

FY 2011–12 Community Benefit Report: Creating Well Communities

Since 1949, Fort HealthCare has provided exceptional healthcare to the people of Jefferson and Walworth counties. In that time, we've demonstrated our dedication to the health of those who reside here. Yet, despite Fort HealthCare's considerable efforts to favorably impact the health status of our patients and their families, serious health, social, economic and environmental issues remain. Obesity, diabetes, heart disease, tobacco and alcohol abuse and other health problems are prevalent in our communities and likely, in your own circle of friends and family.

Fort HealthCare leadership has recognized the need to take a more future-oriented approach to managing the health of our local population and a more proactive stance on improving the economic and social welfare of the region.

It's increasingly apparent that regional medical programs and services directly affect health factors—the influences on the health of a community—and consequently, the health outcomes of area residents. According to the Health of Wisconsin 2012 Survey, residents of Jefferson County fare poorly in rankings of both health factors (34th) and health outcomes (33rd) among 72 Wisconsin counties. Jefferson County ranks 31st in mortality (a measure of years of potential life lost prior to age 75) and 39th in morbidity (self-reported fair or poor health, poor physical health days, poor mental health days and the percentage of births with low birth weight). Most troubling, Jefferson County residents rank 44th in terms of health behavior—how much they smoke, drink, are physically inactive, have babies while teenagers and die in motor vehicle accidents.

Healthy Wisconsin 2012 rank by county: Health outcomes and health factors

HEALTH OUTCOMES		HEALTH FACTORS	
RANK	COUNTY	RANK	COUNTY
1	St. Croix	1	Ozaukee
2	Ozaukee	2	Waukesha
3	Taylor	3	Dane
4	Iowa	4	LaCrosse
33	Jefferson	34	Jefferson
38	Walworth	26	Walworth

Healthy Wisconsin 2012 rank by county: Mortality and morbidity

MORTALITY		MORBIDITY	
RANK	COUNTY	RANK	COUNTY
1	Ozaukee	1	Vernon
2	Florence	2	Iowa
3	Waukesha	3	Taylor
4	St. Croix	4	St. Croix
31	Jefferson	39	Jefferson
25	Walworth	57	Walworth

Who is Fort HealthCare?

Fort HealthCare is an integrated hospital and health system that attracts patients throughout southeastern Wisconsin. Fort Memorial Hospital is a modern, fully accredited, acute care facility with 110 licensed beds and more than 125 physicians on staff. Fort Medical Group, a subsidiary of Fort HealthCare, currently employs more than 60 physicians, nurse practitioners and other healthcare providers. Fort Medical Group clinics offer primary and specialty surgical care in Fort Atkinson, Cambridge, Johnson Creek, Jefferson, Lake Mills and Whitewater. Most major health insurance products are accepted. Fort HealthCare is a partner in the University of Wisconsin Cancer Center at Johnson Creek, in the Advanced Pain Management Fort Atkinson ambulatory surgery center and with Fort Medical Equipment, a local provider of durable medical goods.



Our approach

Fort HealthCare is taking a future-oriented approach to managing the health of area residents and a proactive stance on improving the economic and social welfare of the region. By creating a regional culture of wellness, we believe we can tackle healthcare's greatest problems. Strategies include keeping area residents nutritionally healthy, active and physically fit, engaged with primary care, out of the hospital, safe in their community and well in their workplaces.

As Jefferson County's premier provider of health services, Fort HealthCare is best able to positively impact the overall health of area residents. With this in mind, Fort HealthCare's mission statement has evolved to become: Improve the health and well-being of the community. Fort HealthCare's vision statement is: Be the healthiest community in Wisconsin.

This new perspective on the organization's role in influencing not only the health of individuals but also on the economic welfare of the region is shown graphically below.

Charity care

Assuring everyone receives the care they need is essential to our mission. Fort HealthCare works with community agencies and area employers to build sustainable strategies that reduce obesity and other chronic illnesses.

In early 2012, Fort HealthCare partnered with the Rock River Free Clinic Board of Directors to expand the clinic's service hours in Jefferson. The mission of the clinic is to provide access to free health services through health professionals dedicated to caring for low-income and uninsured individuals. This partnership between Fort HealthCare, the Jefferson County Health Department and the Free Clinic Board allows the clinic to be open five days each week. Fort HealthCare is proud to partner in an initiative that increases access to healthcare. Operating like a typical medical clinic, the consistent presence of physician and nursing support throughout the week enhances continuity of patient care.

Fort HealthCare now sponsors full-time physician services at the Rock River Free Clinic and provided free laboratory and radiology services to patients valued at \$442,000 in 2012. By leasing the medical office suite to the Community Dental Clinic for \$1 per year, we increase the likelihood that our economically disadvantaged friends get the care they need, when they need it. No one is turned away from Fort HealthCare due to financial hardship. In fiscal year 2011–12, Fort HealthCare provided more than \$2.15 million in uncompensated charity care.



Fort HealthCare supports community wellness

As a nonprofit organization, Fort HealthCare exists to improve both the health of area residents and the quality of life for all we serve. The Fort Memorial Hospital Foundation serves Fort HealthCare and the community by raising funds to support the health-related efforts of both. Therefore, both Fort HealthCare and the Fort Memorial Hospital Foundation exert considerable time, energy and financial resources in this regard.

Fort HealthCare provides sponsorship support to organizations such as the Rock Lake Activity Center in Lake Mills, Working for Whitewater's Wellness (W3), the Cambridge Activities Program (CAP) and Fort Atkinson's Heart of the City. In fiscal year 2011-12, sponsorship donations to area organizations offering fitness events for area residents totaled more than \$66,000.

Additional nonprofit recipients included:

- ◆ American Heart Association Heart Walk
- ◆ Boys & Girls Club of Fort Atkinson 5K Run
- ◆ Boys & Girls Club of Fort Atkinson TV Turn-off Week
- ◆ Conexiones Latinas
- ◆ Fort Atkinson High School Athletics
- ◆ Fort Half Marathon
- ◆ Fort Youth Triathlon
- ◆ Hoard Museum Garden Bike Tour
- ◆ Jefferson (City) Farmers Market
- ◆ Jefferson County Clean Sweep Program
- ◆ Jefferson County Family Fun Walk
- ◆ Jefferson County Literacy Council
- ◆ Jefferson County Parks Department Bike Trail Map
- ◆ Johnson Creek High School Athletics
- ◆ Junior Blackhawk Baseball
- ◆ Lake Mills Farmers Market
- ◆ Lakeside Lutheran High School Athletics
- ◆ Lakeside Lutheran Warrior Classic 5K/10K Walk Run
- ◆ Lakeview Elementary School
- ◆ PADA—Walk a Mile in Her Shoes
- ◆ Rainbow Hospice Care End of Life Conference
- ◆ Relay for Life (Whitewater, Fort Atkinson, Lake Mills)
- ◆ St. Coletta's Disabilities Dash



CAMP 911: THE FORT MEMORIAL HOSPITAL FOUNDATION FUNDED A VARIETY OF ACTIVITIES ON BEHALF OF THE FORT HEALTHCARE PEDIATRIC WELLNESS TEAM, INCLUDING CAMP 911. OFFERED TWICE DURING THE SUMMER BREAK FROM SCHOOL, CHILDREN LEARN ABOUT SAFETY WITHIN THE HOME, BASIC CPR TECHNIQUES, COMMUNITY RESOURCES AND THE IMPORTANT ROLE EMERGENCY PERSONNEL HAVE IN ENSURING THEIR SAFETY.

- ◆ St. Joseph Church & School Family Fair Run/Walk
- ◆ Tomorrow's Hope
- ◆ University of Wisconsin—Whitewater Operation Beautiful
- ◆ W3-Third Annual Be Active Today 5K and Fit Kid Shuffle

Funds provided to these partner organizations are made available from the Fort HealthCare annual operating budget rather than from monies secured by donations to the Fort Memorial Hospital Foundation.

The Fort Memorial Hospital Foundation helps us all be healthier

Donations made recently to the Fort Memorial Hospital Foundation are helping families like yours get healthy and stay healthy. Last year, \$40,000 was made available to fund projects that will improve the quality of life. Foundation activities benefitted your community in these ways:

- ◆ ‘Circle of Success’ Shaken Baby Education Project educates new parents about Shaken Baby Syndrome. The program is offered early in pregnancy to every

woman and her family so that risk factors can be identified and appropriate services offered.

◆ **HALO Sleep Sacks** safely swaddle newborns and help reduce the risk of sudden infant death syndrome and facilitate parent education regarding safe sleep practices.

◆ **PEP Rally** is an in-school program, focused on reducing time spent in front of computer and television screens, while increasing exercise and encouraging healthy eating habits. Monthly rallies are scheduled throughout the area during the school year.

◆ **Camp 911** is offered twice during the summer school break. Children learn about safety within the home, basic CPR techniques, community resources and the important role emergency personnel have in ensuring their safety.

◆ **Diabetic support groups** help children with diabetes meet one another and learn about managing their illness during lunchtime meetings with fellow students and certified diabetes educators.

◆ **The Sexual Assault Nurse Examiner (SANE)** program provides training to emergency department nurses. SANE offers a full spectrum of care to victims of sexual assault.

◆ **Stepping On** helps older adults reduce the risk of falls and improve self-management. The **Grapevine** program educates rural women on the major health prevention areas: bone health, breast health, cervical cancer, domestic violence, heart disease, mental health and oral health. The **Living Well** program is for those living with one or more chronic conditions. Workshops help participants manage symptoms to improve their quality of life. These activities are operated by the Faith Nursing Program.

Your contributions to the Fort Memorial Hospital Foundation are critical to the ongoing support of programs like these. Donated funds don't become a part of the Fort HealthCare operating budget and are restricted to program support as authorized by the Foundation Board of Directors. Perhaps you will consider making a donation using the form on the next page to support some of these critically important programs.

Let's Do This!

Fort HealthCare is committed to greater engagement in the overall health of the community and is actively encouraging other individuals to join us. Perhaps you've joined our community efforts such as the Rock the Walk Step Challenge or the Slimdown Weight Loss Challenge. Our partnerships with local schools, employers and nonprofit agencies, combined with your generous gifts, are the heart of our mutual success. Our goal is to provide information, education, programs and tools that help individuals and families enjoy good health now and in the years to come.

Many of these community outreach activities are organized as a part of Fort HealthCare's "Let's Do This!" initiative. We believe Let's Do This! is a positive, motivating and appealing message to everyone. Our messages encourage everyone to work toward a shared goal—to be the healthiest community in Wisconsin. Please join us on this journey. Are you in? Let's Do This!



Fort Memorial Hospital Foundation

Name: _____

Address: _____

Amount: \$25 \$50 \$100 \$250 Other

Check Credit card: Visa MasterCard Discover Account # _____

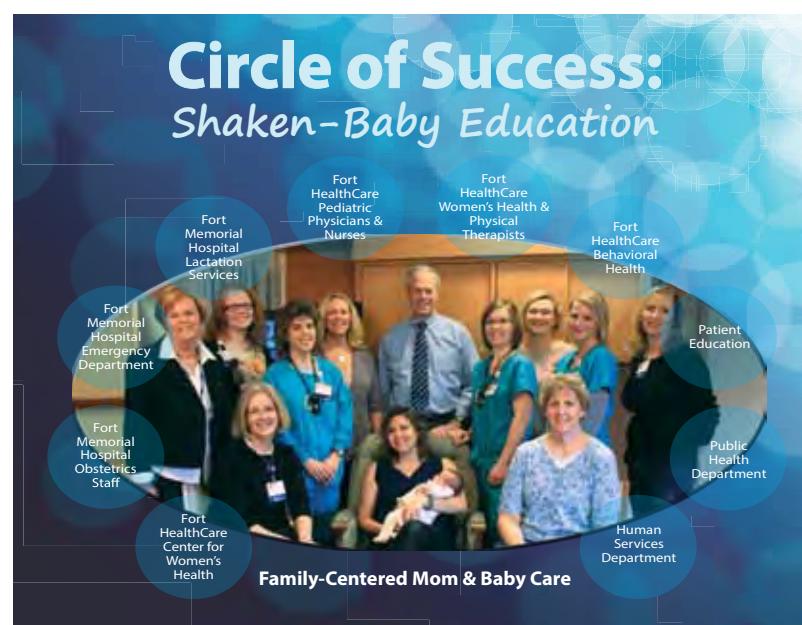
Authorized signature: _____

Expiration date: _____ / _____

Please make checks payable to the Fort Memorial Hospital Foundation and return this form along with your tax-deductible donation to:

Fort Memorial Hospital Foundation, Inc.
611 Sherman Ave. East
Fort Atkinson, WI 53538

Thank you!



CIRCLE OF SUCCESS: THE FORT MEMORIAL HOSPITAL FOUNDATION PROVIDED FINANCIAL SUPPORT TO DEVELOP THE CIRCLE OF SUCCESS SHAKEN BABY EDUCATION PROGRAM. THE EDUCATIONAL PROGRAM IS OFFERED EARLY IN PREGNANCY TO EVERY WOMAN AND HER FAMILY, SO THAT RISK FACTORS CAN BE IDENTIFIED AND APPROPRIATE SERVICES OFFERED. ALL KEY FAMILY MEMBERS AND INFANT CAREGIVERS MOVE THROUGH A NINE-STEP EDUCATIONAL PROCESS AS PART OF THEIR INTEGRATED CARE PLAN. THE CIRCLE OF SUCCESS IS COMPLETED AFTER THE BABY IS DELIVERED AND THE FAMILY IS DISCHARGED FROM THE HOSPITAL. THE CARE PLAN CONTINUES WITH FOLLOW-UP VISITS TO ENSURE THE PROGRAM'S EFFECTIVENESS.