2018 COMMUNITY Benefit REPORT
ThedaCare By the Numbers

1909
Birth of ThedaCare with opening of hospital in Neenah

7,000
Employees

180+
Points of Care

7
Hospitals

18
Counties Served

250,000
Patients Cared for Annually

Did you know?
ThedaCare is …

The third-largest healthcare employer in Wisconsin

The largest employer in Northeast Wisconsin

The first healthcare organization in Wisconsin to be a Mayo Clinic Care Network member

A model nationally for being the highest-quality, lowest-cost Pioneer ACO (Accountable Care Organization) for Medicare

ThedaCare Executive Leadership Team

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President and CEO

Megan Manahan
Chief Brand Officer

Hal McLean
Senior Transformation Executive

Frank Mellon
Senior Innovation Executive

James Prosser
Chief Legal Officer

Brian Sterns
Chief of Staff

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General Surgeon

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Thrivent

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Internist

ThedaCare Regional Medical Center-Appleton

Maria Van Laanen
President

Fox Cities Performing Arts Center

Mark Thompson
Chief Financial Officer/Chief Operating Officer

Maggie Lund
Chief Human Resources Officer

Imran Andrabi, MD
President and CEO

Gary Edelman, MD
General Surgeon

Terry Timm
Senior Vice President and Chief Administrative Officer

Thrivent

Norma Turk, MD
Internist

ThedaCare Regional Medical Center-Appleton

Maria Van Laanen
President

Fox Cities Performing Arts Center
Friends,

ThedaCare is honored to serve the people of our region and committed to our mission of improving the health of our communities. As I reflect on this past year, I’m reminded that our mission is delivered inside and outside our hospital and clinic walls. According to research, about 20% of someone’s health is directly impacted by access and quality of care. That means 80% is based on personal behaviors and genetics, as well as social and economic factors. These factors may be out of our hands directly as caregivers, but not out from under our influence. To advance our mission, we must bring our community together to address health holistically.

In this Community Benefit Report, you will read about the many ways ThedaCare is empowering people to live their best lives through better health. It highlights how we are driven every day to enhance access to compassionate, personal care, as well as partner with the community to understand unique needs, find solutions together, and encourage health awareness and action.

As the area’s only local, not-for-profit health system, we know it takes more than a health system to improve our communities’ health. My heartfelt appreciation goes out to every individual and organization who generously partners with us to make this happen.

Together, we are building a vibrant future filled with wellness and vitality for our communities.

Imran A. Andrabi, MD  
President and CEO  
ThedaCare

The lasting impact of Theda Clark Peters

Our name, ThedaCare, honors a remarkable woman.

Theda Clark Peters dreamed of a better life for the people of her community. Before her sudden passing at age 32 in 1903, just three days after giving birth to her only child, she made sure her hometown of Neenah would have a hospital to care for the sick and improve the health of all people – young and old – by designating a significant financial gift.

On Oct. 18, 1909, the sixth birthday for Theda’s daughter, ThedaCare opened its first doors, ensuring care and health for generations to come. The legacy of Theda Clark Peters lives on in ThedaCare more than a century later, with hospitals and clinics, physicians and staff, in improving the health of the people in the communities she loved.
Read Well Be Well

In 2018, more than 200 ThedaCare team members took time out to read to more than 2,500 schoolkids.

The monthlong Read Well Be Well program was a signature event for the ThedaCare Employee Volunteer Program. Participants visited seven partner elementary schools and logged 6,700 minutes of reading time with students in 4-year-old kindergarten through third grade.

“The time between kindergarten and third grade is a critical time in a child’s development. Having children read 20 minutes a day, that can make a huge difference in how well they do in school and through the rest of their life as well,” says Dr. Imran Andrabi, ThedaCare President and CEO.

Andrabi touts Read Well Be Well as a simple, easy intervention. Third-grade reading scores have been helpful in predicting high school graduation rates, which is a major factor in long-term health.

“It only takes a little bit of time on our part as ThedaCare employee volunteers,” says Andrabi, who read to young students at one of the schools, “to set a good example for these kids with solid reading habits and give them life skills that are going to impact them for a long time.”

Stop the Bleed

The ThedaCare Trauma Services team led the local launch of Stop the Bleed, a national awareness campaign created by the White House in 2015 to save lives. Bystanders are trained, equipped and empowered to help in a bleeding emergency before professional help arrives.

In the first year of Stop the Bleed, businesses, schools, churches, and police and fire departments in Northeast and Central Wisconsin joined ThedaCare as hosts of on-site training. Certified instructors trained 1,250 community members in basic bleeding-control techniques.

Sustainability

Sustainability is the overlap between environmental stewardship, financial considerations and human health impacts. We consider the health of team members, patients and their families as we move forward with responsible actions to protect their health, the environment and to save money.

We are proud to say we have 7,000 sustainability team members, since everyone at ThedaCare is part of our sustainability team.

Our highest sustainability priority at ThedaCare is responsible energy use, including energy sources and efficiency. Building our capacity is central to our energy success.

We have become better stewards of energy use in all of our buildings, reducing consumption by more than 50 percent with upgrades from fluorescent to LED lighting. Improved lighting improves safety and the team-member experience so we continue to provide exceptional patient care.

2017-18 System Achievements

- Started celebration of our legacy of 110 years by recommitting to our existing hospitals.
- Opened a new walk-in care location at Encircle Health in Appleton, complementing the walk-in care locations in Berlin, Shawano and Waupaca.
- Provided access to care for more than 10,000 new patients through the Common Ground health insurance cooperative.
- Expanded access to expert, local cancer care through the acquisition of Fox Valley Hematology & Oncology.
- Expanded the convenient care available at FastCare clinics in the Fox Cities by opening a clinic inside the new Meijer store in Grand Chute.
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Every year, ThedaCare publishes a Community Benefit Report, which highlights our contributions to our communities in Northeast and Central Wisconsin. We take into account ways in which our system addresses unmet health needs in the community for which reimbursement is not received. In 2018, the total dollar value of that donated community support, called Community Benefit, amounted to more than $60 million across the service area.

Examples of ways in which ThedaCare addresses health needs in this manner are featured in many of the stories shared in this publication. In addition to these featured community programs, ThedaCare addresses unmet health needs through training men and women to become doctors and nurses, improving access to behavioral health care, supporting medical research through clinical trials and by providing care to those without the financial resources to pay, as examples.

Below is a breakdown of 2018 Community Benefit by category and by hospital.
Community Health

We have a longstanding commitment of improving the health of the communities we serve. This process starts with understanding local health needs. Every three years, ThedaCare conducts an assessment of the health across all hospital markets and engages with community partners, such as public health and nonprofit agencies, to develop strategies to address the most critical health challenges.

Currently, ThedaCare is focused on:

- improving mental health and reducing substance misuse
- addressing root causes of obesity
- ensuring children get a good start to life
- addressing poverty and disparities that contribute to poor health

In this Community Benefit Report, we are proud to share some of our achievements, including Reach Out and Read to improve early literacy and the STAR program addressing graduation-rate gaps between black and white students in the Fox Cities.

For a look at ThedaCare’s current three-year plans, go to www.thedacare.org/getting-involved.
“By lifting up those who aren’t quite as healthy or have the opportunities that the rest of the population has, we make us all a healthier community.”

Paula Morgen
ThedaCare Director of Community Health

With the support of ThedaCare, the STAR (Scholars on Target to Achieve Results) Initiative started in 2018 with a goal of removing academic and social barriers for African-American youth living in the Fox Cities.

“We built the program to meet a specific need,” says Kayla McNamara, director of the STAR program for the Boys & Girls Clubs of the Fox Valley. “White students in the Fox Cities are graduating from high school at a rate of about 92 percent, compared to only 60 percent of black students. It’s a major concern. We’re trying to tackle that achievement gap.”

The early results of STAR are promising.

During the 2018-2019 school year, the first year of the program, 374 students from the Appleton and Menasha school districts participated in the program. Positive outcomes from first semester to second semester among STAR students who previously were not academically on track included:

- 40 percent improved their grade-point average;
- 40 percent made progress toward being on track to graduate on time;
- 24 percent who were failing at least one course are now passing all courses;
- 62 percent improved school attendance;
- 68 percent had decreased office discipline referrals.

STAR launched in early 2018 following a ThedaCare-led plunge in the community on what it’s like being black living in the Fox Cities. The Boys & Girls Clubs of the Fox Valley runs the program in partnership with more than 10 other community organizations, including ThedaCare.

The STAR Initiative seeks to enhance student engagement, and empower students to graduate and pursue post-secondary opportunities.

“STAR helped me in so many ways,” says Aliscia, who graduated from Appleton West High School in 2019. “Our STAR mentors stayed on my heels to turn my schoolwork in on time. And if I didn’t have my friends to talk to about any school, family, friend or even work issues I had, I knew the mentors would be there to listen and give me some advice so I didn’t make those issues an issue.”

Those mentors, who work as full-time Opportunity Coordinators at each of the schools with the STAR program, helped Aliscia earn a college scholarship. She was one of 28 high school seniors in the program its first year, with 86 percent of those students graduating.

“We are encouraged by the number of seniors we supported in graduating the first year,” McNamara says. “It confirmed for us that we are on the right track, and we look forward to further deepening our impact.”
Community Health

Impact of Reach Out and Read by ThedaCare at the end of 2019:

25 Clinics
Dr. Mindy Frimodig is a big fan of reading and the impact it can have on a child’s development. She and her husband read books with their two kids every night. Frimodig also reads to dozens of children she cares for as a family practice physician.

“It’s fun to walk into an exam room and, when kids are nervous about seeing you, give them a book and earn their trust,” says Frimodig, a longtime doctor with ThedaCare Physicians-Shawano.

Frimodig is among many ThedaCare providers who put their young patients at ease – with plenty of smiles. The doctors in the family practice and pediatrics clinics give each kid from six months to 5 years old a new book during a Well Child visit.

ThedaCare aligned with the national Reach Out and Read organization in 2016 to promote early literacy. The goal of Reach Out and Read is to enhance kids’ brain development and, later, success in school by encouraging families to read as well as talk and sing aloud together.

“Children who hear fewer words during early childhood start school developmentally behind their peers. Sadly, they may never catch up,” says Dr. Eileen Jekot, a pediatrician with ThedaCare Physicians Pediatrics-Neenah and, like Frimodig, a Reach Out and Read medical champion.

Research shows about 95 percent of a child’s brain is developed by age 5 and students entering kindergarten with below-grade-level reading skills are more likely to drop out of school later in life.

Thanks to funding from United Way Fox Cities, the ThedaCare Family of Foundations and other organizations, ThedaCare is turning kids onto reading.

At the end of every Well Child visit at ThedaCare, each child gets a book that is age-, language- and culturally appropriate. And each child starts kindergarten with a home library of up to eight books.

Some ThedaCare clinics have been participating in Reach Out and Read for a few years. In 2018, there was a commitment by ThedaCare to take the program system wide with a goal of having all primary-care clinics involved by 2020.
Family of Foundations

The ThedaCare Family of Foundations serves as the philanthropic partner throughout the ThedaCare service area.

The mission of the Family of Foundations is to inspire giving and provide funding for initiatives that help people experience exceptional health care that goes beyond expectations.

ThedaCare Family of Foundations
By the Numbers
Community Support in 2018

Donors
1,500
Contributions
$1.35 million
Gifts
3,864
Grants
$1.65 million

“I am healthy and able to enjoy life again.”
Dale, a ThedaCare Community Paramedic Program patient
Pet Companionship, Restorative Rehabilitation

Thanks to the generosity of donors through the ThedaCare Family of Foundations, older adults as well as patients who are recovering from debilitating ailments are treated to meaningful touches of comfort and care.

There’s little that compares to the love and friendship of a pet. Donors have brought the fun, companionship and joy of animals back to the lives of senior residents in assisted living at The Heritage in Appleton.

The new donor-supported Pet Therapy Program brings trained therapy dogs to visit residents every week. The smiles and snuggles are priceless! And donor gifts are restoring health and life to cardiac and pulmonary patients.

With a new elliptical machine at ThedaCare Medical Center-Waupaca, patients can take their rehabilitation to a new level. The low-impact, full-body exercise is helping them recover more quickly and fully—putting them on the path to a longer, healthier life.

Community Paramedic Program More Than First Aid on Wheels

A few hundred patients have been cared for, comforted and treated in a unique way since ThedaCare started the Community Paramedic Program in partnership with Gold Cross Ambulance Service Inc. in 2016. Certified emergency medical technicians from Gold Cross make non-emergency house calls to provide vital follow-up and preventive health care to patients who may not be able to get to a clinic to see their doctor or another practitioner.

“It’s a different approach for those patients who need us to come at it from a different manner,” says Dr. Sandi Groenewold, ThedaCare co-director of the Community Paramedic Program.

In fact, the community paramedics arrive for their scheduled appointments somewhat discreetly: no ambulance, and no flashing lights and sirens.

“We have seen great success in meeting patients where they’re at and addressing their needs where they are most comfortable. In their home, they’re the ones who run the show, they own what’s going to happen in that visit,” Groenewold says. “That’s so empowering to patients. It’s not about ‘us and our space.’ It’s now their space.”

Admittance in the ThedaCare Family of Foundations-supported Community Paramedic Program is on a referral basis by a ThedaCare provider. The no-cost personalized care and treatment during a 1-hour visit from a community paramedic can include having vitals checked, safety assessments, receiving medications, billing/insurance education and being connected to community resources. And over a few months, a trusting relationship between patient and paramedic develops.

“Our goal is to flip the pendulum and take patients out of reactive care, thereby cutting down on emergency calls and hospital stays, and reconnect them with proactive care — with the office visits and follow-up care and getting them the medications they need at a cost they can afford,” says Brian Randall, a ThedaCare community paramedic.

Supporting Nurses

“It’s incredible how the nurses will go the extra mile to help and comfort patients who are in unbearable pain. We will continue to support ThedaCare nurses as they go back to school and advance their careers while enhancing patient care in our community.”

ThedaCare Family of Foundations donor, on contributing to the ThedaCare Nursing and Clinical Education Fund

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Employee Volunteer Program

ThedaCare team members don’t just give it their all at work to make a difference in our community. They also do good by giving their time, talent and compassionate hearts as volunteers.

In 2018, about 850 ThedaCare employees donated the equivalent of $1,436,118 of labor to hundreds of charitable organizations and causes in Northeast and Central Wisconsin. And 50 percent of the volunteer hours logged by team members impacted organizations that focus on the ThedaCare Community Health Needs Assessment priorities of:

- Mental Health/AODA
- Early Childhood/Youth
- Obesity
- Poverty/Health Disparities

Also, the ThedaCare Employee Volunteer Program allows team members to turn their volunteer time into donations for nonprofit organizations. ThedaCare donated $46,025 to the favorite charities of employees who volunteered 25 hours or more in 2017.

“Volunteering is something I feel strongly about. I believe it is important to help give a hand up, when we are able, as everyone needs a little extra support from time to time. Being a role model for my kids by giving back to the community is essential, so they learn compassion, empathy and kindness. We often volunteer together, and it is some of the most rewarding time we spend together as a family.”

Sara Bell
Director of Clinical Training and Education
Community Volunteers

Volunteers brighten the healthcare experience of our patients, visitors and team members. We like to say they “light the way.”

Several hundred volunteers from our community annually provide 100,000 hours of service for ThedaCare. Smiling faces and helping hands are ever-present in our hospitals and clinics: at the driveway entrances and information desks, in the gift shops, and in the hallways as patients and guests are escorted to an appointment or as they visit a loved one.

Our compassionate and dedicated volunteers also support ThedaCare with outreach in the community, including fundraisers, food and clothing drives, and banding together to make baby hats, blankets and chemo caps.

“Our church group knits 150 to 200 baby hats each year, and we donate them to ThedaCare to provide warmth and comfort for the newborn children,” says Kristin Belongia, a volunteer with ThedaCare Regional Medical Center-Neenah. “We get thank-you notes quite often, which makes us as volunteers feel good. The parents really appreciate the hats, and they have fun picking out the color they want for their little one. We love to help and comfort others.”

“Being part of the ThedaCare volunteer auxiliary brings me much joy. It’s that personal touch of being present and of service to assist others and try to make their day a little brighter.”

Caroldean Affeldt
Volunteer - Gift Shop
ThedaCare Medical Center-New London

“I enjoy helping people. I’m able to greet them with a smile and a friendly face as they come in for care or to visit a loved one.”

Ed Hart
Volunteer – Information Desk
ThedaCare Medical Center-Berlin
Theda Clark Memorial Hospital opens in Neenah with support from the estate of Theda Clark Peters, who desired a hospital in her community before she died of complications from childbirth in 1903. The hospital later becomes Theda Clark Medical Center and still operates today as ThedaCare Regional Medical Center-Neenah.

Shawano Municipal Hospital opens, on land once used by members of the Menominee Nation for sturgeon fishing. The hospital later becomes Shawano Medical Center and operates today as ThedaCare Medical Center-Shawano in a new facility.

Appleton Memorial Hospital opens as a community-owned hospital after years of fundraising started by local business leaders and community churches. The hospital later becomes Appleton Medical Center and still operates today as ThedaCare Regional Medical Center-Appleton.

Theda Clark Nursing School opens in Neenah.

Theda Clark Medical Center in Neenah is the first hospital in the U.S. to install a mobile X-ray unit.

Peabody Manor, which provides short- and long-term nursing care as well as rehabilitation services, opens in Appleton.

Children’s Hospital of Wisconsin-Fox Valley opens in Neenah on the Theda Clark Medical Center campus, assuming operations of the Neonatal Intensive Care Unit.

Novus Health Group partners with United Health of Wisconsin Insurance Company to become United Health Group.

Aylward Surgery Center opens at Theda Clark Medical Center.

Theda Clark Medical Center is nationally verified by the American College of Surgeons as having the second Level II Trauma Center in Wisconsin.

New London Family Medical Center becomes TC affiliate.

Theda Clark Medical Center becomes the first bariatric program in Wisconsin to be accredited by the American College of Surgeons as a Level I Bariatric Surgery Center.
With the help of donations from patients, Wild Rose Community Memorial Hospital opens. The hospital still operates today as ThedaCare Medical Center-Wild Rose.

Theda Clark Medical Center is the first hospital in the region to allow fathers into delivery rooms.

The Heritage, providing independent and assisted living for older adults, opens in Appleton.

Appleton Medical Center and Theda Clark Medical Center partner as Novus Health Group.

The first successful balloon angioplasty surgery is performed at Appleton Memorial Hospital.

Riverside Medical Center in Waupaca becomes TC affiliate.

ThedaCare Regional Cancer Center opens in Appleton, providing expert, local cancer care from world-class minds.

ThedaCare partners with Bellin Health to create the largest and most comprehensive heart care team in Northeast and Central Wisconsin as well as Michigan’s Upper Peninsula, with 50 cardiology providers covering nine hospitals and almost 20 outreach centers across 17 counties.

ThedaCare is the first healthcare provider in the Fox Cities to use the robotic da Vinci Surgical System for prostate removal.

Berlin Memorial Hospital becomes TC affiliate.

Wild Rose Community Memorial Hospital becomes TC affiliate.

ThedaCare acquires Fox Valley Hematology & Oncology, expanding access to expert, local cancer care.
Expert, local care spanning 18 counties in Northeast and Central Wisconsin

Our seven hospitals...

ThedaCare Medical Center – New London
1405 Mill St.
(920) 531-2000

ThedaCare Medical Center – Neenah
130 Second St.
(920) 729-3100

ThedaCare Medical Center – Berlin
225 Memorial Drive
(920) 361-1313

ThedaCare Medical Center – Shawano
100 County Road B
(715) 526-2111

ThedaCare Medical Center – Waupaca
800 Riverside Drive
(715) 258-1000

ThedaCare Regional Medical Center – Appleton
1818 N. Meade St.
(920) 731-4101

ThedaCare Medical Center – Wild Rose
601 Grove Ave.
(920) 622-3257

ThedaCare Regional Medical Center – Neenah
130 Second St.
(920) 729-3100

...with more than 180 points of care.

www.thedacare.org