It is with immense pride that we introduce the annual Froedtert Hospital Foundation Thank You Report. We have much to celebrate as we reflect on our shared accomplishments of the last year, and with your generous support, we have much to look forward to in 2018.

Cathy Buck, MSN, RN
President
Froedtert & the Medical College of Wisconsin
Froedtert Hospital

David Marcus
President
Froedtert Hospital
Foundation Board

Alice G. Archabal
Vice President and Chief Development Officer
Froedtert & the Medical College of Wisconsin

In 2017, our standing as one of the nation’s leading providers of innovative healthcare was reaffirmed as Froedtert & the Medical College of Wisconsin Froedtert Hospital again ranked among Vizient’s list of its top academic medical center members.

In addition, U.S. News & World Report ranked Froedtert Hospital nationally in four specialties: gynecology, nephrology, pulmonology, and ear, nose, and throat patient care.

As you can see in the pages of this report, the national recognition Froedtert Hospital receives for its patient care programs is possible because of the partnership we have with you.

For example, the Froedtert Simulation Center is the result of years of planning and key contributions from so many of you supporting the construction of this state-of-the art training facility. The SIMCenter gives our staff the chance to train together as a complete healthcare team, fostering skills that improve patient outcomes. You can read more about the SIMCenter on page 3 of this report, including the inspiring story of one family whose gifts to the SIMCenter are turning a personal tragedy into a reason for hope.

Froedtert Hospital Foundation donors also support members of our nursing staff who are conducting vital clinical research to ensure that patients receive the most advanced care across a range of medical fields including treatments for trauma, spinal injuries, and rehabilitation.

Not only are Froedtert nurse scientists having an impact here, but they are helping to establish a standard of care across the country. Learn more about how donors can support research grants for these dedicated professionals on page 4.

In these ways and more, we are working closely with so many of you to advance the high-quality care you can expect only from an academic medical center. Your support for the Froedtert Hospital Foundation makes all this possible. Again, thank you for your generosity and dedication.

Sincerely,

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To learn more about supporting programs at Froedtert & MCW Froedtert Hospital, call 414-955-4501 or visit froedert.com/giving/foundation.
What happened to Adam Max Berger is truly a tragedy, taking from the world an indomitable spirit. What happened in the aftermath is truly inspiring and, ultimately, lifesaving. Adam, the son of David and Mara Berger and the stepson of Cindy Berger, died of complications from bacterial meningitis at a Chicago-area hospital in 2014, after initially being sent home with flu-like symptoms when diagnosis went unconfirmed.

It was only later, upon his return to the hospital due to worsening symptoms, that the illness was discovered too late to save him.

"We didn’t know what to do afterward, but we knew we never wanted this to happen again to someone," said Cindy, a wound and ostomy nurse in the Outpatient Wound Program at Froedtert Hospital. "Then, Angela Nelson told us about the Simulation Center at Froedtert."

Nelson, the Senior Director of Development and Alumni Relations for Froedtert & the Medical College of Wisconsin, suggested supporting the new center being built to train physicians and staff in real-life scenarios using high-tech mannequins, live actors, and various other state-of-the-art educational tools. The Simulation Center, or SIMCenter, features hospital rooms and a working surgical suite where collaborative skills are fostered in fully realized patient environments that include emergency medicine, intensive care, trauma, and inpatient care.

The Bergers designated Adam’s pre-inheritance money and their own personal contributions to create the Adam Max Berger Memorial Fund to benefit the SIMCenter. They added proceeds from Adam’s estate to the memorial fund. In essence, Adam has actually contributed to the SIMCenter himself. "We believe that would be his request—to help others in this way," said Cindy.

The Bergers also contributed to a scholarship fund created in recognition of Adam at Chicago’s Rush University, where he was a student at the time of his passing. Adam was completing his Master of Science in Nursing, and the university paid special tribute by conferring on him his actual degree posthumously, something that had never been done before at Rush.

Along with their financial support, the Bergers asked that the scenario surrounding Adam’s delayed diagnosis be incorporated into SIMCenter training. "We handed over a lot of Adam’s medical records, things such as blood work and X-rays, and they programmed them into mannequins for training Emergency Department nurses and physicians," explained Cindy. "Instructors will set up the scenario, tell a brief story about Adam, and then let the trainees do what they think is appropriate. They are using everything that happened to him to help other people."

The Bergers were in for a surprise after the SIMCenter opened. "We were told that there have been at least one or two cases already where a life has been saved because of the use of Adam’s experience and the resulting simulation," said David, with Cindy adding, "That was just tear-jerking, and for our family, it’s very meaningful."

High-tech equipment surrounds the plaque honoring Adam in one of the SIMCenter hospital rooms. It seems fitting to David and Cindy. "The SIMCenter is a place where he would have loved to work because of his advanced background in computer technology," said David.

The Bergers are on a mission to help prevent delayed diagnosis of bacterial meningitis. "If other hospitals can read or hear about this, they may ask the question, well what are we doing to guard against this," said David.

"Adam was a very spiritual person, and it’s like his spirit lives on" with his meningitis scenario embedded at the SIMCenter, said Cindy. "We’re honored to tell his story. This is what Adam would have wanted. "In his life and death, he has truly made a difference."

The Bergers ask for support of Adam’s fund and the SIMCenter to carry on his legacy. Call 414-955-4501 or visit my.froedterthospitalfoundation.org/berger.
As healthcare evolves, nurses are playing an increasingly essential part in health outcomes. Helping to expand nurses’ capabilities is the Froedtert Hospital Foundation, which supports scholarships for graduate degrees that widen nurses’ role. For example, training advanced practice nurses to provide primary care options has become just as important as training future physicians to address a looming shortage of doctors.

Katy Lochmann, RN, a hematology/oncology charge nurse at Froedtert Hospital’s Center for Advanced Care, is extremely grateful for the Froedtert Hospital Foundation’s ability to offset her tuition fees as she works to become a family nurse practitioner. “This scholarship means a lot to me,” said Lochmann, a Froedtert Hospital nurse for more than seven years, “and it’s one of the numerous reasons that I would like to stay within the Froedtert & the Medical College of Wisconsin system upon graduation.”

The Foundation gives a boost to research with grants such as the one given to clinical nurse specialist Natalie McAndrew, PhD, RN, ACNS-BC, CCRN, who works in the Medical Intensive Care Unit. Already holding certification as a Critical Care Registered Nurse, she completed her PhD in nursing. Her research focused on nursing care factors as they relate to family care and well-being in the ICU. The results will inform further studies on family engagement in the ICU setting.

“This generous donation enhanced my ability to design and conduct clinical nursing research,” said McAndrew. “Attainment of my PhD is a preliminary step to advancing nursing science in the area of patient and family-centered care, and achieving my vision of family inclusion and support in healthcare delivery.”

Nursing research projects can lead to critical advancements in patient care protocols involving anything from acute to chronic experiences, preventive to end-of-life care, restoration to rehabilitation, and the behavioral aspects of illness and quality of life.

Foundation funding also sent Froedtert Hospital nurses and therapists to the 2017 Academy of Spinal Cord Injury Professionals Conference in Denver. There they learned about a robotic arm controlled by signals from the patient’s brain. These patients can even experience the sensations of touch through sensors attached to the brain.

Other valuable presentations challenged healthcare professionals to improve areas such as proper body mechanics and wheelchair design, along with pregnancy and weight management in spinal cord injury.

Nursing excellence has been a hallmark at Froedtert Hospital for some time, evidenced by a third straight Magnet designation from the American Nurses Credentialing Center in 2016. Just 7 percent of the nation’s hospitals have earned this consecutive distinction. The award, given out every five years, recognizes attributes such as high-quality care, education, and leadership.

Froedtert Hospital looks to improve on this excellence with additional scholarships to position its nurses as leaders, practicing at the top of their license alongside physicians and other healthcare professionals and ultimately improving patients’ lives.
Maria Voermans likes to tell colleagues that Froedtert Hospital Foundation funds are not going toward “paying the bills.” She explains how Foundation support fills gaps in funding for patient programs, research endeavors, and a slew of other important initiatives and needs outside of operating costs.

In her first year on the Staff Giving Campaign Committee at Froedtert Hospital, “I personally made it my mission to speak to staff and kind of squash some of the misconceptions about the gift drive, and to explain, especially in my role, how we are so wonderfully supported by the Foundation and everything we do for our cancer patients.”

Voermans’ friendly personality is a pleasant welcome for patients visiting the Small Stones Wellness Center in the Clinical Cancer Center at Froedtert Hospital. What she and the Small Stones Wellness Center have to offer is even more welcoming to patients and families overwhelmed by a cancer diagnosis and therapy.

“Generous donations to the Foundation allow us to provide products and services to help support the mind, body and spirit,” explains Voermans, herself a cancer survivor. “FHF funding affords us the opportunity to provide a wig to a patient with a financial burden who could not normally afford one, or to provide a hand and foot massage to calm a patient during chemotherapy. We also offer many events and classes focused on health and wellness during and beyond treatment.”

The gratitude expressed by patients is a testimonial to how staff giving and Foundation funds in general help people in ways that supporters may never have imagined.

Hair loss from chemotherapy treatments is common. One patient had been self-employed for 30 years but had to give up her business upon her cancer diagnosis, suddenly turning items such as a wig into a luxury item outside of her budget. Combining funds from Small Stones with other gifted money, she was able to purchase a wig, “which I have worn with excitement, pride, and dignity ever since. I thank the Foundation warmly and with gratitude that I was so blessed to receive such a generous gift.”

A handwritten note from the husband of a cancer patient told of their gratefulness for the hand and foot massages his wife received during chemo treatments. “Not only were they soothing and relaxing, but they were a great distraction while waiting for her treatment to end,” he wrote. “Irene went on to enjoy many one-hour massages, which further reduced her stress and anxiety level over the course of her infusions. We would like to thank the wonderful employees who make each visit an enjoyable one.”

For these reasons and many more, Voermans plans to stay involved in the Staff Giving Campaign, which raised $183,471 in 2017. “I want to continue to promote all the wonderful things that the Foundation does with these funds,” she said. “The whole idea is to show people, who may remember this program, or these special services, or that hospital wing, that we couldn’t have done this without the support of philanthropy.”
If life can be measured by personal impact on other people, Sue Jurgens achieved life’s equivalent of a hole-in-one. The evidence was abundant at the highly successful Sue Jurgens Memorial Open in July 2017 at Songbird Hills Golf Club in the Town of Lisbon.

SUE JURGENS GOLF OUTING

More than just a grassroots golf tournament to benefit the Froedtert Hospital Foundation, the event is an extension of Jurgens’ friendly nature, giving spirit, and staunch determination to fight cancer.

After Jurgens’ 16-year battle with breast cancer ended in 2015, the seed of an idea from friends and family quickly grew into a third-party fundraiser that has raised more than $25,000 for breast cancer research.

The golfers and volunteers who participate “come from all walks of Sue’s world,” said Jurgens’ spouse, Mari Scicero, “from work folks to church folks to people with whom she volunteered. She was involved in a lot of things in the community. Support from the community and local businesses is amazing.”

Jurgens was an avid home brewer who traded tips with a group of brewing hobbyists, so craft beer will always have a place on the gift or silent auction tables. Other items included a local baker’s large, mouthwatering homemade pies, each with a bulging crust cresting over the plate edges.

All but one of the 13 Sue Jurgens Memorial Open Committee members had no experience in creating a benefit event, much less managing the logistics of a golf tournament. The event is the brainchild of Claudia Kelm.

“Claudia really holds it all together. It’s just hours and hours of work,” said Scicero. “As the event gets closer, it’s eight hours a day organizing things. Just putting the many, many baskets of auction items together is quite the undertaking. I’m sure Sue’s looking at us thinking, ‘You people are nuts!’”

“It’s been pretty amazing getting volunteers. I’ve probably put in the least amount of work on the committee, but I’m retiring soon so I won’t have that excuse anymore!”

Everyone involved in the event—volunteers and golfers alike—will likely agree that the effort is all worth it when it comes to advancing scientific research for fighting breast cancer.

Scicero said she and Jurgens were treated incredibly well by everyone at Froedtert Hospital, from doctors to staff to volunteers.

“There’s so much knowledge and caring at Froedtert, two things that don’t always go together,” said Scicero. “I can’t say enough about the folks at Froedtert. It was always very personal. Sue always wanted to know what was going on and the science behind it, and they were very good about that.”

At the check presentation after the inaugural golf event, Scicero and other committee members were overwhelmed by how many physicians and staffers were there to greet them. “I didn’t expect to see the doctors there,” she said. “I cried more getting off the elevator seeing all of those doctors and staff, and they were crying just as much as we were. That was pretty amazing. I know part of the reason is that Sue touched people, too.”

To learn more about supporting or participating in the Sue Jurgens Memorial Open, visit www.facebook.com/SueJurgensMemorialOpen.
Another sun-filled weekend greeted participants at the 24th Annual Desert Classic on March 2 and 3, 2018, when 33 foursomes took part in golf the first day and 125 guests gathered for tailgating and a spring training baseball game between the Milwaukee Brewers and the Colorado Rockies the next day.

The golf destination was Talking Stick Golf Club, located on the Salt River Pima-Maricopa Indian Community in Arizona. The Piipaash Course, designed by Bill Coore and legendary golfer Ben Crenshaw, features a backdrop of stunning views of the bordering Camelback Mountain, McDowell Mountains, and Pinnacle Peak—but just minutes from the heart of Scottsdale. The course offered a challenging but fun day of golf for all levels of player.

The following day, 125 guests gathered to watch the Milwaukee Brewers put up a three-run eighth-inning rally to beat the Colorado Rockies, 6–5, at the Rockies’ spring training ballpark, Salt River Fields at Talking Stick. Cecelia Gore, Executive Director of the Milwaukee Brewers Community Foundation, welcomed the group, providing a glimpse inside operations for Milwaukee’s hometown team. Guests enjoyed Southwest flavors in a private hospitality area of this award-winning stadium, which opened in 2011 as the first Major League Baseball spring training facility in the US built on Native American land.

The 24th annual event followed on the heels of the successful 2017 weekend, when 111 golfers teed off for golf at the Whirlwind Golf Club in Chandler, Arizona, on March 10 and 100 guests gathered at the Maryvale, the Brewers’ spring training stadium, for a tailgate and game the next day.

More than $2 million has been raised for the Froedtert & Medical College of Wisconsin Clinical Cancer Center through the Desert Classic. Proceeds support clinical research, patient care, and patient and staff education programs in the Clinical Cancer Center.

To learn more about participating in or supporting the Desert Classic event, call Peggy LeBrun at 414-955-4503 or plebrun@mcw.edu.
MAKE A GIFT

Research/Patient Care

Donors, like those featured in this report, make a difference every day. You can, too, by donating to Froedtert & the Medical College of Wisconsin. Your gift will provide support for the highly specialized care, research, and teaching that distinguish Froedtert & MCW as southeastern Wisconsin’s only academic medical center.

You play a critical role in our ability to sustain and enhance the research, specialization, and technology that allow us to advance patient care. Thanks to donors like you, we offer the most comprehensive medical treatment in the region and ensure the most advanced education possible for physicians, nurses, and clinical staff.

Join the others who have already committed their support by making your gift today. Visit froedtert.com/giving/foundation and click on the “Donate Now” button to be a partner in our work.

Thank You for Your Generous Support of the Froedtert Hospital Foundation

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The 2017-2018 Froedtert Hospital Foundation Thank You Report is available for download online at froedtert.com/giving/foundation/thank-you-reports, where you can see donor lists and information on the Heritage Society, Tribute Gifts, and more.