Implementation Strategy

Community Health Improvement Plan

Froedtert Memorial Lutheran Hospital
Doing Business As:

Froedtert Hospital
Fiscal Year 2023-2025

Approved by Froedtert Hospital Board of Directors on 08/18/2022
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This implementation strategy serves to describe how Froedtert 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.froedtert.com/community-engagement](https://www.froedtert.com/community-engagement) or by calling 414-777-1926.

CHNA adopted by the Froedtert Hospital Board of Directors on 08/18/2022

CHNA made publicly available on 08/19/2022

Implementation Strategy adopted by the Froedtert Hospital Board of Directors on 08/18/2022

Implementation Strategy made publicly available on 08/19/2022
Overview
Froedtert Hospital, the academic medical center of the Froedtert & the Medical College of Wisconsin health network, has 702 beds and is a leading referral resource for advanced medical care. Froedtert Hospital also operates the region’s only adult Level I Trauma Center. The primary adult teaching affiliate of MCW, Froedtert Hospital is a major training facility for more than 1,000 medical, nursing and health technical students annually. It is also a respected research center, participating in some 2,000 research studies, including clinical trials, every year. Froedtert Hospital is located on the Milwaukee Regional Medical Center campus. Campus partners are: Children’s Wisconsin, Curative Care Network, MCW, Milwaukee County Behavioral Health Division and Versiti Blood Center of Wisconsin.

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 Milwaukee County, because we derive 58.5% of discharges occur from this geography. All programs, activities, and partnerships under the CHNA will be delivered in Milwaukee County. Froedtert 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 35 zip codes.

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<td>Saint Francis</td>
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</tbody>
</table>
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.

Charitable Giving
- Sponsorship
- Community Grants
- Scholarships
- United Way Campaign

Programs and Initiatives
- 501(c) 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
- Albenicot Free Clinic
- Community Outreach Health Clinic

Health Care Career Exploration/Training
- Preceptorship
- Mentoring
- Internships
- Job Shadowing
- Physician Residency Program
- Project SEARCH
- UWM School 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
Health Needs of the Community

Community Health Needs Assessment

Froedtert 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: Health Compass Milwaukee
- Internal Hospital Data

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

Identified Significant Community Health Needs in Milwaukee County
Priorities across the CHNA Health Survey, Stakeholder Interviews, Secondary Data Sources and Internal Hospital Data

- Maternal, Fetal & Infant Health
- Alcohol Use
- Mental Health & Access to Mental Health Services
- Chronic Disease
- Drug Use & Overdose Deaths
- Infectious Disease (COVID-19)
- Public Safety & Crime (Violence)
- Youth & Adolescent Health
- Housing as Health
- Equitable Access to Health Services

Froedtert Hospital 2023-2025 Implementation Strategy
Froedtert Hospital Summary of Implementation Strategy

Implementation Strategy Development Process

PHASE 1  Data Collection and Analysis
PHASE 2  CHNA/Implementation Strategy Advisory Committee Workout Session
PHASE 3  CHNA & Implementation Strategy Development
PHASE 4  Review reports with Community Engagement Leadership and FH Executives
PHASE 5  Froedtert Hospital Board of Directors approval

Froedtert Hospital created a CHNA/Implementation Strategy Advisory Committee (Appendix A) consisting of members of the Community Health Improvement Advisory Committee, Froedtert Hospital Board of Directors, community partners in Milwaukee County, and City of Milwaukee 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 Milwaukee 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 developing the Implementation Strategy:

- 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;
- Equitable Access to Health Services;
- Drug Use/Overdose Deaths;
- Alcohol Use;
- Public Safety & Crime (Violence);
- Infectious Disease (COVID 19);
- Housing as Health;
- Youth & Adolescent Health;
- Maternal, Fetal & Infant Health; and
- Chronic Diseases
Before the facilitated workout session in February 2022, members of the CHNA/Implementation Strategy Advisory Committee were asked to narrow down the top ten significant health needs list by ranking their top four significant health needs based on the following criteria:

- **Impact**: The degree to which the issue affects or exacerbates other quality of life and health-related issues.
- **Feasibility**: Can Froedtert 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?

During the February 2022 workout session, members of the Advisory Committee were asked to further prioritize the top significant health needs by again ranking each of the seven priorities based on the above criteria. Of those significant health needs, four overarching themes were identified as priorities for Froedtert Hospital’s Implementation Strategy for fiscal 2023-2025:

- **Behavioral Health (Mental Health & Substance Use);**
- **Equitable Access to Health Services;**
- **Chronic Disease; and**
- **Violence**
After the facilitated workout session in February 2022, 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 1: Social Determinants of Health

Figure 2: Social Ecological Model

It is important to recognize that there is a dynamic relationship between people and their environments. Not only do people’s genetics 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 Hospital Implementation Strategy.
Priority Populations

The distinction of priority populations in the shared Milwaukee County CHNA was intended to identify groups with the greatest health disparities and/or risk for poor health.

This framework supported the development of population-specific initiatives and investments identified in the Froedtert Hospital implementation strategy.

Significant Health Needs Not Addressed

- **Infectious Disease:** Froedtert Hospital supports the local health departments in providing services and vaccinations.

- **Housing:** Froedtert Hospital supports the Milwaukee Health Care Partnership through the Housing Navigation Program.

- **Maternal, Fetal & Infant Health:** Froedtert Hospital actively collaborates with local organizations to support maternal, fetal, and infant health, such as the Community Baby Shower and the Milwaukee Health Department’s doula program.

- **Youth & Adolescent Health:** Froedtert Hospital supports youth and adolescent health by reaching youth and families at community events and by partnering with Milwaukee Public Schools and community health coalitions.

Implementation Strategy Evaluation

Froedtert Hospital’s Community Engagement team along with the Community Health Improvement Advisory 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 Milwaukee County Community Health Needs Assessment, Froedtert Hospital CHNA/Implementation Strategy Advisory Committee selected the significant health needs outlined below for its 2023-2025 implementation strategy.

• **Behavioral Health (Mental Health & Substance Use):** 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 Hospital is committed to working internally to expand behavioral health services and partnering with community organizations to address this health need.

• **Equitable Access to Health Services:** Froedtert Hospital is committed to improving equitable access to health services by implementing efforts that leverage diversity, inclusion and an understanding of social determinants of health to deliver culturally competent care.

• **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 diseases.

• **Violence Prevention:** Violence continues to be a challenge in Milwaukee County. Violence prevention is an area where Froedtert Hospital can support community organizations in reducing the risk of violence.
What is behavioral health? Why is it an important issue?

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.

The following data is from the Milwaukee County 2021 Community Health Needs Assessment that supports the need to address behavioral health.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>20.9%</td>
<td>Reported having a mental health condition</td>
</tr>
<tr>
<td>9.8%</td>
<td>Reported not having access to mental health services</td>
</tr>
<tr>
<td>22.7%</td>
<td>Reported binge drinking</td>
</tr>
<tr>
<td>50.4%</td>
<td>Ranked mental health as one of the most important health issues in the community</td>
</tr>
<tr>
<td>34.8%</td>
<td>Ranked drug use and abuse as one of the most important health issues in the community</td>
</tr>
<tr>
<td>30.7%</td>
<td>Ranked alcohol use and abuse as one of the most important health issues in the community</td>
</tr>
</tbody>
</table>

Froedtert Hospital’s Actions to Address Behavioral Health

**Access to Behavioral Health Services**

- Support access and navigation to acute and crisis mental and behavioral health services.
- Educate Community Health Workers about behavioral health resources to support patient navigation to behavioral health services.
- Continue to support community-wide safe medication disposal and pilot medication disposal kiosk in Froedtert Health facilities.
- Introduce youth to behavioral health career opportunities through Froedtert Health healthcare career programs (shadowing, mentoring, speakers).
- Partner with community organizations to offer screenings and resources to reduce older adult isolation and loneliness.

**Community Collaborations**

- Support Froedtert Health Behavioral Health Services by helping to identify community-based partners to fill potential gaps in service delivery.
- Participate in Milwaukee County mental health and substance use coalitions to increase awareness, education, prevention and navigation.
CHNA Significant Health Needs: Behavioral Health – Mental Health and Substance Use

Program/Initiatives: Acute & crisis behavioral health services; Community Health Worker (CHW); medication disposal; health care career exploration; screening; and community partnerships

<table>
<thead>
<tr>
<th>Objective 1: Increase access to behavioral health services targeted at priority populations through hospital and community-based partnerships.</th>
<th>Long-Term Performance Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Actions</strong></td>
<td><strong>Anticipated Impact of Actions</strong></td>
</tr>
<tr>
<td>• Support access and navigation to acute and crisis mental and behavioral health services.</td>
<td>• Opening of the Froedtert Hospital inpatient unit.</td>
</tr>
<tr>
<td>• Educate CHW about behavioral health resources to support patient navigation to behavioral health services.</td>
<td>• Opening of the Mental Health Crisis Center in Milwaukee.</td>
</tr>
<tr>
<td>• Continue to support community-wide safe medication disposal and pilot medication disposal kiosk in Froedtert Health facilities.</td>
<td>• Increased navigation to behavioral health resources.</td>
</tr>
<tr>
<td>• Introduce youth to behavioral health career opportunities through Froedtert Health healthcare career programs (shadowing, mentoring, speakers).</td>
<td>• Increased access to safely dispose of unused medications.</td>
</tr>
<tr>
<td>• Partner with community organizations to offer screenings and resources to reduce older adult isolation and loneliness.</td>
<td>• Increased exposure to behavioral health career opportunities.</td>
</tr>
<tr>
<td></td>
<td>• Reduced isolation and loneliness.</td>
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**Objective 2: Support and enhance collaboration with community organizations to increase behavioral health outreach, education and awareness within hospital and community-based settings.**

<table>
<thead>
<tr>
<th>Actions</th>
<th>Anticipated Impact of Actions</th>
<th>Plan to Evaluate Impact: Process Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Support Froedtert Health Behavioral Health Services by helping to identify community-based partners to fill potential gaps in service delivery.</td>
<td>• Increased collaboration to achieve the Behavioral Health Strategic Plan goals.</td>
<td>• Number of collaborative partners working with Behavioral Health Services.</td>
</tr>
<tr>
<td>• Participate in Milwaukee County mental health and substance use coalitions to increase awareness, education, prevention and navigation.</td>
<td>• Increased collective impact to address behavioral health challenges.</td>
<td>• Number of organizations partnering on behavioral health initiatives.</td>
</tr>
<tr>
<td></td>
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<td>• Number of individuals impacted through coalition outreach.</td>
</tr>
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</table>

**Actions Anticipated Impact of Actions**

- Support access and navigation to acute and crisis mental and behavioral health services.
- Educate CHW about behavioral health resources to support patient navigation to behavioral health services.
- Continue to support community-wide safe medication disposal and pilot medication disposal kiosk in Froedtert Health facilities.
- Introduce youth to behavioral health career opportunities through Froedtert Health healthcare career programs (shadowing, mentoring, speakers).
- Partner with community organizations to offer screenings and resources to reduce older adult isolation and loneliness.

**Objective 2: Support and enhance collaboration with community organizations to increase behavioral health outreach, education and awareness within hospital and community-based settings.**

- Support Froedtert Health Behavioral Health Services by helping to identify community-based partners to fill potential gaps in service delivery.
- Participate in Milwaukee County mental health and substance use coalitions to increase awareness, education, prevention and navigation.

**Actions Anticipated Impact of Actions**

- Increased collaboration to achieve the Behavioral Health Strategic Plan goals.
- Increased collective impact to address behavioral health challenges.

**Plan to Evaluate Impact: Process Measures**

- Number of collaborative partners working with Behavioral Health Services.
- Number of organizations partnering on behavioral health initiatives.
- Number of individuals impacted through coalition outreach.
Froedtert Health Resources
- Community Engagement Leadership/Staff
- Froedtert Hospital Case Management
- Froedtert Hospital Pain Stewardship Committee
- Community Health Workers
- Froedtert Health Behavioral Health Service Line
- Froedtert Health Pharmacy
- Workforce Development

Froedtert Health Collaborative Partners
- Aging and Disability Resource Center (ADRC) - Partner to promote services to the aging population
- City of Milwaukee - Partner to address mental health and substance use issues
- Community Advocates - Partner to promote and navigate to services
- Faith-Based Organizations - Support education and outreach to community populations
- Federally Qualified Health Centers - Support behavioral health care services
- IMPACT 2-1-1 - Partner to promote and navigate to services
- Mental Health America & National Association of Mental Illness - Partner to support coalitions and programming
- Mental Health Emergency Center - Partner to support access to mental health services
- Milwaukee Area Schools - Partner to promote services and outreach education
- Milwaukee County Emergency Responders (law enforcement, fire, EMS) - Support collaboration and emergency response efforts in Milwaukee County
- Milwaukee County Health Departments – Partner to address mental health and substance use issues
- Milwaukee County Behavioral Health Coalitions- Partner to address mental health and substance use issues
- Milwaukee Health Care Partnership - Support behavioral health efforts in Milwaukee County
- Milwaukee Muslim Women Coalition - Partner to promote programs, support efforts, and outreach to diverse populations
- United Neighborhood Centers of Milwaukee - Support efforts to improve the quality of life for urban populations.
- Take Back My Meds MKE- Partner to support safe medication disposal.
Equitable Access to Health Services

What is population health & health equity? Why is it an important issue?

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. The following data is from the Milwaukee County 2021 Community Health Needs Assessment that supports the need to address equitable access to health services.

Froedtert Hospital’s Actions to Address Equitable Access to Health Services

**Equitable Safety Net of Services**

- Increase health literacy, education, and navigation through the Community Care-A-Van program.
- Develop and implement a Community Health Worker Model to increase access and navigation to resources.
- Support the wellness hub model inside of Gee’s Clippers to bring health services to the community.
- Expand health education and access opportunities through the school nurse and community school coordinator at Westside Academy.
- Utilize a Social Determinants of Health screening and referral platform to address patient social needs.
- Support Specialty Access for Uninsured Program (SAUP) & Emergency Department Medical Home (EDMH) programs and community clinics.
- Support the implementation of a Southside Family Medicine Residency program.
- Support Patient Financial Services and the Milwaukee Enrollment Network’s efforts to enroll individuals in health insurance coverage.

**Community Investment Fund**

- Implement the Froedtert Hospital Community Investment Fund to support organizations that address significant health needs and social determinants of health in Milwaukee County.

**Health Equity**

- Support Population Health & Health Equity by addressing gaps in medical care, screenings, education and navigation to resources related to breast and colon cancer, pneumococcal vaccines, diabetes, hypertension, and readmissions.
- Introduce youth to health care career opportunities through Froedtert Health healthcare career programs (shadowing, mentoring, speakers).
### CHNA Significant Health Need: Equitable Access to Health Services

**Program/Initiatives:** Outreach programs (Care-A-Van, CHW, Gee’s Clippers, school health); social determinants of health screening and referral; Community Investment Funds; population health & health equity; and workforce development

<table>
<thead>
<tr>
<th>Goal: To improve equitable access to comprehensive community and hospital-based services that deliver inclusive, culturally and linguistically competent care.</th>
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<tbody>
<tr>
<td><strong>Objective 1:</strong> Ensure a strong, equitable safety net of services that improve access to care among priority populations.</td>
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<table>
<thead>
<tr>
<th>Actions</th>
<th>Anticipated Impact of Actions</th>
<th>Plan to Evaluate Impact: Process Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Increase health literacy, education, and navigation through the Community Care-A-Van program.</em>&lt;br&gt; <em>Increase access and navigation to resources through the CHW.</em>&lt;br&gt; <em>Support the wellness hub model inside of Gee’s Clippers to bring health services to the community.</em>&lt;br&gt; <em>Expand health education and access opportunities through the school nurse and community school coordinator at Westside Academy.</em>&lt;br&gt; <em>Utilize a Social Determinants of Health screening and referral platform to address patient social needs.</em>&lt;br&gt; <em>Support Specialty Access for Uninsured Program (SAUP) &amp; Emergency Department Medical Home (EDMH) programs and community clinics.</em>&lt;br&gt; <em>Support the implementation of a Southside Family Medicine Residency program.</em>&lt;br&gt; <em>Support Patient Financial Services and the Milwaukee Enrollment Network’s efforts to enroll individuals in health insurance coverage.</em></td>
<td><em>Increased reach to priority populations through outreach programs.</em>&lt;br&gt; <em>Increased community knowledge of health care services.</em>&lt;br&gt; <em>Strengthened community capacity and collaboration for shared responsibility to address unmet health needs.</em>&lt;br&gt; <em>Decreased number of uninsured adults in Milwaukee County.</em></td>
<td><em>Number of individuals served by the Community Care-A-Van and CHW.</em>&lt;br&gt; <em>Number of individuals served by the Gee’s MKE Wellness Clinic.</em>&lt;br&gt; <em>Number of individuals served through the school nurse and community school coordinator.</em>&lt;br&gt; <em>Number of patients screened and referred through the SDOH platform.</em>&lt;br&gt; <em>Number of individuals served through SAUP and EDMH.</em>&lt;br&gt; <em>Number of patients served by the Southside Family Medicine Residency Program</em>&lt;br&gt; <em>Number of individuals assisted with Medicaid or Health Insurance Marketplace enrollment.</em></td>
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**Long-Term Performance Indicators**

- Increase percent of Black/African Americans that have health insurance (baseline: 87.5%)
- Decrease percent of individuals who did not access health care due to cost (baseline: 52.2%)
- Decrease percent of Hispanic individuals who did not access health care due to cost (baseline: 56.6%)
- Decrease percent of Black/African Americans who used the ER in the past 12 months (baseline: 26.5%)
- Increase percent of individuals who feel heard, seen and listened to when receiving health care (baseline: 88.9%)
- Decrease percent of Black/African Americans who feel they are treated differently because of their race/ethnicity when receiving health care (baseline: 21.5%)
**Objective 2:** Support non-profit organizations that strive to create healthy communities in Milwaukee County.

<table>
<thead>
<tr>
<th>Actions</th>
<th>Anticipated Impact of Actions</th>
<th>Plan to Evaluate Impact: Process Measures</th>
</tr>
</thead>
</table>
| Implement the Froedtert Hospital Community Investment Fund to support organizations that address significant health needs, social determinants of health and target priority populations in Milwaukee County. | Increased funding to support local organizations. | Amount of funding awarded through the Community Investment Funds  
  - Number of individuals impacted by funding. |

**Long-Term Performance Indicators**
- Increase access to affordable health care services (baseline: 44.4%)
- Increase access to affordable health care for Black/African Americans (baseline: 36.4%) and in high-need zip codes (baseline: 39.9%)

**Objective 3:** Support the Health Equity Initiative (HEI) by providing resources to meet yearly set goals and objectives.

<table>
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<tr>
<th>Actions</th>
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<th>Plan to Evaluate Impact: Process Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support Population Health &amp; Health Equity by addressing gaps in medical care, screenings, education and navigation to resources related to breast and colon cancer, pneumococcal vaccines, diabetes, hypertension, and readmissions.</td>
<td>Achieve Health Equity Initiative goals.</td>
<td>Percent of BIPOC and non-BIPOC primary care patients impacted by HEI.</td>
</tr>
</tbody>
</table>

**Objective 4:** Support Diversity, Equity, and Inclusion in increasing the number of diverse staff and providers at all levels of the organization.

<table>
<thead>
<tr>
<th>Actions</th>
<th>Anticipated Impact of Actions</th>
<th>Plan to Evaluate Impact: Process Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduce youth to health care career opportunities through Froedtert Health healthcare career programs (shadowing, mentoring, speakers).</td>
<td>Increased exposure to healthcare career opportunities.</td>
<td>Number of students exposed to healthcare career opportunities.</td>
</tr>
</tbody>
</table>
Froedtert Health Resources
- Community Engagement Leadership/Staff
- Inception Health
- Diversity, Equity & Inclusion
- Financial Counselors
- Community Health Worker
- Workforce Development
- Language Services

Froedtert Health Collaborative Partners
- Aging and Disability Resource Center (ADRC) - Partner to promote services to aging and disabled populations
- Children’s Wisconsin – Collaborate to address health needs and social determinants of health
- Community Health Workers (CHWs) - Partner to increase access to services and navigation to resources
- Faith-Based Organizations - Support prevention education and outreach to community populations
- Federally Qualified Health Centers - Partner to promote and access healthcare services to underserved populations
- Gee’s Clippers - Partner to provide health services in community
- Healthy MKE - Partner to promote health outreach and education to community
- Impact 2-1-1 - Partner to promote services
- Insurance Providers - Support access to healthcare services
- InOn Health - Partner to improve community health literacy
- Medical College of Wisconsin - Support efforts and outreach to diverse populations
- Milwaukee Bucks - Collaborate on initiatives and partner to provide outreach and education to community
- Milwaukee County Health Departments - Collaborate to address health needs and determinants of health
- Milwaukee Health Care Partnership - Collaborate to address health needs and determinants of health
- Milwaukee Area Schools & Higher Education - Partner to increase healthcare workforce and to promote education and early intervention programming
- Muslim Community & Health Center - Partner to promote programs, support efforts, and outreach to diverse populations
- Neighborhood Associations & Centers - Support engagement efforts to increase community education, access to care, and community outreach
- SWIM Initiative - Collaborate to address health needs and determinants of health
- United Methodist Children’s Services - Collaborate to address health needs and determinants of health
- Vivent Health - Collaborate to address health needs and determinants of health
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 Milwaukee County 2021 Community Health Needs Assessment that supports the need to address chronic disease.

- Reported having diabetes: 13%
- Reported having high blood pressure: 36.8%
- Reported having high cholesterol: 31.5%
- Reported having heart disease or a heart condition: 12.1%
- Ranked chronic disease as one of the most important health issues in the community: 35.5%
- Reported there are affordable healthy food options accessible nearby: 77.7%

Froedtert Hospital’s Actions to Address Chronic Disease

Prevention, Navigation & Treatment

- Increase chronic disease screenings and education through the Community Care-A-Van program.
- Increase access to preventative screenings for chronic diseases and other cancer-related conditions.
- Support Population Health & Health Equity by addressing gaps in medical care, screenings, education and navigation to resources related to breast and colon cancer, pneumococcal vaccines, diabetes, hypertension, and readmissions.
- Support the Community Health Worker by providing resources to increase prevention, education, and navigation efforts.

Community Collaborations

- Partner with community organizations to implement physical activity, nutrition, and wellness initiatives, such as BUCKSFit and the Girl Scouts Health in Action Patch Program.
- Support the Milwaukee Health Care Partnership Housing Navigator Program for homeless populations.
- Continue partnerships with the Federally Qualified Health Centers to provide chronic disease prevention and treatment opportunities.
**CHNA Significant Health Need: Chronic Disease Prevention**

**Program/Initiatives:** Chronic disease screening and management; physical activity, nutrition and wellness outreach; and Housing Navigator Program

**Goal:** To reduce the burden of chronic diseases in Milwaukee County specifically among priority populations.

### Objective 2: Increase prevention efforts, navigation to resources and treatment of chronic diseases targeted at priority populations.

<table>
<thead>
<tr>
<th>Actions</th>
<th>Anticipated Impact of Actions</th>
<th>Plan to Evaluate Impact: Process Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Increase chronic disease screenings and education through the Community Care-A-Van program.</td>
<td>• Increased number of individuals screened for chronic diseases among priority populations.</td>
<td>• Number of individuals served through the Community Care-A-Van program.</td>
</tr>
<tr>
<td>• Increase access to preventative screenings for chronic diseases and other cancer-related conditions.</td>
<td>• Increased number of individuals served by the CHW.</td>
<td>• Number of individuals screened for cancer and chronic conditions through Community Engagement.</td>
</tr>
<tr>
<td>• Support Population Health &amp; Health Equity by addressing gaps in medical care, screenings, education and navigation to resources related to breast and colon cancer, pneumococcal vaccines, diabetes, hypertension, and readmissions.</td>
<td></td>
<td>• Percent of BIPOC and non-BIPOC primary care patients impacted by HEI.</td>
</tr>
<tr>
<td>• Support the Community Health Worker (CHW) by providing resources to increase prevention, education, and navigation efforts.</td>
<td></td>
<td>• Number of individuals served by the CHW.</td>
</tr>
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</table>

**Long-Term Performance Indicators**

- Decrease percent of individuals who have high blood pressure (baseline: 36.8%)
- Decrease percent of Black/African Americans who have high blood pressure (baseline: 52.1%)
- Decrease percent of individuals who have diabetes (baseline: 9.8%)
- Decrease the breast cancer incidence rate (baseline: 138 per 100,000)
- Decrease the colorectal cancer incidence rate (baseline: 41 per 100,000)
- Decrease percent of adults who are overweight (baseline: 33.7%)
- Decrease percent of white, Black/African American, and Hispanic patients who screen high for lack of exercise through the EPIC screening tool

### Objective 3: Support and enhance collaborations with community organizations.

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>• Partner with community organizations to implement physical activity, nutrition, and wellness initiatives, such as BUCKSFit and the Girl Scouts Health in Action Patch Program.</td>
<td>• Increased number of individuals who participate in prevention programs and services.</td>
<td>• Number of individuals who participate in prevention program and services.</td>
</tr>
<tr>
<td>• Support the Milwaukee Health Care Partnership Housing Navigator Program for homeless populations.</td>
<td>• Increased number of patients in the Housing Navigator program.</td>
<td>• Number of patients in the Housing Navigator program.</td>
</tr>
<tr>
<td>• Continue partnerships with the Federally Qualified Health Centers (FQHCs) to provide chronic disease prevention and treatment opportunities.</td>
<td>• Increased collaboration on prevention and treatment programs.</td>
<td>• Number of patients impacted by the FQHCs partnership.</td>
</tr>
</tbody>
</table>

**Anticipated Impact of Actions**

- Increased number of individuals screened for chronic diseases among priority populations.
- Increased number of individuals served by the CHW.

**Plan to Evaluate Impact: Process Measures**

- Number of individuals served through the Community Care-A-Van program.
- Number of individuals screened for cancer and chronic conditions through Community Engagement.
- Percent of BIPOC and non-BIPOC primary care patients impacted by HEI.
- Number of individuals served by the CHW.
Froedtert Health Resources
• FMLH Case Management
• FMLH Community Engagement Leadership/Staff
• Froedtert & the Medical College of Wisconsin Cancer Network
• Froedtert Hospital Heart & Vascular Service Line
• Community Health Worker

Froedtert Health Collaborative Partners
• American Cancer Society – Partner to improve health and reduce cancer disparities in our community
• Aging and Disability Resource Center (ADRC) - Partner to promote services to aging and disabled populations
• Beauty Salons/Barbershops – Partner to provide outreach and education to community
• Community Health Workers (CHWs) - Partner to promote services and increase collaboration related to chronic disease
• Faith-Based Organizations – Partner on outreach and education to communities
• Federally Qualified Health Centers - Support chronic disease-related services
• Girl Scouts of Wisconsin Southeast – Partner to provide wellness education to youth
• Medical College of Wisconsin - Support efforts and outreach to diverse populations
• Milwaukee Area Health Education Center – Partner to provide education to communities
• Milwaukee Area Schools & Higher Education - Partner to promote services and outreach education
• Milwaukee Bucks – Partner to provide outreach and education to community
• Milwaukee County Health Departments - Collaborate to address health needs and determinants of health
• Milwaukee County Food Pantries - Support education and access to health services
• Milwaukee County Parks System - Support efforts to encourage physical activity and outreach to diverse populations
• Milwaukee Health Care Partnership – Collaborate to address health needs and determinants of health.
• Neighborhood Associations – Collaborate to address health needs and determinants of health.
• Social Development Commission - Collaborate to address health needs and social determinants of health
• Tobacco Prevention Coalitions - Partner to provide outreach and education to community
• Urban Ecology Center - Support outreach and education to community
• Wisconsin Institute for Healthy Aging - Provides chronic disease education in the community
• Wisconsin Well Women Program - Partner to promote cancer prevention education and reduce cancer care disparities
• Victory Gardens - Partner to promote nutrition and access to healthy foods
What is Violence Prevention? Why is it an important issue?
Violence or abuse in any form has serious health consequences for victims and the community. It can lead to negative physical, mental and economic outcomes and is the leading cause of injury, disability and premature death. Community-wide prevention is the most effective, long-term solution to violence (Milwaukee Health Department, 2022). The following data is from the Milwaukee County 2021 Community Health Needs Assessment that supports the need to address violence.

Violence Prevention Programs
- Increase awareness of sexual abuse resources offered by forensic nursing at Froedtert Hospital.
- Support provider and staff education around human trafficking.
- Increase awareness of the Froedtert & Medical College of Wisconsin Grief Clinic and trauma survivors support group.

Community Collaborations
- Support the Violence Interrupter Program through the efforts of the Comprehensive Injury Center and 414 Life / Blueprint for Peace.
- Participate in Milwaukee County violence prevention coalitions.
- Participate in the Milwaukee Community Schools Partnership to support positive youth development and community engagement.
**CHNA Significant Health Need: Violence Prevention**

**Program/Initiatives:** Forensic nurse examiner; support services; Violence Interrupter Program; prevention programs; and community partnerships

<table>
<thead>
<tr>
<th>Objective</th>
<th>Actions</th>
<th>Anticipated Impact of Actions</th>
<th>Plan to Evaluate Impact: Process Measures</th>
<th>Long-Term Performance Indicators</th>
</tr>
</thead>
</table>
| **Objective 1:** Enhance innovative violence prevention programs at Froedtert Hospital. | • Increase awareness of sexual abuse resources offered by forensic nursing at Froedtert Hospital.  
• Support provider and staff education around human trafficking.  
• Increase awareness of the Froedtert & Medical College of Wisconsin Grief Clinic and trauma survivors support group. | • Increased care and navigation of resources for those who experienced sexual abuse.  
• Increased participation in provider and staff education.  
• Increased care and navigation for trauma survivors. | • Number of sexual abuse cases through forensic nursing at Froedtert Hospital.  
• Number of participants in human trafficking education programming.  
• Number of patients seen for violence related services at the Grief Clinic.  
• Number of participants in the trauma support group. | • Decrease the crime rate (baseline: 1,019.7 per 100,000)  
• Reduce firearm fatalities, specifically among Black/African Americans (Baseline: 41 per 100,000) |

| Objective 2: Strengthen and expand community partnerships to support violence prevention programs. | • Support the Violence Interrupter Program through the efforts of the Comprehensive Injury Center and 414 Life / Blueprint for Peace.  
• Participate in Milwaukee County violence prevention coalitions.  
• Participate in the Milwaukee Community Schools Partnership to support positive youth development and community engagement. | • Reduced secondary gun violence.  
• Increased collective impact to address violence.  
• Increased participation in the Milwaukee Community Schools Partnership. | • Number of referrals by FMLH violence interrupter staff.  
• Number of penetrating traumas seen at Froedtert Hospital.  
• Number of individuals impacted through coalition outreach.  
• Number of students impacted by the Milwaukee Community Schools Partnership. |
Froedtert Health Resources
• FMLH Community Engagement Leadership/Staff
• Froedtert Hospital Trauma Team
• MCW Emergency Medicine Staff
• Forensic Examiners

Froedtert Health Collaborative Partners
• Community Advocates - Partner to support education, outreach, and prevention initiatives
• Employ Milwaukee - Partner to promote socioeconomic health and services
• Faith-Based Organizations – Support prevention education and outreach to community populations
• Healthcare Collaborative Against Sex Trafficking - Partner on coalition and support initiatives to reduce violence
• Medical College of Wisconsin - Support the efforts of the Comprehensive Injury Center
• Milwaukee County Emergency Responders – Support collaboration and violence prevention efforts in Milwaukee County
• Milwaukee County Health Departments – Collaborate to address health needs and determinants of health
• Milwaukee County/City of Office of Violence Prevention - Support 414 Life/Blueprint for Peace initiatives
• Milwaukee Area Schools – Partner to promote education and early intervention programming
• NAACP Milwaukee - Support violence prevention initiatives
• Neighborhood Associations & Centers - Support community engagement and violence prevention efforts
• Safe and Sound - Partner to promote services
• Social Development Commission – Support efforts to reduce economic disparities
• Sojourner Family Peace Center - Support efforts to reduce the burden of domestic violence and promote healthy families
• Violence Free West Allis Coalition - Partner on coalition and support initiatives to reduce violence
• YWCA - Partner to promote services
COVID-19 Continued Response

Froedtert & the Medical College of Wisconsin Froedtert 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 Hospital CHNA/Implementation Strategy Advisory Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
<th>Froedtert Hospital Affiliation</th>
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</thead>
<tbody>
<tr>
<td>Rafael Acevedo</td>
<td>Grant Compliance Manager</td>
<td>City of Milwaukee</td>
<td>Board Member</td>
</tr>
<tr>
<td>Louis Butler Jr.</td>
<td>Retired Partner</td>
<td>Retired Partner, DeWitt LLP</td>
<td>Board Member</td>
</tr>
<tr>
<td>Breen Causey</td>
<td>Community Care Coordinator</td>
<td>Froedtert Health</td>
<td></td>
</tr>
<tr>
<td>Ricardo Colella, DO</td>
<td>Professor and Chief, Division of EMS Medicine Departments of Emergency Medicine, Pediatrics &amp; the Institute for Health and Equity</td>
<td>Medical College of Wisconsin</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Eric Conley</td>
<td>SVP/COO</td>
<td>Froedtert Health</td>
<td>Board Member</td>
</tr>
<tr>
<td>Frank Cumberbatch</td>
<td>Vice President - Engagement</td>
<td>Bader Philanthropies, Inc.</td>
<td></td>
</tr>
<tr>
<td>Allison DeVan</td>
<td>Scientific Administrator, Cardiovascular Center</td>
<td>Medical College of Wisconsin</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Ella Dunbar</td>
<td>Manager Community Relations</td>
<td>Social Development Commission</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Jasmine Ervin</td>
<td>Data Specialist</td>
<td>CORE-EI Centro, Inc.</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Sarah Francois</td>
<td>Director of Fund Development &amp; Marketing</td>
<td>Progressive Community Health Centers</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Kerry Freiberg</td>
<td>VP Community Engagement</td>
<td>Froedtert Health</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Lori Gendelman</td>
<td>Attorney</td>
<td>Otjen Law Firm, SC</td>
<td>Board Member</td>
</tr>
<tr>
<td>Monique Graham</td>
<td>Director Community Engagement</td>
<td>Froedtert Health</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Katelyn Halverson</td>
<td>Community Engagement Program Coordinator</td>
<td>Froedtert Health</td>
<td></td>
</tr>
<tr>
<td>Trenace Harris</td>
<td>Center Administrator, Cardiovascular Center</td>
<td>Medical College of Wisconsin</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Rebecca Heaton Juarez</td>
<td>Program Director</td>
<td>CORE-EI Centro, Inc.</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Tierra Hoard</td>
<td>Community Outreach Nurse</td>
<td>Froedtert Health</td>
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<tr>
<td>Dessa Johnson</td>
<td>Director of Emerging Markets</td>
<td>Froedtert Health</td>
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</tr>
<tr>
<td>Nina V. A. Johnson</td>
<td>SVP, SE WI Consumer and Business Banking</td>
<td>U.S. Bank</td>
<td>Board Member</td>
</tr>
<tr>
<td>Sahar Katib Kayata, MD</td>
<td>Board Member</td>
<td>Milwaukee Muslim Women’s Coalition</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Jennifer Langoehr</td>
<td>Community School Coordinator</td>
<td>Froedtert Health</td>
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<tr>
<td>Leah Laven-Wilson</td>
<td>Director of Housing and Social Services</td>
<td>United Methodist Children's Services of WI, Inc.</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Rachel Lecher</td>
<td>Public Health Strategist</td>
<td>City of Milwaukee Health Department</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Mark Lodes, MD</td>
<td>Chief Medical Officer, Population Health</td>
<td>Froedtert Health</td>
<td></td>
</tr>
<tr>
<td>Carmen Pangilinan</td>
<td>Public Health Specialist</td>
<td>Wauwatosa Health Department</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Harvey Padek</td>
<td>Director of CHW Community-Clinical Linkages</td>
<td>Milwaukee Area Health Education Center</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Allyson Rennebohm</td>
<td>Community Nurse Coordinator</td>
<td>Froedtert Health</td>
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<tr>
<td>Justin Rivas</td>
<td>Director of Community Health Initiatives</td>
<td>Milwaukee Health Care Partnership</td>
<td></td>
</tr>
<tr>
<td>Britney Roberson</td>
<td>Community Engagement Program Coordinator</td>
<td>Froedtert Health</td>
<td></td>
</tr>
<tr>
<td>Jenni Sevenich</td>
<td>CEO</td>
<td>Progressive Community Health Centers</td>
<td>Board Member</td>
</tr>
<tr>
<td>Penelope Stewart</td>
<td>Director of Marketing</td>
<td>Outreach Community Health Center</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Kate Sweeney</td>
<td>Director, Cancer Center Patient Support Services</td>
<td>Froedtert Health</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Barbara Wesson</td>
<td>Professor of Natural Health</td>
<td>UW Milwaukee</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Amanda Wisth</td>
<td>Community Engagement Data Analyst</td>
<td>Froedtert Health</td>
<td></td>
</tr>
<tr>
<td>Staci Young, PhD</td>
<td>Director of Center for Healthy Communities and Research</td>
<td>Medical College of Wisconsin</td>
<td>CHIAC</td>
</tr>
<tr>
<td>Anne Zizzo</td>
<td>President &amp; CEO</td>
<td>Zizzo Group</td>
<td>Board Member</td>
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