



Froedtert  
West Bend Hospital

# Implementation Strategy

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Community Health Improvement Plan

Froedtert West Bend Hospital

Fiscal Year 2018 - 2020

Approved on 5/23/2017 by Froedtert West Bend Hospital Board of Directors

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# Hospital Information and Mission Statement

## Overview

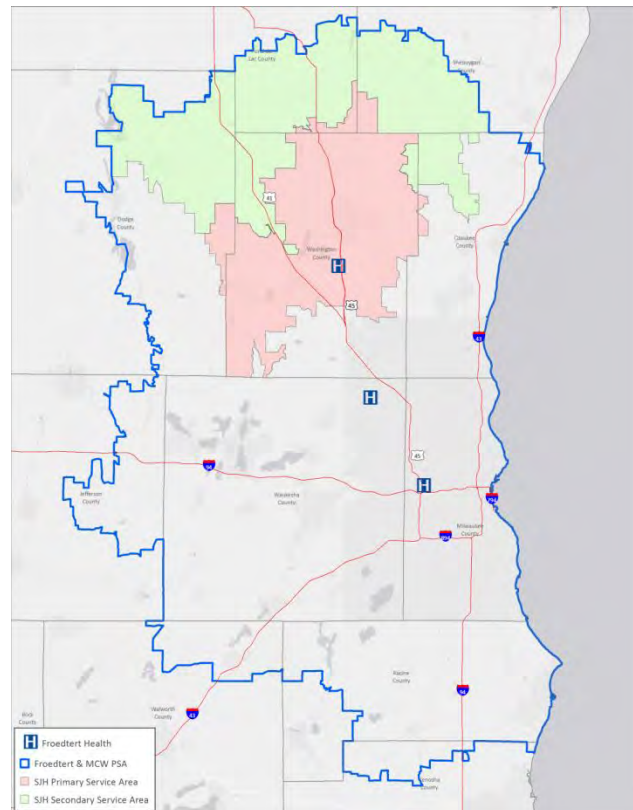
Froedtert & the Medical College of Wisconsin Froedtert West Bend Hospital, founded in 1930 by local doctors, community leaders and the Sisters of the Divine Savior, is a full-service hospital serving residents of West Bend and Washington County. Froedtert West Bend Hospital, specializing in birthing services, cancer care, emergency care, orthopaedics, surgical services and women’s health, is part of the Froedtert & MCW health network, which also includes Froedtert Hospital, Milwaukee; Froedtert Menomonee Falls Hospital, Menomonee Falls; and more than 25 primary and specialty care health centers and clinics.

## Mission Statement

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

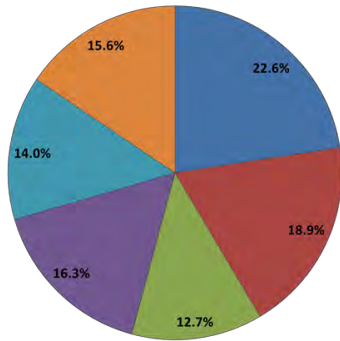
## Service Area and Demographics

Froedtert West Bend Hospital (FWB) develops its health improvement strategies and programs to meet the needs of the communities it serves. Froedtert West Bend Hospital total service area map reflects the 15 zip codes – 53001 (Adell), 53002 (Allenton), 53010 (Campbellsport), 53011 (Cascade), 53021 (Fredonia), 53027 (Hartford), 53037 (Jackson), 53040 (Kewaskum), 53048 (Lomira), 53050 (Mayville), 53075 (Random Lake), 53086 (Slinger), 53090 (West Bend), 53091 (Theresa), and 53095 (West Bend).



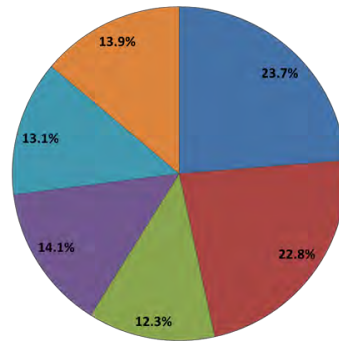
**Age** – The FWB Total service area has a comparable age distribution as the Milwaukee Five-County area. The 18 – 34 age group is slightly smaller in the FWB Total Service area with 18.9% of population while the Five-County area 18 – 34 age group is 22.8% of the population.

2016 Age Distribution  
Origin: F&MCW St. Joseph's Hospital Total Service Area



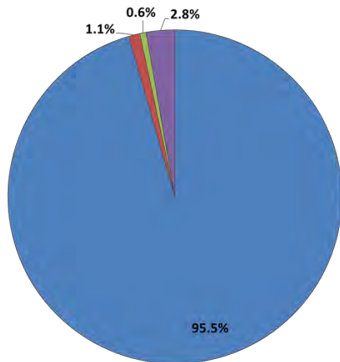
- 0 - 17
- 18 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - UP

2016 Age Distribution  
Origin: Milwaukee Five-County Area



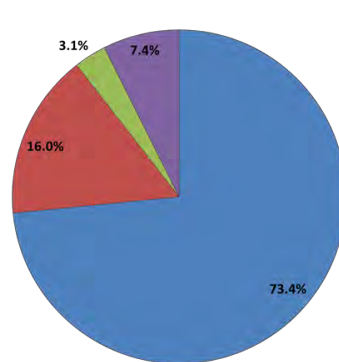
**Race** – The racial distribution in the FWB Total Service area is predominantly Caucasian (95.5%). The Five-County area is more diverse; 16.0% of the population is African American and 7.4% are other races.

2016 Racial Distribution  
Origin: F&MCW St. Joseph's Hospital Total Service Area



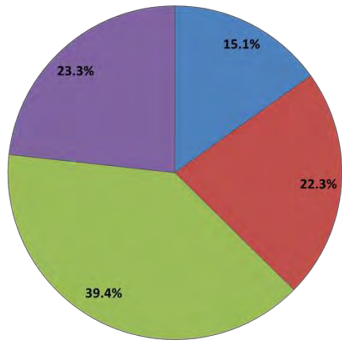
- White
- African American
- Asian
- Other

2016 Racial Distribution  
Origin: Milwaukee Five-County Area

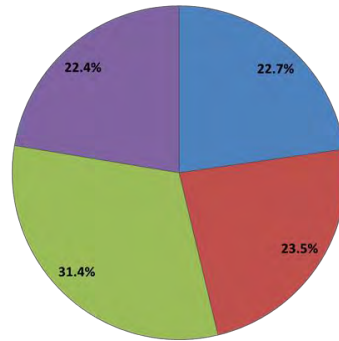


**Household Income** – Households where income is less than \$50,000 is 37.4% of the distribution in the FWB Total Service area. Within the Milwaukee Five-County area, the percent of households that income is less than \$50,000 is 46.2%.

2016 Household Income  
Origin: F&MCW St. Joseph's Hospital Total Service Area



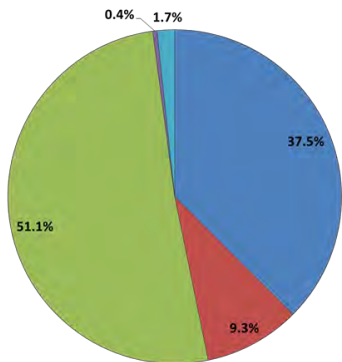
2016 Household Income  
Origin: Milwaukee Five-County Area



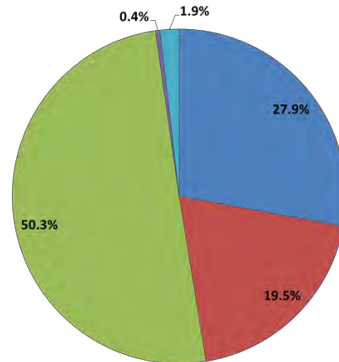
■ Under \$25,000  
■ \$25,000 to \$49,999  
■ \$50,000 to \$99,999  
■ \$100,000 and UP

**Payer Mix** – For adult inpatients, the FWB Total Service area has 11.0% of patients consist of Medicaid and Self Pay payers. The Milwaukee Five-County area has 21.4% of patients with Medicaid and Self Pay in the payer mix.

FY 2016 Adult Inpatient Payer Mix - Total Charges  
Origin: F&MCW St. Joseph's Hospital Total Service Area



FY 2016 Adult Inpatient Payer Mix - Total Charges  
Origin: Milwaukee Five-County Area



■ Managed Care  
■ Medicaid  
■ Medicare  
■ Other Gov't  
■ Other/Self Pay

## **Health Needs of the Community**

### **Community Health Needs Assessment**

Froedtert Health is a member of the Milwaukee Health Care Partnership [www.mkehcp.org](http://www.mkehcp.org), a public private consortium dedicated to improving care for underserved populations in Milwaukee County. Through the Partnership, Milwaukee's four health systems and the Washington Ozaukee Public Health Department aligned resources to complete a shared community health needs assessment (CHNA) from June - August 2016. Supported by additional analysis from the Center for Urban Population Health, this robust community-wide CHNA includes findings from a community health survey of over 400 adults, 20 key informant interviews and a secondary source data analysis. This shared CHNA serves as the foundation for Froedtert West Bend Hospital's implementation strategy to improve health outcomes and reduce disparities in Washington County.

The CHNA summary and full reports can be found on Froedtert West Bend Hospital's website:

[Washington County CHNA Executive Summary](#)

[Washington County CHNA Secondary Data Report](#)

[Washington County CHNA Key Informant Interview Report](#)

## **Identified Community Health Needs in Washington County**

<b>Priorities across the CHNA Health Survey, Stakeholder Interviews and Secondary Data Reports</b>
<b>Alcohol, Tobacco and Other Drug Use</b>
<b>Mental Health</b>
<b>Chronic Disease Prevention and Management</b>
<b>Nutrition</b>
<b>Physical Activity</b>
<b>Access to Health Services</b>
<b>Oral Health</b>
<b>Injury and Violence Prevention</b>
<b>Healthy Growth and Development</b>
<b>Environmental and Occupational Health</b>
<b>Communicable Disease Prevention and Control</b>
<b>Reproductive and Sexual Health</b>

**Washington County Community Health Survey and Key Informant Stakeholder Interviews reported slightly different health need priorities**

<b>Community Survey Priorities</b>	<b>Top Health Issues -Key Informants in Washington County</b>
<ul style="list-style-type: none"> <li>• Illegal Drug Use</li> <li>• Alcohol Use or Abuse</li> <li>• Overweight or Obesity</li> <li>• Access to Health Care</li> <li>• Chronic Conditions</li> </ul>	<ul style="list-style-type: none"> <li>• Alcohol and Other Drug Use</li> <li>• Mental Health</li> <li>• Chronic Disease Prevention and Management</li> <li>• Nutrition</li> <li>• Physical Activity</li> </ul>

## **Hospital Implementation Strategy**

### **Implementation Plan Development/Selection Process**

Froedtert West Bend Hospital created an Implementation Plan Advisory Committee consisting of community partners in Washington County, Washington Ozaukee Public Health Department, Froedtert West Bend Hospital’s Community Health Initiatives Committee (Appendix A, page 17) 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 Washington County for a collective analysis of the findings from the Community Health Needs Assessment. Under the direction of the Community Engagement Leadership Team and trained meeting facilitator; the planning process included five steps in developing the Implementation Plan:

1. Reviewed the 2016 Community Health Needs Assessment results for identification and prioritization of community health needs
2. Reviewed previous 2015 - 2017 Implementation Plan programs and results
3. Reviewed Washington Ozaukee Public Health Department 2016 – 2020 Community Health Improvement Plan
4. Ranked and selected priority areas
5. Select evidence-based strategies, partnerships and programs to address community health needs

After the facilitated workout session in February 2017, findings from the assessment were categorized into ten areas: Access to Care and Resource Navigation, Chronic Disease Management, Mental Health Services, Nutrition, Obesity and Physical Activity, Oral Health, Alcohol, Drug, Tobacco, Abuse and Other identified needs. To identify the top ranked priorities, members of the Advisory Committee were asked to rate each priority based on the following criteria: feasibility of Froedtert West Bend Hospital to

address the need (direct programs, clinical strengths and dedicated resources), alignment with Froedtert Health's strategic priorities, current or potential community partners/coalitions and each need has achievable and measurable outcomes. Of those ten health needs categories, three overarching themes were identified as the focus for Froedtert West Bend Hospital Implementation Plan for fiscal 2018 – 2020:

- Access to Health Care Services and Navigation of Community Resources
- Mental Health/Alcohol and Other Drug Abuse
- Chronic Disease Prevention and Management

### **Implementation Strategy Evaluation**

Froedtert West Bend Hospital Community Engagement leadership and staff will regularly monitor and report on progress towards the Implementation Strategy objectives and provide semi-annual 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.



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 Froedtert & the Medical College of Wisconsin - Froedtert West Bend Hospital  
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<b>Program/Initiative:</b>	Albrecht Free Clinic
<b>CHNA Area of Focus:</b>	Access to Health Care Services (Including Oral Health)
<b>CHNA Community Health Need/Rationale:</b>	<ul style="list-style-type: none"> <li>• 5% of Washington County residents uninsured</li> <li>• 23% of Washington County residents did not seek medical care due to cost</li> <li>• 15% of population reported having unmet medical and dental care in past 12 months</li> <li>• 17% of population did not take medications due to cost</li> </ul>
<b>Goal:</b> Expand assistance and support of the Albrecht Free Clinic to improve access to healthcare, dental, and behavioral care for uninsured and underinsured populations.	
<b>Objective:</b> Strengthen our collaborative partnership with Albrecht Free Clinic and community stakeholders to increase access to preventative and primary care, improve quality and reduce costs	
<b>Actions the hospital intends to take to address the health need:</b>	
<ul style="list-style-type: none"> <li>• Continue referral process for uninsured/underinsured populations from Froedtert West Bend Hospital to Albrecht Free Clinic</li> <li>• Serve on Board of Directors</li> <li>• Provide vouchers for ancillary/specialty care services for AFC patients</li> <li>• Screen uninsured patients for financial assistance programs (Marketplace, BadgerCare etc) including Froedtert Health's Financial Assistance Program</li> </ul>	
<b>Anticipated impact of these actions:</b>	
<ul style="list-style-type: none"> <li>• Reduce unnecessary healthcare costs</li> <li>• Reduce health disparities</li> <li>• Strengthen community capacity and collaboration for shared responsibility to address unmet health needs</li> </ul>	
<b>Plan to evaluate the impact:</b>	
<ul style="list-style-type: none"> <li>• Number of Froedtert West Bend Hospital referrals to Albrecht Free Clinic</li> <li>• # patients served at Albrecht Free Clinic</li> <li>• # of donated ancillary services provided by Froedtert West Bend Hospital and Froedtert &amp; MCW Community Physicians Health Centers</li> <li>• Internal data tracking preventable emergency department visits and readmissions</li> </ul>	
<b>Froedtert Health Resources:</b>	
<ul style="list-style-type: none"> <li>• Community Engagement leadership/staff</li> <li>• Grant support through the Washington County Healthy Community Fund</li> <li>• Froedtert &amp; MCW Community Physicians</li> <li>• Financial Counselors</li> </ul>	
<b>Froedtert Health Collaborative Partners:</b>	
<ul style="list-style-type: none"> <li>• Albrecht Free Clinic</li> <li>• Washington Ozaukee Public Health Department</li> <li>• Casa Guadalupe Education Center</li> <li>• Aurora Healthcare</li> </ul>	

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<b>Program/Initiative:</b>	Community Health Navigator Model in Partnership with Albrecht Free Clinic and Casa Guadalupe Education Center
<b>CHNA Area of Focus:</b>	Chronic Disease Prevention and Management
<b>CHNA Community Health Need/Rationale:</b>	<ul style="list-style-type: none"> <li>• Lack of awareness of what services and programs exist for community members in Washington County</li> <li>• Fragmented coordination of care and difficult to navigate resources in Washington County</li> <li>• 23 % of Washington County residents did not seek medical care due to cost</li> <li>• 17% of Washington County residents did not take medication due to cost</li> <li>• 16% of Washington County residents rate their health as poor</li> <li>• 2% of Washington County residents are using the emergency department as their only source of access to healthcare</li> <li>• 5% of Washington County residents are uninsured</li> </ul>
<b>Goal:</b> Expand assistance, support, and navigation through the integration of community and clinical services for vulnerable populations.	
<b>Objective:</b>	
<ul style="list-style-type: none"> <li>• Increase self-management in high risk populations by addressing social determinants in health</li> <li>• Expand health resources to assist, support, and navigate through community based clinical services and insurance coverage</li> </ul>	
<b>Actions the hospital intends to take to address the health need:</b>	
<ul style="list-style-type: none"> <li>• Continue three year restricted grant to support two .5 FTE Community Health Navigators at Albrecht Free Clinic and Casa Guadalupe Education Center</li> <li>• Utilize Community Health Worker to improve readmissions and /or navigation for high risk chronic conditions for patients in Washington County</li> <li>• Provide paths to improve health insurance access to underserved populations in Washington County</li> </ul>	
<b>Anticipated impact of these actions:</b>	
<ul style="list-style-type: none"> <li>• Reduce unnecessary healthcare costs</li> <li>• Increase health literacy and self-management for health conditions/healthy living (CHN)</li> <li>• Strengthen community capacity and collaboration for shared responsibility to address unmet health needs (Partnerships with health dept., non-profits, support networks).</li> <li>• Promote education and awareness in the community (health fairs, education resources given by CHN)</li> <li>• Decrease the number of uninsured residents in Washington County</li> </ul>	
<b>Plan to evaluate the impact:</b>	
<ul style="list-style-type: none"> <li>• Number of community partnerships</li> <li>• Number of individuals receiving education, prevention, primary care referral and screenings at various locations (CHN, health events)</li> <li>• Number of contacts with community residents (per CHN)</li> </ul>	
<b>Froedtert Health Resources:</b>	
<ul style="list-style-type: none"> <li>• Restricted Financial Gift</li> </ul>	
<b>Froedtert Health Collaborative Partners:</b>	
<ul style="list-style-type: none"> <li>• Albrecht Free Clinic</li> <li>• Casa Guadalupe Education Center</li> <li>• Washington Ozaukee Public Health</li> </ul>	

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<b>Program/Initiative:</b>	Cancer Care Navigation, Awareness, Prevention and Screenings – Kraemer Cancer Center
<b>CHNA Area of Focus:</b>	Chronic Disease Prevention and Management – Cancer
<b>CHNA Community Health Need/Rationale:</b>	<ul style="list-style-type: none"> <li>• Washington County cancer incidence rate is higher than state average</li> <li>• Cancer is leading cause of death in Washington County</li> <li>• Difficulty in navigating programs and services in Washington County</li> </ul>
<b>Goal:</b> Decrease the cancer mortality rate in Washington County	
<b>Objective:</b> Implement programs to increase cancer awareness, screening and early detection	
<b>Actions the hospital intends to take to address the health need:</b> <ul style="list-style-type: none"> <li>• Dedicated nurse navigators working with patients receiving care in the Kraemer Cancer Center and provide assessment and referrals for health system and community resources</li> <li>• Screen all uninsured patients for financial assistance programs through the Marketplace or government sponsored programs</li> <li>• Execute a minimum of two community cancer screening programs per year</li> <li>• Execute quarterly cancer awareness and education events (classes, health fairs, events etc.)</li> </ul>	
<b>Anticipated impact of these actions:</b> <ul style="list-style-type: none"> <li>• Increase awareness around importance of prevention and early detection</li> <li>• Improve access and referrals to community resources resulting in better outcomes</li> <li>• Provide diagnosis information and support to patients and caregivers</li> <li>• Increase participation in community cancer screenings – especially at-risk and vulnerable populations</li> </ul>	
<b>Plan to evaluate the impact:</b> <ul style="list-style-type: none"> <li>• Number of consults with nurse navigator</li> <li>• Number of referrals to community resources/programs</li> <li>• Number of individuals screened</li> <li>• Number of abnormalities found during initial screenings</li> </ul>	
<b>Froedtert Health Resources:</b> <ul style="list-style-type: none"> <li>• Kraemer Cancer Center Care Navigator</li> <li>• Froedtert West Bend Hospital’s Community Foundation</li> <li>• Froedtert &amp; MCW Community Physicians</li> <li>• Froedtert &amp; MCW Cancer Care Network Physicians</li> <li>• Community Education Coordinator</li> <li>• Direct Financial Support through Froedtert Health’s Charitable Gifts and Sponsorship Committee</li> </ul>	
<b>Froedtert Health Collaborative Partners:</b> <ul style="list-style-type: none"> <li>• American Cancer Society</li> <li>• Impact 211</li> <li>• Albrecht Free Clinic</li> <li>• Medical College of Wisconsin</li> </ul>	

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<b>Program/Initiative:</b>	Evidence Based Community Education and Wellness Classes
<b>CHNA Area of Focus:</b>	Chronic Disease Prevention and Management
<b>CHNA Community Health Need/Rationale:</b>	<ul style="list-style-type: none"> <li>• 26% of Washington County residents reported having High Blood Pressure</li> <li>• 8% of Washington County residents reported having Heart Disease or related condition</li> <li>• 13% of population reported having diabetes</li> <li>• 17% of population did not take medications for their medical condition due to cost</li> <li>• Lack of Spanish speaking health professionals to provide adequate education and prevention</li> </ul>
<b>Goal:</b> Reduce morbidity and mortality from chronic conditions	
<b>Objective:</b> Increase self-management for individuals living with chronic conditions and reinforce healthy lifestyles to encourage behavior change	
<b>Actions the hospital intends to take to address the health need:</b>	
<ul style="list-style-type: none"> <li>• Facilitate a minimum of three Living Well with Chronic Conditions/Diabetes programs each year</li> <li>• Explore new community partners/agencies in Washington County to hold Living Well programs</li> <li>• Identify bilingual resources for teaching Living Well series for Spanish speaking populations and connect to a medical home</li> </ul>	
<b>Anticipated impact of these actions:</b>	
<ul style="list-style-type: none"> <li>• Increase care for individuals suffering from chronic conditions</li> <li>• Increase patient engagement in self-management of chronic conditions</li> <li>• Increase enrollment in Living Well programs in Washington County</li> <li>• Decrease hospital admissions and readmissions</li> </ul>	
<b>Plan to evaluate the impact:</b>	
<ul style="list-style-type: none"> <li>• Number of participants completing the six week program</li> <li>• Number of participants referred from community partners</li> <li>• Number of hospital admissions and readmissions related to chronic conditions</li> <li>• Number of classes successfully executed</li> </ul>	
<b>Froedtert Health Resources:</b>	
<ul style="list-style-type: none"> <li>• Community Engagement Staff – Certified Living Well Instructors</li> <li>• Case Management</li> <li>• Froedtert &amp; the Medical College Community Physicians</li> <li>• Inpatient/Outpatient Departments</li> <li>• Community Education Coordinator</li> </ul>	
<b>Froedtert Health Collaborative Partners:</b>	
<ul style="list-style-type: none"> <li>• Wisconsin Institute for Healthy Aging</li> <li>• Washington County Aging and Disability Resource Center</li> <li>• Casa Guadalupe Education Center</li> <li>• Albrecht Free Clinic</li> </ul>	

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<b>Program/Initiative:</b>	<b>Partnership</b> – Think Well Washington County, Behavioral Health/AODA Task Force in Washington County
<b>CHNA Area of Focus:</b>	Mental Health/Alcohol and Other Drug Abuse
<b>CHNA Community Health Need/Rationale:</b>	<ul style="list-style-type: none"> <li>• 39% of Washington County residents reported binge drinking</li> <li>• 18% of Washington County residents reported having a Mental Health Condition</li> <li>• 3% of population misuse prescription drugs</li> <li>• Issues with navigating and accessing Mental Health/AODA treatment services – especially uninsured/underinsured</li> <li>• AODA/Mental health represents 10% of SJH ED visits</li> </ul>
<b>Goal:</b> To provide knowledge our community needs and the access necessary for early intervention and continued treatment of mental illness and/or substance abuse	
<b>Objective:</b> Increase community awareness of mental health and alcohol and other drug abuse problems and collaborate for better case management and navigation of treatment	
<b>Actions the hospital intends to take to address the health need:</b> <ul style="list-style-type: none"> <li>• Actively participate in the coalition</li> <li>• Provide clinical support/education through internal behavioral health resources</li> <li>• Collaboration with Albrecht Free Clinic, Casa Guadalupe Education Center Community Health Navigators and AODA screening and referral networks.</li> </ul>	
<b>Anticipated impact of these actions:</b> <ul style="list-style-type: none"> <li>• Communities build a foundation that supports a culture where individuals seek answers, get diagnosed and receive the support and services they need around mental health.</li> <li>• Expansion of peer support networks in Washington County for individuals and families living or impacted by mental illness or addiction.</li> <li>• Increase funding for mental health initiatives through local, county and state funding and private and non-private.</li> </ul>	
<b>Plan to evaluate the impact:</b> <ul style="list-style-type: none"> <li>• Number of partnerships established through Well Washington County Think Well Mental Health Initiative</li> <li>• Yearly, conduct a mental health awareness campaign during Mental Health awareness month (May) or awareness week (October).</li> <li>• Offer at least one mental health educational or training opportunity for police, fire and EMS. Provide First Responder Tool Kit during training.</li> <li>• Yearly, hold at least one community conversation and one mental health training for the general community.</li> <li>• Promote the mental health hotlines, 2-1-1, COPE, and county crisis line on social media, print, municipality website, etc.</li> <li>• Collaborate with WISE to host at least one Honest, Open, Proud training.</li> <li>• Brainstorm how to implement an Active Parks initiative in your community.</li> </ul>	
<b>Froedtert Health Resources:</b> <ul style="list-style-type: none"> <li>• Community Engagement leadership/staff</li> <li>• Grant support through the Washington County Healthy Community Fund</li> <li>• Froedtert Health Behavioral Health Services</li> </ul>	

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**Community Coalition Partners:**

- Washington Ozaukee Public Health Department – Lead Agency
- NAMI
- Elevate Inc.
- Albrecht Free Clinic
- United Way of Washington County
- Aurora Healthcare
- Affiliated Clinical Services
- UW-Extension Washington County
- Washington County Sheriff's Department
- Washington County Department of Corrections
- Germantown Police Department
- West Bend School District

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<b>Program/Initiative:</b>	Froedtert West Bend Hospital Healthy Community Fund (Annual Grant Program)
<b>CHNA Area of Focus:</b>	Identified Community Health Needs in Washington County
<b>CHNA Community Health Need/Rationale:</b>	<ul style="list-style-type: none"> <li>• Lack of funding for non-profit organizations serving vulnerable populations in Washington County</li> <li>• Sustainable funding for evidence-based programs/services focused on prevention, treatment and care management</li> </ul>
<b>Goal:</b> Support non-profit organizations and resources that will promote healthy lifestyle choices as well as provide support for programs and services committed to the promotion of health and wellness in Washington County	
<b>Objective:</b> <ul style="list-style-type: none"> <li>• Increase self-management in high risk populations by addressing social determinants in health</li> <li>• Expand health resources to assist, support, and navigate through community based clinical services and insurance coverage</li> </ul>	
<b>Actions the hospital intends to take to address the health need:</b> <ul style="list-style-type: none"> <li>• Facilitation and management of Healthy Community Fund operations and committee functions</li> <li>• Restricted grant funding to non-profit organizations that address community health needs</li> <li>• Monitoring outcomes and impact for organizations receiving HCF funding</li> <li>• Promotion and awareness of impact of funding with Washington County residents and partners</li> </ul>	
<b>Anticipated impact of these actions:</b> <ul style="list-style-type: none"> <li>• Reduce unnecessary healthcare costs</li> <li>• Promote collaboration amongst support systems in Washington County</li> <li>• Increase self-management or support networks for healthy living</li> <li>• Strengthen community capacity and collaboration for shared responsibility to address unmet health needs (Partnerships with health dept., non-profits, support networks).</li> <li>• Promote prevention, education and awareness in the community</li> </ul>	
<b>Plan to evaluate the impact:</b> <ul style="list-style-type: none"> <li>• Grant outcomes/impact report provided annually by grant recipients</li> <li>• Number of individuals impacted directly through funding</li> <li>• Number of partnerships/programs established through funding</li> </ul>	
<b>Froedtert Health Resources:</b> <ul style="list-style-type: none"> <li>• Froedtert West Bend Hospital Community Foundation</li> <li>• Community Engagement</li> </ul>	
<b>Froedtert Health Collaborative Partners:</b> <ul style="list-style-type: none"> <li>• Healthy Community Fund Committee Members</li> <li>• Washington County Non-profit organizations</li> </ul>	

**In addition to Froedtert & the Medical College of Wisconsin Froedtert West Bend Hospital Implementation Strategy, the organization fulfills its mission through other important community engagement activities and partnerships:**

- **Healthcare Career Academy**– Job shadowing and education program for West Bend, Hartford and Kewaskum High School students interested in a career in healthcare (Workforce Development and Health Professions Education).
- **Health Professionals Education** – Annual preceptorships, clinical rotations, residencies and job shadows for students attending area high schools, colleges and universities (Workforce Development).
- **Subsidized Transportation** – Vouchers for Froedtert West Bend Hospital at or below 200% Federal Poverty Level needing access to hospital services or post discharge (Access to Care).
- **Every 15 Minutes, Washington County High Schools** – Annual program in partnership with FWB Emergency Department Staff and Washington County Injury Prevention Coalition that demonstrates the dangers of impaired/drunk driving (AODA).
- **Healthcare Coverage and Enrollment** – Froedtert Health Certified Application Counselors providing enrollment assistance to BadgerCare and Marketplace eligible patients (Access).
- **Washington County Heroin Task Force** – Community Coalition lead by Elevate Inc with the primary focus of reducing individual, family, neighborhood and community harm from substance abuse (AODA).
- **Sexual Assault Nurse Examiner** – Froedtert West Bend Hospital employs a specially trained registered nurse to provide forensic evaluations, medical assessment and support for victims of sexual assault (Sexual Assault and Violence).
- **Annual United Way Employee Giving Campaign** – Annual campaign where Froedtert West Bend Hospital and Froedtert Health leaders, physicians and staff can donate money or volunteer to help support the United Way of Washington County
- **Froedtert in Action** – Froedtert Health’s leadership involvement on Community Boards, Coalitions, Chamber of Commerce and direct Community Health Improvement/Engagement efforts in Washington County



CNHA Implementation Strategy  
 Froedtert & the Medical College of Wisconsin - Froedtert West Bend Hospital  
 Fiscal Year 2018 - 2020

**Appendix A**

<b>Name</b>	<b>Title</b>	<b>Organization</b>
Brian Birchbauer	Board Member Committee Member	Froedtert West Bend Hospital Community Foundation Froedtert West Bend Hospital Healthy Community Fund
Mike Bloedorn	Committee Member	Froedtert West Bend Hospital Healthy Community Fund
Kristin Brandner	Executive Director	Washington County United Way
Noelle Braun	Executive Director	Casa Guadalupe Education Center
Linda Buntrock	Committee Member	Froedtert West Bend Hospital Healthy Community Fund
Andy Dresang	Director, Community Engagement	Froedtert Health
Larry Dux	Director, Clinical Informatics	Froedtert Health
Phyllis Eichenseer	Committee Member	Froedtert West Bend Hospital Healthy Community Fund
Allen Ericson	President, Froedtert West Bend Hospital & President Community Hospital Division	Froedtert Health
Chad Feltz	Committee Member	Froedtert West Bend Hospital Healthy Community Fund
Kerry Freiberg	VP Community Engagement	Froedtert Health
Jacci Gambucci	Board Member Committee Member	Froedtert West Bend Hospital Community Foundation Froedtert West Bend Hospital Healthy Community Fund
Andres Gonzalez	VP & Chief Diversity Officer, Diversity & Inclusion	Froedtert Health
Ann Johnson	Director, Froedtert West Bend Hospital Community Foundation	Froedtert West Bend Hospital
Melissa Kerhin	Community Engagement, Program Coordinator	Froedtert Health
Lori Landy	Behavioral Health Care Coordinator, Social Services FWB	Froedtert West Bend Hospital
Teri Lux	President, Froedtert Menomonee Falls & COO, Community Hospital Division	Froedtert Health
Amy Maurer	Community Engagement, Program Specialist	Froedtert West Bend Hospital
Deb McCann	CHD Executive Director, Patient Care Services	Froedtert Health
Jim Strachota	Executive Director	Albrecht Free Clinic
Julie Upstill	Public Health Educator	Washington Ozaukee Public Health Department
Amanda Wisth	Public Health Educator	Washington Ozaukee Public Health Department