



Froedtert
Menomonee Falls Hospital

Implementation Strategy

Community Health Improvement Plan

Community Memorial Hospital of Menomonee Falls, Inc.
Doing Business As:

Froedtert Menomonee Falls Hospital

Fiscal Year 2022-2024

Approved by Froedtert Menomonee Falls Hospital Board of Directors on 08/26/2021

This implementation strategy serves to describe how Froedtert Menomonee Falls Hospital will address the community needs as described in the CHNA Report. Effective July 1, 2021 in fiscal year 2022 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.froedtert.com/community-engagement> or by calling 414-777-1926.

Date CHNA adopted by the Froedtert Menomonee Falls Hospital Board of Directors:
08/26/2021

Date CHNA made publicly available:
08/27/2021

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Hospital Information & Mission Statement



Froedtert Menomonee Falls Hospital

W180 N8085 Town Hall Road
Menomonee Falls, WI 53051

Overview

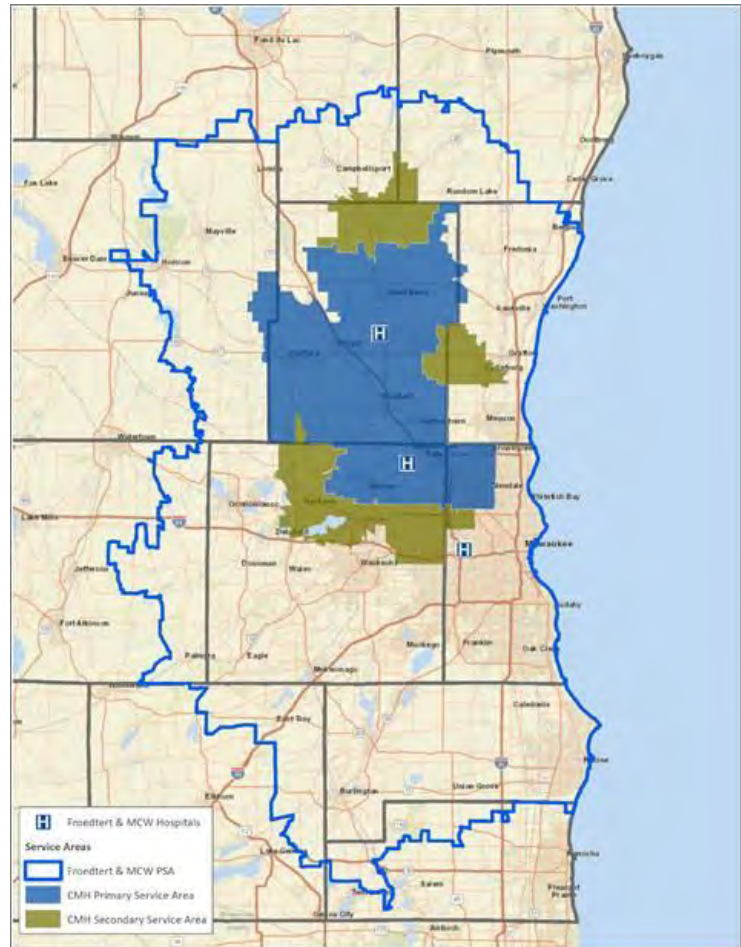
Froedtert Menomonee Falls Hospital, founded in 1964 by the citizens of Menomonee Falls and surrounding communities and originally named Community Memorial Hospital, is a full-service hospital that specializes in cancer care, heart and vascular care, orthopaedics, women’s health and advanced surgical procedures. Froedtert Menomonee Falls Hospital is part of the Froedtert & MCW health care network, which includes Froedtert Hospital in Milwaukee, eastern Wisconsin's only academic medical center; hospitals in Kenosha, Manitowoc, New Berlin, Pewaukee, Pleasant Prairie and West Bend; and more than 40 primary and specialty care 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 Northeast Waukesha County and Germantown because the hospital derives 79.4% of discharges occur from this geography. All programs, activities, and partnerships under the CHNA will be delivered in Waukesha County. However, Froedtert Menomonee Falls Hospital’s total service area consists of Waukesha County as well as zip codes in southern Washington County and western Milwaukee County. Froedtert Menomonee Falls Hospital determines its primary and secondary service areas by completing an annual review and analysis of hospital discharges and market share according to various determinants. The map reflects the 25 zip codes.



Primary Service Area						Secondary Service Area					
53007	Butler	53037	Jackson	53089	Sussex	53224	Milwaukee	53005	Brookfield	53045	Brookfield
53017	Colgate	53046	Lannon	53090	West Bend	53225	Milwaukee	53012	Cedarburg	53072	Pewaukee
53022	Germantown	53051	Menomonee Falls	53095	West Bend			53029	Hartland	53122	Elm Grove
53027	Hartford	53076	Richfield	53218	Milwaukee			53040	Kewaskum	53222	Milwaukee
53033	Hubertus	53086	Slinger	53223	Milwaukee						

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

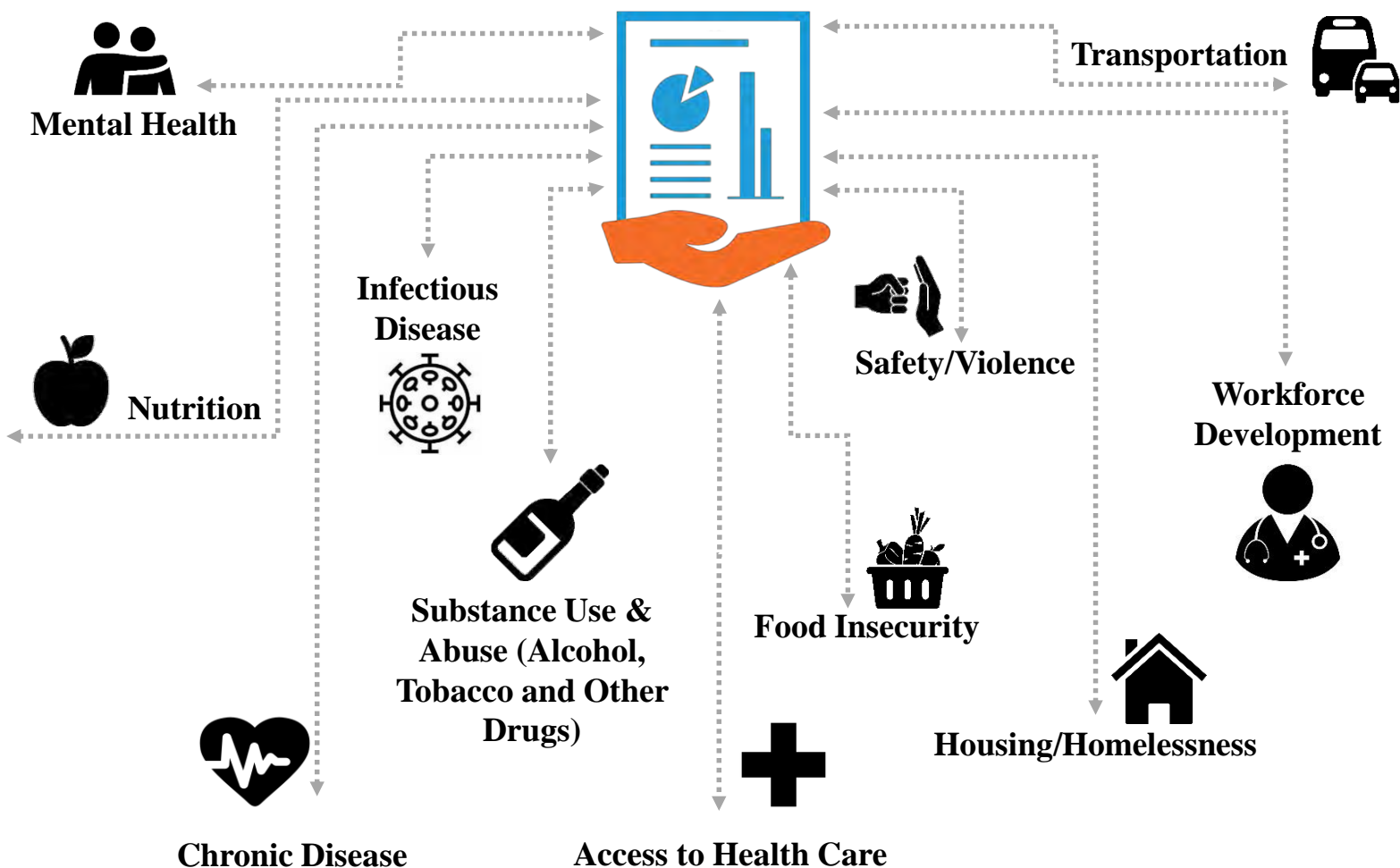
Froedtert Menomonee Falls Hospital assesses the health needs of the communities it serves through a comprehensive data collection process from a number of key sources. Data and research included information from community members, public health officials, community leaders/experts, and non-profit organizations 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:

- Key Informant Interviews
- Community Health Survey
- Community Partner/Agency Reports
- Secondary Data Reports

The CHNA Report and supporting information can be found at <https://www.froedtert.com/community-engagement>.

Identified Significant Community Health Needs in Waukesha County

Priorities across the CHNA Health Survey, Stakeholder Interviews and Secondary Data Reports



Froedtert Menomonee Falls Hospital Summary of Implementation Strategy

Implementation Strategy Development Process



Froedtert Menomonee Falls Hospital created a CHNA/Implementation Strategy Advisory Committee ([Appendix A](#)) consisting of members of the Community Outreach Steering Committee, Froedtert Menomonee Falls Board of Directors, community partners in Waukesha County, and Waukesha 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 Waukesha County for a collective analysis of the findings from the Community Health Needs Assessment.

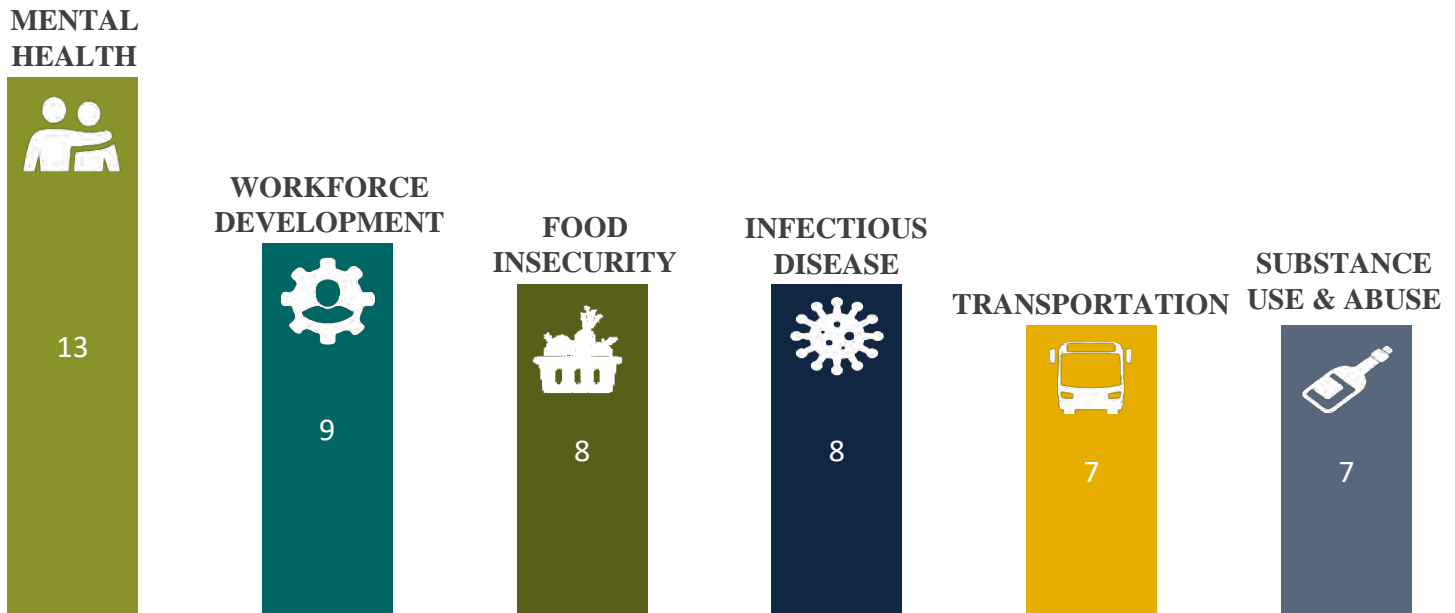
Based on the information from all the CHNA data collection sources, the most significant health needs were identified as:

- Infectious Disease;
- Mental Health;
- Substance Use & Abuse (alcohol, tobacco and other drugs);
- Access to Health Care;
- Chronic Disease;
- Nutrition;
- Workforce Development (healthcare career exploration);
- Transportation;
- Food Insecurity;
- Housing/Homelessness; and
- Safety/Violence.

Before the facilitated workout session in February 2021, members of the CHNA/Implementation Strategy Advisory Committee were asked to rate each health need based on the following criteria to identify the top priorities among the identified significant health needs :

- Impact: The degree to which the issue affects or exacerbates other quality of life and health- related issues.
- Feasibility: Can Froedtert Menomonee Falls Hospital address the need through direct programs, clinical strengths and dedicated resources?
- Partnerships: Are there current or potential community partners/coalitions?
- Health Equity: What disparities exist and how can we ensure that the disparities will be addressed?
- Measurable: What is the likelihood of being able to make a measurable impact on the problem?

The top ranked significant health needs included:



During the February 2021 workout session, under the direction of the Community Engagement Leadership Team and trained meeting facilitator; the CHNA planning process included six steps in developing the Implementation Plan:

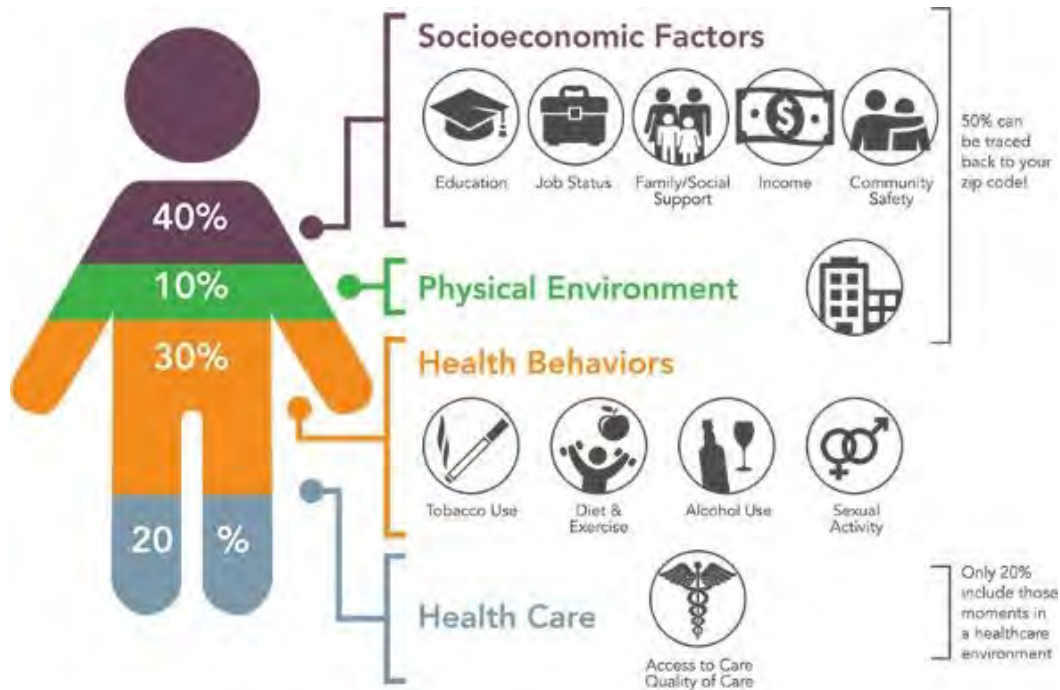
- Reviewed the 2020 Community Health Needs Assessment results for identification and prioritization of community health needs
- Reviewed Impact 211 data, County Health Rankings, Community Outreach Health Clinic data, United Way of Greater Milwaukee & Waukesha County data and Waukesha County Health & Human Services data
- Reviewed previous CHNA/Implementation Plan priorities, programs and results
- Reviewed current hospital and community health improvement initiatives and strategies
- Select evidence-based strategies, partnerships and programs to address community health needs
- Ranked and selected priority areas

Of those significant health need categories, four overarching priorities were identified as the focus for Froedtert Menomonee Falls Hospital’s Implementation Plan for fiscal 2022 – 2024:

- **Population Health and Health Equity;**
- **Behavioral Health;**
- **Workforce Development (health care career exploration); and**
- **Infectious Disease**

It is important to recognize that there is a dynamic relationship between people and their environments. Not only do people’s genes and health behaviors affect their health, but health is also influenced by factors such as employment status, transportation and food insecurity. Utilizing the social determinants of health framework (**Figure 1**) to understand and address the more upstream factors is important when improving the health of a community. Therefore, social determinates of health was identified as a priority health need in the Froedtert Menomonee Falls Hospital Implementation Strategy.

Figure 1: Social Determinants of Health



Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complex Problems (October 2014)

After the facilitated workout session in February 2021, suggested strategies were prioritized utilizing the social ecological model (**Figure 2**) 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 2 : Social Ecological Model



Significant Health Needs Not Addressed

- **Tobacco Use:** Froedtert Menomonee Falls Hospital supports the Multi-Jurisdictional Coalition of Tobacco Free Community Partnership Dodge, Jefferson and Waukesha Counties.
- **Nutrition:** Froedtert Menomonee Falls Hospital supports the Waukesha County CHIPP by actively participating on the county-wide nutrition committee.
- **Food Insecurity:** Froedtert Menomonee Falls Hospital actively participates on the Waukesha County CHIPP Coalition by supporting initiatives through the county-wide nutrition committee. In addition, the hospital supports initiatives through the local food pantries.
- **Housing/Homelessness:** Froedtert Menomonee Falls Hospital supports the Milwaukee HealthCare Partnership through the Housing Navigation Program.
- **Safety/Violence:** Froedtert Menomonee Falls Hospital supports The Women’s Center, Violence Interrupter Program and a culture of see something say something.

Implementation Strategy Evaluation

Froedtert Menomonee Falls Hospital’s Community Engagement team along with the Community Outreach Steering 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.

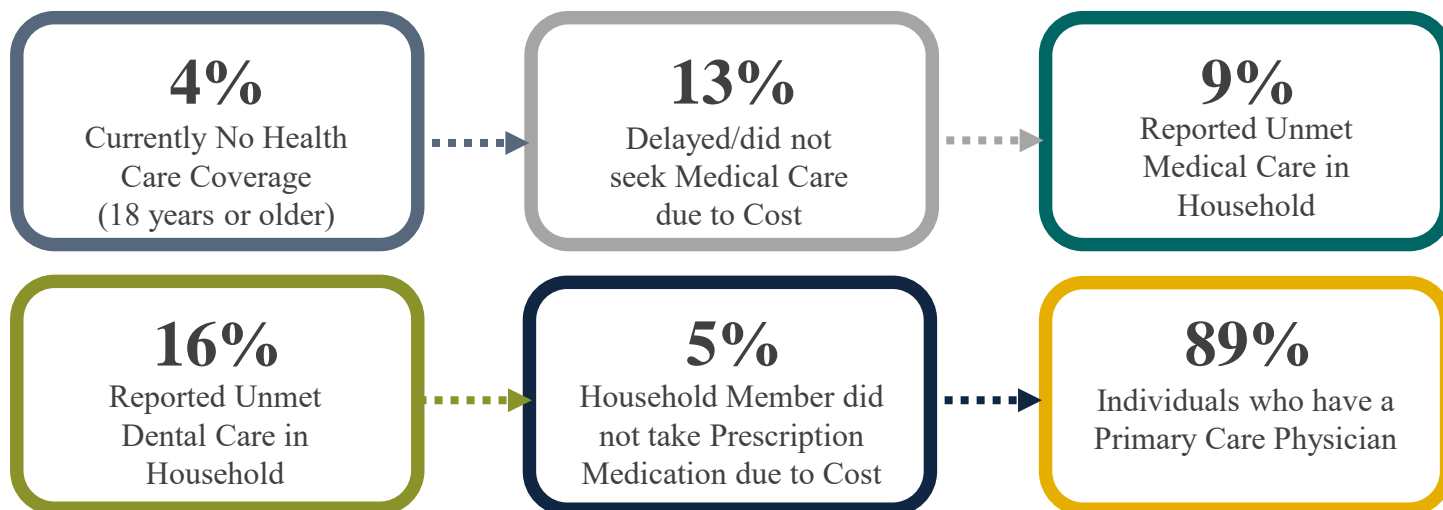
POPULATION HEALTH & HEALTH EQUITY



What is Population Health & Health Equity?

Having equitable access to appropriate, convenient and affordable health and dental care. This includes factors such as proximity to care, access to providers, cost, insurance coverage, medical transportation, preventative care, community-based services, responsiveness, care coordination and wellness services within the health care system and community.

Waukesha County 2020 Community Health Needs Assessment Data



Froedtert Menomonee Falls Hospital Strategies

Healthcare Access for Priority Populations & Navigation of Community Resources

- Expand assistance and support of the Community Outreach Health Clinic to improve access to healthcare and behavioral care services and navigation of resources for uninsured and underinsured population.
- Expand assistance and support of Community Dental Smiles to improve access to dental services and navigation of resources for uninsured and underinsured population.
- Support the FMFH Family Medicine Residency Program.

Patient Access to Affordable Transportation

- Provide subsidized medical transportation rides to underserved populations.
- Develop a process to collect, manage and share transportation community resource.

Chronic Disease Prevention and Management

- Increase access to preventative screenings around chronic disease, mammography, colonoscopies and other cancer- related conditions for priority populations.
- Support and promote initiatives through community coalitions and partner agencies through grants and in-kind contributions.

Health Equity

- Partner with Human Resources and Diversity & Inclusion to implement programs and policies that address bias and institutional racism.

PROGRAM/INITIATIVE	Healthcare Access for Priority Populations & Navigation of Community Resources, Health Equity, Patient Access to Affordable Transportation and Chronic Disease Prevention and Management
CHNA SIGNIFICANT HEALTH NEEDS	Access to Care (medical and dental), Transportation and Chronic Disease
GOAL	Improve equitable access to primary, comprehensive, quality health and dental care services.
OBJECTIVES	<ol style="list-style-type: none"> 1. Ensure a strong safety net of services that improve access to care among priority populations. 2. Decrease the percent of residents who reported unmet medical and dental care (in household). 3. Provide inclusive, culturally and linguistically competent care to all patients, information to community members and education to staff. 4. Provide and assist eligible patients with affordable transportation options. 5. Increase number of community chronic disease and cancer screenings, access to support services and prevention opportunities.
STRATEGIES	<ul style="list-style-type: none"> • Expand assistance and support of the Community Outreach Health Clinic to improve access to healthcare and behavioral care services and navigation of resources for uninsured and underinsured population. • Expand assistance and support of Community Dental Smiles to improve access to dental services and navigation of resources for uninsured and underinsured population. • Support the FMFH Family Medicine Residency Program. • Partner with Human Resources and Diversity & Inclusion to implement programs and policies that address bias and institutional racism. • Provide subsidized medical transportation rides to underserved populations. • Develop a process to collect, manage and share transportation community resource. • Increase access to preventative screenings around chronic disease, mammography, colonoscopies and other cancer- related conditions for priority populations. • Support and promote initiatives through community coalitions and partner agencies through grants and in-kind contributions.
ANTICIPATED IMPACT	<ul style="list-style-type: none"> • Reduced health disparities. • Strengthened community capacity and collaboration for shared responsibility to address unmet health needs. • Increased efforts to address and eradicate racism to create an inclusive environment. • Increased affordable transportation options. • Increased innovative opportunities to deliver care. • Improved ambulatory quality by achieving targets for chronic and preventative care. • Participation in initiatives through community coalitions and partners.
EVALUATION METRICS	<ul style="list-style-type: none"> • Number of FMFH referrals to Community Outreach Health Clinic • Number of patients served at Community Outreach Health Clinic, Community Smiles Dental and through the Family Medicine Residency Program • Number of rides and cost through the Subsidized Medical Transportation Program • Readmission, breast cancer screening and A1c poor control by race • Target hit for diabetes control, hypertension, mammography and colorectal screenings • Number of lives touched through community coalition initiatives
FMFH AVAILABLE RESOURCES	<ul style="list-style-type: none"> • Community Engagement leadership/staff • Froedtert & MCW Community Physicians • Financial support through the Community Outreach Steering Committee Gifts • Department of Diversity and Inclusion • Froedtert Menomonee Falls Hospital Foundation Department
FMFH COLLABORATIVE PARTNERS	<ul style="list-style-type: none"> • Community Outreach Health Clinic- Partner on providing healthcare and behavioral services to underserved populations • Community Smiles Dental- Partner on providing dental care to underserved populations • FMFH Family Medicine Residency Program- Partner on providing healthcare services to underserved populations • Community Coalitions (Collective Impact & Waukesha County CHIPP) - Partner to promote health and wellness in the community • Waukesha County School Districts- Partner to promote services • Menomonee Falls and Sussex Food Pantries- Partner to promote services • Faith-based organizations- Partner to promote services • United Way of Greater Milwaukee & Waukesha County- Provides funding to address priority health needs • Area Community Education and Recreation Departments – Promotes community education and wellness classes • American Cancer Society – Partner to gain resources to implement services • Bobbie Nick Voss Charitable Funds – Partner to promote and access cancer care services to underserved populations • Eras Senior Programs Waukesha County – Promotes community education and wellness classes • Medical College of Wisconsin- Partner on faculty

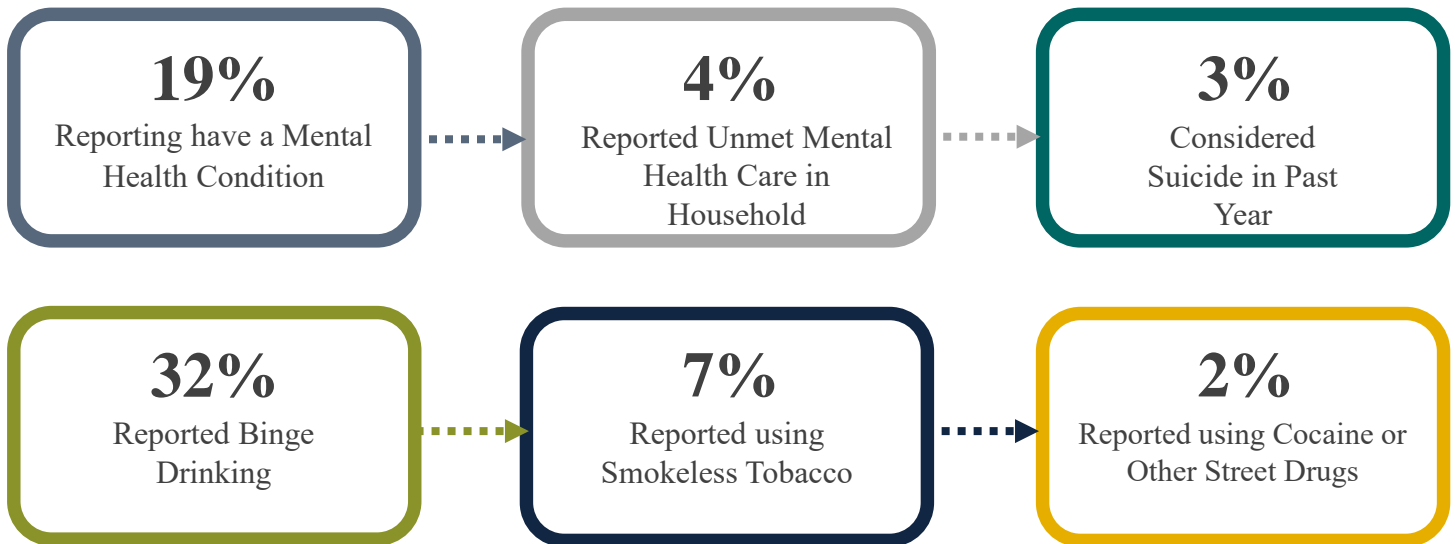


What is Behavioral Health?

Mental Health-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.

Alcohol & Other Drugs- Excessive use of substances including alcohol prescription drugs, opioids and other drugs in a manner that is harmful to health and well-being.

Waukesha County 2020 Community Health Needs Assessment Data



Froedtert Menomonee Falls Hospital Strategies

Social Engagement and Support Groups

- Support behavioral health support groups and programs through community partnerships.
- Support and promote initiatives through community behavioral health coalitions and partner agencies through grants and in-kind contributions.

Treatment, Screening and Referrals Services

- Expand behavioral health screenings at Community Outreach Health Clinic and other community partner sites.
- Expand behavioral health services at Community Outreach Health Clinic through the Medically Assisted Treatment (MAT) program and access to psychotropic medication and counseling services.

Prescription Drug Removal

- Support Drug Take Back Day through Froedtert Menomonee Falls Hospital.

PROGRAM/INITIATIVE	Social Engagement, Support Groups, Prescription Drug Prevention, Treatment, Screenings and Referrals Services
CHNA SIGNIFICANT HEALTH NEEDS	Behavioral Health (mental health and substance use & abuse)
GOAL	<ol style="list-style-type: none"> 1. Support behavioral health outreach, education, and prevention programs. 2. Improve access to behavioral health treatment, services and navigation of community resources.
OBJECTIVES	<ol style="list-style-type: none"> 1. Increase opportunities for social engagement to reduce isolation, depression and addiction. 2. Increase opportunities for the safe removal of prescription drugs from households. 3. Increase number of behavioral health treatment services, screenings and referrals targeted at underinsured populations through the Community Outreach Health Clinic. 4. Decrease the percent of residents who reported unmet mental health care (in household).
STRATEGIES	<ul style="list-style-type: none"> • Support behavioral health support groups and programs through community partnerships. • Support and promote initiatives through community behavioral health coalitions and partner agencies through grants and in-kind contributions. • Support Drug Take Back Day through Froedtert Menomonee Falls Hospital. • Expand behavioral health screenings at Community Outreach Health Clinic and other community partner sites. • Expand behavioral health services at Community Outreach Health Clinic through the Medically Assisted Treatment (MAT) program and access to psychotropic medication and counseling services.
ANTICIPATED IMPACT	<ul style="list-style-type: none"> • Expansion of behavioral support groups for individuals and families living or impacted by mental illness or addiction. • Increased opportunities to safely dispose of prescription medications. • Participation in initiatives through community coalitions and partners. • Increased opportunities to medically treat individuals with behavioral health concerns.
EVALUATION METRICS	<ul style="list-style-type: none"> • Number of support group participants • Number of lives touched through behavioral health coalition initiatives • Number of behavioral health calls through Impact 211 • Number of referrals to community agencies through Impact 211 • Number of pounds collected at Drug Take Back Day events • Number of behavioral health screenings and referrals through Community Outreach Health Clinic • Number of individuals treated through MAT through the Community Outreach Health Clinic • Number of people who successfully manage their chronic mental illness through the Community Outreach Health Clinic
FMFH AVAILABLE RESOURCES	<ul style="list-style-type: none"> • Community Engagement leadership/staff • Grant support through the Community Outreach Steering Committee • Froedtert Health Behavioral Health Services • Froedtert & MCW Community Physicians
FMFH COLLABORATIVE PARTNERS	<ul style="list-style-type: none"> • Waukesha County Health & Human Services- Partner to promote and implement behavioral health efforts. • Elevate, Inc- Partner on substance abuse prevention efforts • NAMI Southeast Wisconsin- Partner to promote mental wellness efforts • Community Outreach Health Clinic- Partner to promote and provide behavioral health services • Menomonee Falls Police Department – Partner for Drug Collection • Aging & Disability Resource Center – Community partner addressing opiate and alcohol use among older adults • UW– Extension – Waukesha County – Community partner working on programming with older adults and social engagement • Addiction Resource Council – Partner to promote and access alcohol and drug abuse services to underserved populations • Waukesha County School Districts- Partner to promote opportunities to students • Eras Senior Programs Waukesha County – Promotes community education and wellness classes

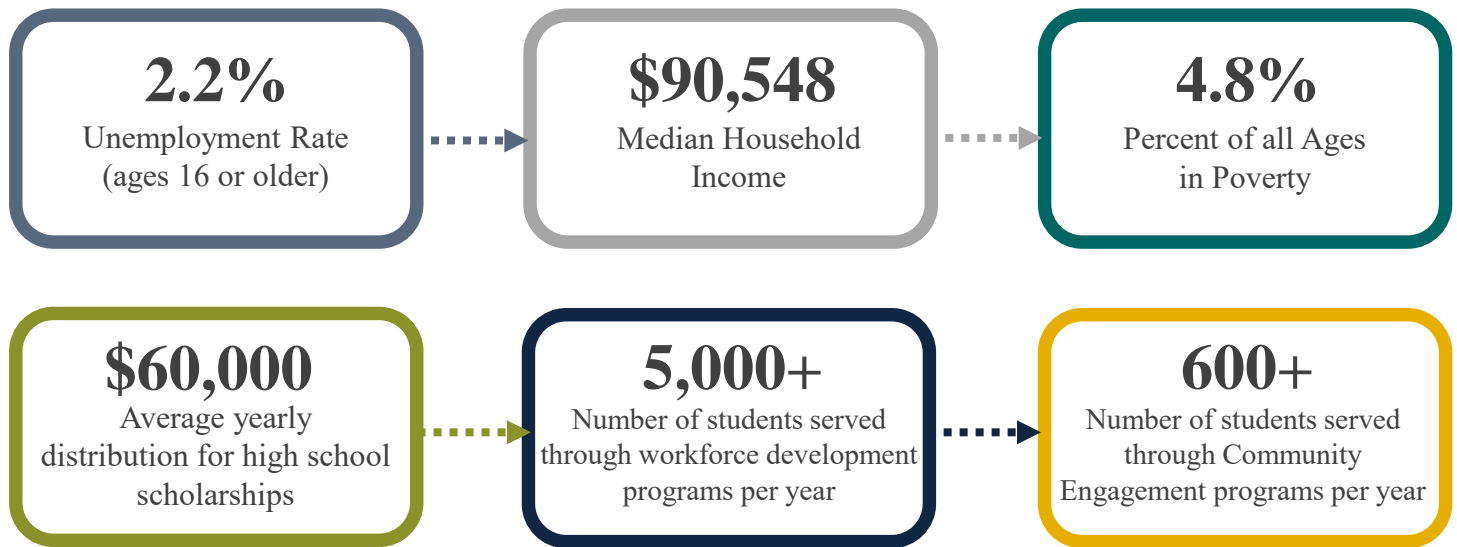
WORKFORCE DEVELOPMENT



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.

Waukesha County 2020 Community Health Needs Assessment Data



Froedtert Menomonee Falls Hospital Strategies

Program Development

- Evaluate current partnership and resources required to meet workforce development needs.
- Create effectiveness criteria of partnerships.
- Develop and implement a coordinated plan in partnership with Froedtert Health Workforce Development, Human Resources and Organizational Development.
- Develop a tracking tool to evaluate student involvement and long-term impact on health care careers.

Scholarships

- Provide scholarships to students interested in participating in health care career exploration programs through the FMFH Foundation.

Mission Critical Careers

- Promote mission critical careers at Froedtert Health in areas such as nursing, behavioral health, technicians and medical assistants.

PROGRAM/INITIATIVE	Program Development and Sponsorship
CHNA SIGNIFICANT HEALTH NEEDS	Workforce Development (health care career exploration)
GOAL	Increase student’s exposure to health care careers.
OBJECTIVES	Increase opportunities for students to gain exposure to all health care careers including medical, dental and behavioral health.
STRATEGIES	<ul style="list-style-type: none"> • Evaluate current partnership and resources required to meet workforce development needs. • Create effectiveness criteria of partnerships. • Develop and implement a coordinated plan in partnership with Froedtert Health Workforce Development, Human Resources and Organizational Development. • Develop a tracking tool to evaluate student involvement and long-term impact on health care careers. • Provide scholarships to students interested in participating in health care career exploration programs through the FMFH Foundation. • Promote mission critical careers at Froedtert Health in areas such as nursing, behavioral health, technicians and medical assistants.
ANTICIPATED IMPACT	<ul style="list-style-type: none"> • A comprehensive workforce development plan in partnership with community partners and hospital departments. • Implement a tracking tool to evaluate sustainability of Froedtert Health’s workforce development program. • Implement scholarship program for students seeking health care career exploration opportunities through the FMFH Foundation. • Increased number of students exposed to mission critical careers.
EVALUATION METRICS	<ul style="list-style-type: none"> • Number of students reached through workforce development programs • Number of interns hired as Froedtert Health staff • Number of health care career options available to students • Number and amount of scholarships granted to students
FMFH AVAILABLE RESOURCES	<ul style="list-style-type: none"> • Community Engagement leadership/staff • Froedtert Health Workforce Development • Froedtert Health Human Resources • Froedtert Health Organizations Development • Froedtert Menomonee Falls Hospital Foundation Department
FMFH COLLABORATIVE PARTNERS	<ul style="list-style-type: none"> • Waukesha County School Districts- Partner to promote opportunities to students • Waukesha County Business Alliance – Partner to promote opportunities to students • Waukesha County Community Organizations- Partner to promote workforce development opportunities

INFECTIOUS DISEASE



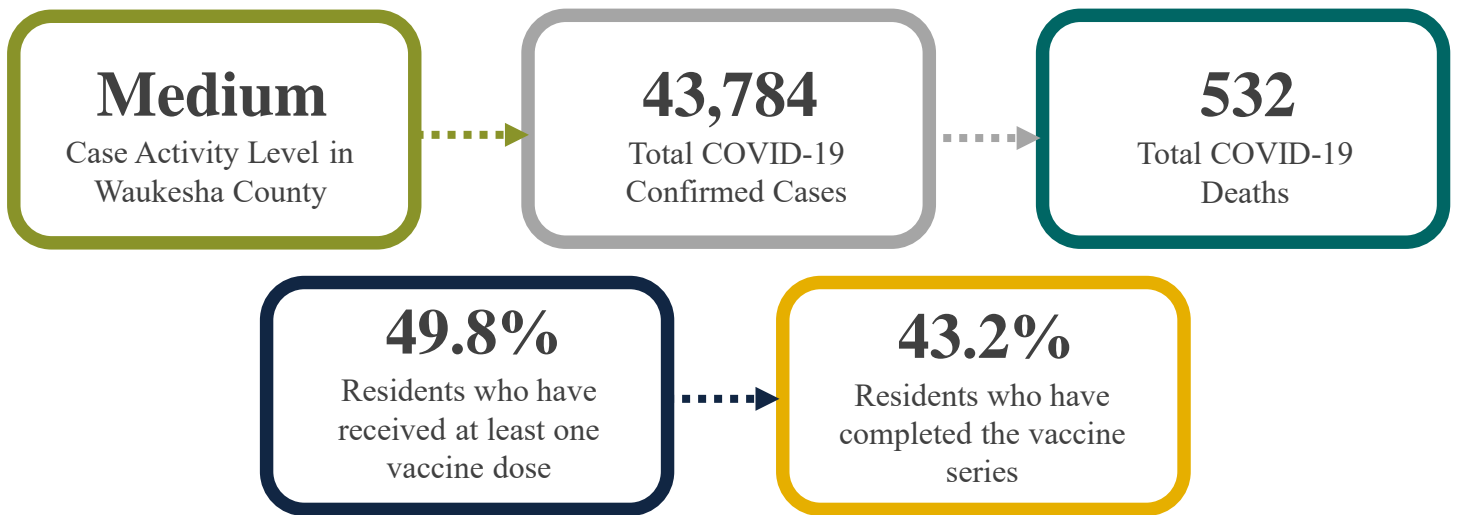
What is Infectious Disease?

Infectious diseases are disorders caused by organisms — such as bacteria, viruses, fungi or parasites. Many organisms live in and on our bodies. They're normally harmless or even helpful. But under certain conditions, some organisms may cause disease.

The following tactics reduce the spread of infections diseases; washing your hands, getting vaccinated, staying home when ill, prepare food safely, practice safe sex, don't share personal items and travel wisely.

Waukesha County 2020 Community Health Needs Assessment Data

Last Update: 5/14/2021



Froedtert Menomonee Falls Hospital Strategies

Outreach and Prevention

- Implement outreach and prevention initiatives through community partners as well as Froedtert Health's hotline, social media pages, website and other media modes.

Preparedness

- Review and revise a coordinated emergency preparedness plan with the local health department.

Immunizations

- Support immunizations efforts in collaboration with community partners and local health department.

PROGRAM/INITIATIVE	Health Disparities, Immunizations and Preparedness
CHNA SIGNIFICANT HEALTH NEEDS	Infectious Disease
GOAL	Support infectious disease outreach, education and prevention initiatives.
OBJECTIVES	<ol style="list-style-type: none"> 1. Increase outreach to priority populations to reduce health disparities related to access to care, language, historical trauma and other barriers. 2. Improve access to infectious disease immunizations. 3. Enhance collaborations with community partners on emergency preparedness efforts. 4. Achieve a low COVID-19 case activity level in Waukesha County by June, 2024.*
STRATEGIES	<ul style="list-style-type: none"> • Implement outreach and prevention initiatives through community partners as well as Froedtert Health’s hotline, social media pages, website and other media modes. • Implement immunization clinics in collaboration with community partners and local health department. • Review and revise a coordinated emergency preparedness plan with the local health department.
ANTICIPATED IMPACT	<ul style="list-style-type: none"> • Increased education on infectious disease prevention. • Increased outreach to priority populations. • Reduced health disparities. • Expanded immunizations efforts targeted at priority populations. • Enhanced emergency preparedness collaboration with community partners.
EVALUATION METRICS	<ul style="list-style-type: none"> • Number of lives touched through education outreach • Number of lives touched through outreach to priority populations • Number of lives touched through immunizations efforts • Number of collaborative partners • Case Activity Level =Case Rate (total number of COVID-19 cases per 100,000 Waukesha County residents in the last two weeks) & Trajectory (percent case change from the previous to the current week (statistically significant))*
FMFH AVAILABLE RESOURCES	<ul style="list-style-type: none"> • Community Engagement leadership/staff • Froedtert Health Emergency Preparedness Department • Froedtert Health Infectious Disease and Clinical Experts
FMFH COLLABORATIVE PARTNERS	<ul style="list-style-type: none"> • Waukesha County Health Department- Partner to promote and implement infectious disease efforts • Community Outreach Health Clinic- Partner to promote infectious disease services • United Way of Greater Milwaukee & Waukesha County- Provides funding to address priority health needs • Eras Senior Programs Waukesha County – Promotes community education and wellness classes

COVID-19 Response

Froedtert & the Medical College of Wisconsin Froedtert Menomonee Falls Hospital recognizes the need 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, staying safe at work as well as behavioral health and healthy lifestyle support.
- Explore and 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 explore digital platforms to engage the community in healthy behaviors.
- Implement community-based programs following CDC recommendations and guidelines.
- Explore innovative tools to implement community engagement during a pandemic and beyond.

Appendix A: Froedtert Menomonee Falls Hospital CHNA/Implementation Strategy Advisory Committee

Name	Title	Organization	FH Affiliation
Mike Bloedorn	Community Member/Community Coalition Volunteer	Menomonee Falls Resident	COSC
Carrie Booher	Business Development Executive	PS Companies	FMFH Board COSC
Andy Dresang	Director Community Engagement	Froedtert Health	
Diane Ehn	Vice President Post-Acute Care	Froedtert Health	COHS Board COSC
Kerry Freiberg	Vice President Community Engagement	Froedtert Health	
Kathy Klein	Wealth Advisor	Strategic Wealth Partners	FMFH Board COSC
Rebecca Luczaj	Waukesha County Justice Services Coordinator	Waukesha County Human Services	COSC
Teri Lux	President Froedtert Menomonee Falls Hospital	Froedtert Health	
Deb McCann	Executive Director of Patient Care Services - Froedtert Menomonee Falls Hospital	Froedtert Health	COSC
Meredith Musaus	Pastor	Holy Cross Lutheran Church	COSC
Chad Zambon	Dentist	Dental Professionals	COHS Board
Renee Ramirez	President/CEO	Community Smiles Dental	COSC
Heidi Moore	Diversity and Inclusion	Froedtert Health	
Cindy Simons	President & CEO	Forward Careers, Inc.	FMFH Board COSC
Ben Jones	Health Officer	Waukesha County Health Department	COSC
Allen Ericson	President Froedtert West Bend Hospital	Froedtert Health	
Rick Binzak	Vice President	BMO Harris Bank	FMFH Board
Corey Golla	School Administrator	School District of Menomonee Falls	FMFH Board
Travis Fisher MD	Associate Professor of Psychiatry	Medical College of Wisconsin	FMFH Board
Matt Carran	Director of Community Development	Village of Menomonee Falls	
Jessica Mulligan	Executive Director - Froedtert Menomonee Falls Hospital Foundation	Froedtert Health	COHS Board
Pamela Parker	Community Member	Menomonee Falls Resident	COHS Board
Linda Smith	Nurse Practitioner/Clinic Coordinator - Community Outreach Health Clinic	Froedtert Health	COHS Board
Kwanza Devlin	Associate Program Director - Family Medicine Residency Program	Froedtert Health	
Kate Sweeney	Director – Cancer Center Hematology & Transplant Services	Froedtert Health	
Brad Christianson	Business Development Executive	Ernst & Young, LLP (Y)	FMFH Board COSC
Edna Abernathy	President & CEO	E.R. Abernathy Industrial, Inc.	FMFH Board COSC
Dennis Shepherd	MCW Dept. of Emergency Medicine	Medical College of Wisconsin	FMFH Board
Amanda Wisth	Community Engagement Data Analyst	Froedtert Health	
Mandie Reedy	Community Engagement Coordinator	Froedtert Health	
Melissa Kerhin	Community Engagement Coordinator	Froedtert Health	
Allyson Rennebohm	Community Engagement Nurse Coordinator	Froedtert Health	
Larry Dux	Director Patient Care Informatics	Froedtert Health	