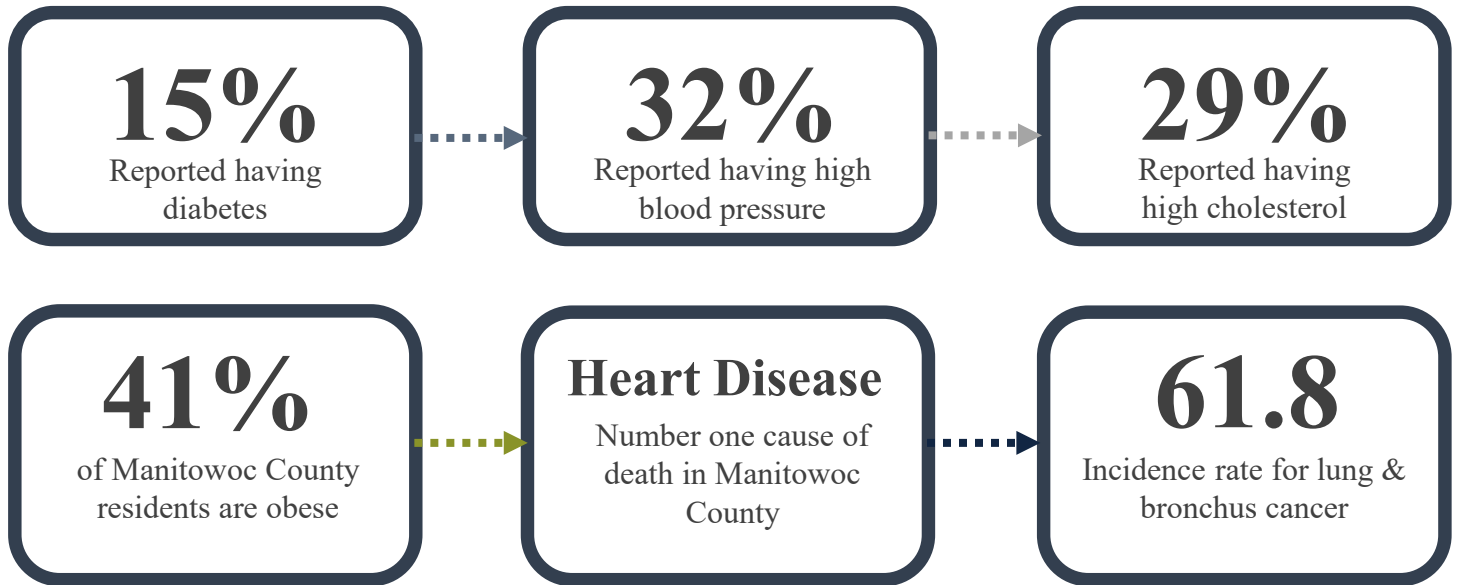
- Lakeshore Community Health Center, Federally Qualified Health Centers – Support mental health care services
- Mental Health America & National Association of Mental Illness – Partner to support coalitions and programming
- Prevent Suicide Manitowoc County – Partner to educate and address mental health issues
- St Francis of Assisi Parish – Partner to educate and address mental health issues
- Healthiest Manitowoc County, Behavioral Health Coalition – Partner to address mental health issues
- Manitowoc County Health Department – Partner to address mental health issues
- Aging and Disability Resource Center (ADRC) and Two Rivers Senior Center - Partner to promote services to the aging population
- Faith-Based Organizations - Support education and outreach to community populations
- Manitowoc Area Schools - Partner to promote services and outreach education
- Manitowoc County Emergency Responders (law enforcement, fire, EMS) - Support collaboration and emergency response efforts in Manitowoc County
- Medical College of Wisconsin - Support efforts and outreach to diverse populations
- IMPACT 2-1-1 - Partner to promote and navigate to services
- Healthiest Manitowoc County, Manitowoc County Recycling Center, Manitowoc County Sheriff's Department, Manitowoc Metro Drug Unit, Manitowoc Police Department – Partner to host and support safe medication disposal for Drug Take Back Day

# Chronic Disease Prevention



## What is Chronic Disease? Why is it an important issue?

Chronic diseases such as heart disease, stroke, cancer and diabetes are leading causes of death and disability in American. These chronic diseases can be prevented by eating well, being physically active, managing weight status, avoiding tobacco and excessive drinking, and getting regular health screenings. The following data is from the Manitowoc County 2022 Community Health Needs Assessment that supports the need to address chronic disease.



## Froedtert Holy Family Memorial Hospital's Actions to Address Chronic Disease

### Prevention, Navigation & Treatment

- Increase access to preventative screenings for chronic diseases and other cancer-related conditions.
- Explore a partnership with Lakeside Foods and St. Francis of Assisi Parish to increase access to health care services, specifically for the LatinX population in Manitowoc County.
- Support the integration of Population Health & Health Equity efforts into the Froedtert Holy Family Memorial Hospital market.
- Support the integration of a Social Determinants of Health screening and referral platform to address patient social needs.

### Community Collaborations

- Partner with Healthiest Manitowoc County to implement physical activity, nutrition and obesity initiatives.
- Implement community education initiatives such as Fit in the Parks and senior health talks.
- Support the diabetes and cancer support groups.

# CHNA Significant Health Need: Chronic Disease Prevention

**Program/Initiatives:** Chronic disease screening and management; prevention; and community collaboration

<b>Goal:</b> To reduce the burden of chronic diseases in Manitowoc County specifically among priority populations.			<b>Long-Term Performance Indicators</b>
<b>Objective 1:</b> Increase screening, navigation to resources and treatment of chronic diseases targeted at priority populations.			
<b>Actions</b>	<b>Anticipated Impact of Actions</b>	<b>Plan to Evaluate Impact: Process Measures</b>	
<ul style="list-style-type: none"> <li>• Increase access to preventative screenings for chronic diseases and other cancer-related conditions.</li> <li>• Explore a partnership with Lakeside Foods and St. Francis of Assisi Parish to increase access to health care services, specifically for the LatinX population in Manitowoc County.</li> <li>• Support the integration of Population Health &amp; Health Equity efforts into the Froedtert Holy Family Memorial Hospital market.</li> <li>• Support the integration of a Social Determinants of Health screening and referral platform to address patient social needs.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased number of individuals screened for chronic diseases among priority populations.</li> <li>• Increased access and understanding of health care services.</li> <li>• Reduced barriers to health care access for individuals experiencing racial/ethnic disparities in health care.</li> <li>• Strengthened community capacity and collaboration for shared responsibility to address unmet health needs.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of individuals screened for cancer and chronic conditions through Community Engagement.</li> <li>• Number of individuals served through partnership with Lakeside Foods and St Francis of Assisi Parish.</li> <li>• Develop a strategic plan to integrate Population Health &amp; Health Equity.</li> <li>• Implementation of Impact Connect in the Holy Family Memorial Hospital market.</li> </ul>	
<b>Objective 2:</b> Increase prevention efforts through collaborations with community organizations.			
<b>Actions</b>	<b>Anticipated Impact of Actions</b>	<b>Plan to Evaluate Impact: Process Measures</b>	
<ul style="list-style-type: none"> <li>• Partner with Healthiest Manitowoc County to implement physical activity, nutrition and obesity initiatives.</li> <li>• Implement community education initiatives such as Fit in the Parks and senior health talks.</li> <li>• Support the diabetes and cancer support groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased number of individuals who participate in prevention programs.</li> <li>• Increased collaboration on prevention and treatment programs.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of individuals who participate in prevention programs through community coalitions.</li> <li>• Number of individuals who participate in Fit in the Parks.</li> <li>• Number of individuals who participate in the senior health talks.</li> <li>• Number of individuals in the support groups.</li> </ul>	

## **Froedtert Health Resources**

- Froedtert Holy Family Memorial Hospital Case Management
- Froedtert Holy Family Memorial Hospital Cancer Center
- Froedtert Holy Family Memorial Hospital Wellness Center
- Froedtert Holy Family Memorial Hospital Primary Care
- Froedtert Holy Family Memorial Hospital Mission and Pastoral Care
- FMLH Community Engagement Leadership/Staff

## **Froedtert Health Collaborative Partners**

- Aging and Disability Resource Center (ADRC) - Partner to promote services to aging and disabled populations
- Lakeshore Community Health Center, Federally Qualified Health Centers - Support chronic disease-related services
- Hispanic Ministry Outreach – Partner to address chronic disease-related issues targeted at the LatinX community
- Lakeside Foods – Partner to address chronic disease-related issues targeted at the LatinX community
- St. Francis of Assis Parish – Partner to address chronic disease-related issues targeted at the LatinX community
- Healthiest Manitowoc County, Behavioral Health Coalition – Partner to address chronic disease-related issues
- Manitowoc County Health Department - Collaborate to address health needs and social determinants of health
- Manitowoc County Parks System (Fit in the Parks) - Support efforts to encourage physical activity and outreach to diverse populations.
- Manitowoc Senior Center- Support efforts to screen and educate elderly population
- Two Rivers Senior Center- Support efforts to screen and educate elderly population
- Faith-Based Organizations – Partner on outreach and education to communities
- Medical College of Wisconsin - Support efforts and outreach to diverse populations
- Wisconsin Well Women Program - Partner to promote cancer prevention education and reduce cancer care disparities



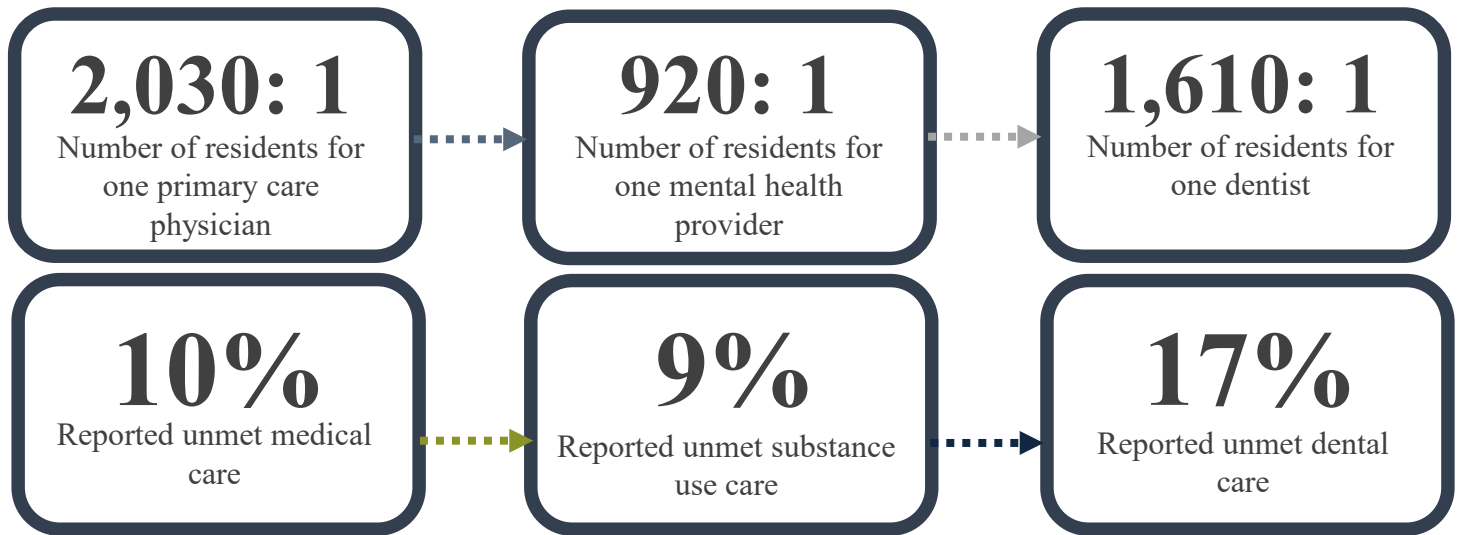
# Workforce Development



## What is Workforce Development (Health Care Careers Exploration)?

Workforce Development includes opportunities to explore health care careers from entry level positions all the way up to physicians or executive leadership. Opportunities to explore health care careers include internships, mentoring, job shadowing, hospital tours, hands-on experiences and other youth specific programs.

The following data is from the Manitowoc County 2022 Community Health Needs Assessment that supports the need to address equitable access to health services.



## Froedtert Holy Family Memorial Hospital's Actions to Workforce Development

### Investment

- Support Lakeshore Technical College through a financial investment to increase the number of students who graduate with a health care degree.
- Implement a scholarship program for students interested in participating in health care career exploration programs.

### Community Collaborations

- Partner with Northeastern Area Health Education Center and Lakeshore CAP to implement workforce development opportunities.
- Promote mission critical careers at Froedtert Holy Family Memorial Hospital in areas such as nursing, behavioral health, technicians and medical assistants.

# CHNA Significant Health Need: Workforce Development

**Program/Initiatives:** Community collaboration; scholarship program; promotion; and investment

<b>Goal: Increase student’s exposure to health care careers.</b>		
<b>Objective 1: Increase opportunities for students to gain exposure to all health care careers including medical, dental and behavioral health.</b>		<b>Long-Term Performance Indicators</b>
<b>Actions</b>	<b>Anticipated Impact of Actions</b>	<b>Plan to Evaluate Impact: Process Measures</b>
<ul style="list-style-type: none"> <li>• Support Lakeshore Technical College through a financial investment to increase the number of students who graduate with a health care degree.</li> <li>• Partner with Northeastern Area Health Education Center and Lakeshore CAP to implement workforce development opportunities.</li> <li>• Implement a scholarship program for students interested in participating in health care career exploration programs.</li> <li>• Promote mission critical careers at Froedtert Holy Family Memorial Hospital in areas such as nursing, behavioral health, technicians and medical assistants.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase number of health care professionals.</li> <li>• Increased collaborative partnerships to offer workforce development opportunities.</li> <li>• Development of a scholarship program.</li> <li>• Increased awareness of mission critical careers at the hospital.</li> </ul>	<ul style="list-style-type: none"> <li>• Amount invested into the partnership.</li> <li>• Number of workforce development opportunities developed through partnerships.</li> <li>• Scholarship program strategic plan development.</li> <li>• Number of students impacted through educational opportunities.</li> </ul>
		<ul style="list-style-type: none"> <li>• Increase number of primary care physicians (baseline: 2,030:1)</li> <li>• Increase number of mental health providers (baseline: 920:1)</li> <li>• Increase dentist (baseline: 1,610:1)</li> <li>• Decrease the percent of individuals who report unmet medical care (baseline: 10%)</li> <li>• Decrease the percent of individuals who report unmet dental care (baseline: 17%)</li> </ul>

### **Froedtert Health Resources**

- Community Engagement Leadership/Staff
- Workforce Development

### **Froedtert Health Collaborative Partners**

- Lakeshore Technical College – Partner on career development.
- Franciscan Sisters of Christian Charity Sponsored Ministries – Partner on outreach and education to promote health care careers.
- Northeastern Area Health Education Center – Partner on outreach and education, and support health care career track
- Lakeshore CAP - Partner on outreach and education, and support health care career track
- Faith-Based Organizations – Partner on outreach and education to communities
- Manitowoc County Area Schools Districts - Partner to promote services and outreach education
- The Chamber of Manitowoc County- Partner to promote health care careers
- Manitowoc County Higher Education - Partner to promote services and outreach education

# COVID-19 Continued Response

Froedtert Holy Family Memorial Hospital recognizes the need to continue to develop alternative ways to implement initiatives to address community health needs during a pandemic. The hospital will collaborate with community partners to identify specific strategies to safely engage the community based on best practices to reduce exposure and risk of infection as well as provide support. Strategies may include:

- Engage healthcare providers to provide pandemic support to vulnerable populations such as hand hygiene, social distancing, and mask education, navigation of health care and testing opportunities, vaccination guidance, staying safe at work as well as behavioral health and healthy lifestyle support.
- Implement digital platforms for community education and wellness classes.
- Provide behavioral health support to individuals impacted by COVID-19 and higher risk populations.
- Partner with community stakeholders to implement digital platforms to engage the community in healthy behaviors.
- Implement community-based programs following CDC recommendations and guidelines.
- Implement innovative tools to implement community engagement during a pandemic and beyond.



# Appendix A: Froedtert Holy Family Memorial Hospital CHNA/Implementation Strategy Advisory Committee

Name	Title	Organization	Hospital Affiliation
Michael DeGere, DPM	Vice President and Chief Medical Officer	Froedtert Holy Family Memorial Hospital	HFM Board Member
Heather Feest	Nurse Manager	Manitowoc County Health Department	
Donna Firman	Board President	Prevent Suicide Manitowoc County	
Sydney Herman	Community Health Strategist	Manitowoc County Health Department	
Patti Glaser	Manager – Marketing & Community Relations	Froedtert Holy Family Memorial Hospital	MEC
Chris Gilbert	Co-Executive Director	CORE Treatment Services	
Brian Graf	Executive Director, MSK and Specialty	Froedtert Holy Family Memorial Hospital	
Sr. Nancy Kinate	Community Member	Franciscan Sisters of Christian Charity	HFM Board Member/ MEC
Sr. Kay Klackner	Vice President of Mission	Franciscan Sisters of Christian Charity Sponsored Ministries	MEC
Sr. Mary Frances Maher	Community Member	Franciscan Sisters of Christian Charity	HFM Board Member/ MEC
Steve Little	President of Froedtert Holy Family Memorial Hospital/Senior Vice President of Froedtert Health Network Development	Froedtert Holy Family Memorial Hospital	HFM Board Member/ MEC
Scott McConnaha	President and CEO	Franciscan Sisters of Christian Charity Sponsored Ministries	
Roxanne Miner	Director of Mission and Pastoral Care	Froedtert Holy Family Memorial Hospital	HFM Board Member/ MEC
Christma Rusch	Executive Director	Lighthouse Recovery Community Center	
Kristin Stearns	CEO	Lakeshore Community Health Care	
Michelle Birschbach	Attorney	Steimle Birschbach, LLC	HFM Board Member
Matthew Campbell, MD	Physician – General and Vascular Surgery	Froedtert Holy Family Memorial Hospital	HFM Board Member
Dessa Johnson	Director, Diversity and Inclusion	Froedtert Health	
Thomas Veaser	Vice President of Quality/Chief Nursing Officer	Froedtert Holy Family Memorial Hospital	
Andy Dresang	Executive Director, Community Engagement	Froedtert Health	
Larry Dux	Director, Clinical Informatics	Froedtert Health	
Kate Nickel	Sr. Community Engagement Coordinator	Froedtert Holy Family Memorial Hospital	
Amanda Wisth	Manager of Community Benefit & Impact	Froedtert Health	
Xue Yang	Community Relations/Communications Specialist	Froedtert Holy Family Memorial Hospital	