



*Reaching out; touching lives. It happens every day in our hospitals. As we carry out the mission of our Hospital Sisters of St. Francis, we often find ourselves ministering to those in financial as well as health care needs. Following are a few examples of how we meet the needs of our financially challenged patients.*

## *An Easter Blessing*

A husband came in for financial counseling while his wife was on a ventilator in St. Mary's ICU. He had lost his job due to having to be away from work to care for his two young sons and be at his wife's side at the hospital. This also meant loss of his health insurance.

A Financial Counselor determined that this family qualified for the hospital's Community Care financial assistance program. The review also determined that his health insurance could be reinstated through a COBRA agreement with a small amount of financial assistance. The hospital provided that assistance.

As a result, the family's hospital bills were covered by health insurance and any out of pocket balances resolved by the approved Community Care. In addition, these actions made it possible for the wife to transfer to the only local long-term care facility that accepts ventilator patients, which meant the man and his boys would not have to travel to visit her each day.

Counselors and caregivers could see the toll this was taking on the man physically and emotionally. At one point, he commented to the Financial Counselor that he would be unable to provide Easter baskets to his sons this year. Staff worked with the hospital's service recovery program and presented him with a Wal-Mart® gift card on the day of his wife's discharge, two days before Easter. His face immediately lit up. He tearfully hugged the Financial Counselor and thanked everyone at St. Mary's for truly caring for his whole family in their time of need.

## *Helping Hands*

An Amish family delivered their newborn son at their home. This was their seventh child born at home. Unfortunately, all did not go well and Mom and baby entered a Manitowoc hospital before being transferred to St. Vincent Hospital. Sadly, the newborn only lived three days in the St. Vincent NICU.

The father was a self-employed carpenter and the family's six small children were under the age of 10. They were uninsured and, according to their religious beliefs, did not apply for government entitlement or socio-economic programs. As a result, they did not have the means to cover the financial burden of the delicate and advanced care their newborn had received.

The family also did not have modern conveniences that most of us take for granted – heat, hot water, air conditioning, a vehicle, etc. They used a wood stove and a shared community garden and some livestock and chickens for their food supply. They made their own clothes and lived without.

A Financial Counselor helped them apply for the St. Vincent Community Care program to cover the unexpected and overwhelming expenses of their tragic loss.

## *Pregnant Adolescents: Childbirth Education Series*

Thanks to A Woman's Place, pregnant adolescents are receiving the childbirth education they need for a positive birth experience. The comprehensive five-week childbirth education series covers everything from what to expect during labor and delivery to bathing and care of a newborn.

"The breathing and relaxation techniques I learned to use during contractions were really helpful", said a 16-year-old temporary resident of Marion House. "My son, ZeMier, was born 6 weeks premature so I had to complete part of the class series after he was born. ZeMier attended a few classes with me and the instructor used him for her bath demonstration. Now I've been able to teach my family and friends how to wash and swaddle ZeMier."

Since reaching out to teenagers during an often-unplanned pregnancy requires a deep appreciation of adolescent culture, the classroom curriculum is taught at a level that is both easily understandable and relevant to what is happening in an expectant teen's life. "I focus on empowerment and taking away the fear of the unknown," said Diane Schaut, A Woman's Place Childbirth Educator and Marion House Volunteer. Schaut further commented, "Many of the girls enrolled in the program lack support and a positive adult role model. Our program provides both of these."

In addition to providing complementary childbirth education for underserved populations such as adolescents and expectant mothers who do not speak English or have developmental or learning disabilities, A Woman's Place also provides the following services to people living in Northeastern Wisconsin:

- *Learn and Plan Program offers a place where new parents can network*
- *Lactation Consulting provides information and guidance to support breast feeding mothers*
- *The Loan Closet provides wigs, hats, scarves, breast prostheses and mastectomy bras to women experiencing the effects associated with cancer treatments and who have limited financial resources*
- *Hispanic Health Education and Outreach offers a variety of health related educational classes taught in Spanish, as well as health screenings*
- *Girl Talk Program encourages communication between mothers and daughters which is vital to a girl's attitude toward puberty and sex education*
- *School Outreach leads sex education courses in area schools*



*Marion House is a not-for-profit organization that provides semi-independent and transitional living housing for pregnant and parenting young mothers and their children in Green Bay, Wisconsin.*

## *Support for a New Community Clinic*

Since 2006, St. Nicholas Hospital has been involved in the planning and establishment of a community health center in Sheboygan County with other local organizations. In 2011, St. Nicholas provided an in-kind gift of \$10,000 to support the opening of the first community clinic in Sheboygan County. When open later this year, the clinic will provide individuals and families in need with a variety of much needed health care services:

- *General Primary Care*
- *Preventive Care*
- *Chronic Disease Management*
- *Medication Monitoring*
- *Immunizations*
- *School and Work Exams*
- *Limited Lab Tests*
- *Lab and X-Ray Referrals to Hospitals*
- *Health Education*
- *Disease Prevention*

## *Community Health Needs Forum*

At St. Nicholas Hospital, programs and services are built to improve the health of the communities we serve while staying true to our founding Sisters' Mission, Vision, and Values. In this spirit, the Hospital conducted a Community Health Needs Forum in May 2011. The objective of the Forum was to seek community input for identifying and prioritizing health issues that the Hospital, in collaboration with other community organizations, is best positioned to address.

The half-day event attracted 70 community leaders from a wide range of local organizations, such as the United Way, Sheboygan County Health and Human Services, UW-Sheboygan, Sargento Foods, Bemis Manufacturing, Sheboygan Area School District and the Sheboygan Fire Department. Wisconsin State Senator Joe Leibham and Marlene Mielke, Regional Representative for U.S. Senator Herbert Kohl, were also in attendance.

"The Forum was an opportunity for St. Nicholas to receive feedback from community organizations and find out how we can better serve the health needs of the community," said Ryan Perkins, Director, Community Relations and Fund Development.

The Forum began with a keynote address by David Seal, PhD, Director of the Medical College of Wisconsin's PhD Program in Public and Community Health, and Immediate Past President of the American Academy of Health Behavior, on "Community Needs Assessments: What They Can Tell Us If We Listen". Dr. Seal highlighted the value of community involvement in determining health priorities, illustrated the process of translating a needs assessment into an action plan and shared the lessons he learned from his experiences.



*Dr. David Seal, Director of the Medical College of Wisconsin PhD program in Public and Community Health addresses the participants.*

Jean Beinemann, Program Supervisor for Sheboygan County Health and Human Services, also shared an overview and key findings from the 2009 Community Health Needs Assessment conducted by the Sheboygan County Division of Public Health. This assessment utilized the health focus framework of Healthiest Wisconsin 2020 to gather Sheboygan County data and key findings. The Assessment identified 12 focus areas affecting health conditions and diseases and served as the basis for prioritization among participants.

A diverse reactor panel of six community leaders discussed their perspectives on community health needs.

In an interactive exercise, participants discussed and deliberated the key findings outlined in the 2009 Community Health Needs Assessment and prioritized the health needs they believe St. Nicholas Hospital is best positioned to partner with the community to address.

The top five health concerns for Sheboygan County were identified as:

- *Oral health*
- *Physical activity*
- *Adequate, appropriate, and safe nutrition/unhealthy drug and alcohol use*
- *Tobacco use and exposure*
- *Chronic disease prevention and management*

"It is important to note that the top health care concerns identified by community members are not always the easiest to begin changing. But raising awareness and helping to educate interested community members is one of the first steps in generating change," said Andrew Bagnall, President & CEO, St. Nicholas Hospital. "As a leader in health care, we continue to assess where our monies, programs, and collaborative community efforts are best served to sustain programs that support the health needs of the community."



*Eagle III played a role in the Ashwaubenon High School exercise.*

## Every 15 Minutes Program Lands at St. Vincent

It looks real. It sounds real. It can even feel real. That's how the *Every 15 Minutes* program works to prevent teenagers from drinking and driving. The program gets its name from a startling statistic – every 15 minutes in this country, someone is killed by a drunk driver.

The *Every 15 Minutes* exercise involves a mock crash. The “victims” receive emergency treatment at St. Vincent Hospital. “This helps us reach the kids on a totally different level,” said De Pere School District Program Coordinator Sherry Linzmeier. “They have heard the message before, but they’ve never seen what happens in the ER after a drunken driving crash. The trauma of that makes it more real for them,” she said. The events are videotaped then shown to a school assembly. “It can be a pretty intense and emotional experience for them,” said Emergency Center nurse Michele Hoyer. “We try to make it as real as possible so they can see the danger in this behavior.”

St. Vincent Hospital takes part in the *Every 15 Minutes* program several times each year.

## A “Ton” of Help

HSHS Division - Eastern Wisconsin Hospitals helped Hospital Sisters Mission Outreach collect a ton of supplies. Really, a ton. The two truckloads of crutches, walkers, canes, boots, bandages and the like filled through the Medical Equipment Drive, weighed more than 2,000 pounds. The collections took place in Green Bay and Sheboygan, and the donations will be used to help people in need in the nearly 50 countries which receive much needed medical supplies from Mission Outreach. The Medical Equipment Drive was a project by the Larry Mathews Mission Outreach Fellowship team.



*The Green Bay collection team.*



*The Sheboygan collection team.*

## Community Benefit Spending HSHS: Wisconsin Hospitals Fiscal Year 2010-2011

	SMGB 10	SMGB 11	SVGB 10	SVGB 11	SNS 10	SNS 11	Total Division 10	Total Division 11
<b>Charity Care and Program Shortfalls</b>								
Charity care at cost	\$ 1,247,771	\$ 1,627,260	\$ 5,309,674	\$ 5,653,264	\$ 1,080,619	\$ 1,099,449	\$ 7,638,064	\$ 8,379,973
Unpaid cost of Medicaid and other public programs	3,201,568	4,855,087	16,934,715	23,241,240	3,226,756	3,466,352	23,363,039	31,562,679
Community health services	189,634	8,911	173,624	231,958	17,506	127,432	380,764	368,301
Other	-	-	112,303	168,898	32,403	19,666	144,706	188,564
<b>Total Charity Care and Program Shortfalls</b>	<b>\$ 4,638,973</b>	<b>\$ 6,491,258</b>	<b>\$ 22,530,316</b>	<b>\$ 29,295,360</b>	<b>\$ 4,357,284</b>	<b>\$ 4,712,899</b>	<b>\$ 31,526,573</b>	<b>\$ 40,499,517</b>
<b>Other Benefits</b>								
Community health services	\$ 415,642	\$ 733,284	\$ 1,246,716	\$ 1,240,587	\$ 145,094	\$ 149,737	\$ 1,807,452	\$ 2,123,608
Health professions education	145,355	60,750	628,491	646,181	48,364	5,227	822,210	712,158
Research	-	-	-	-	-	-	-	-
Other	2,989,660	2,377,984	1,231,609	1,323,360	39,638	1,669	4,260,907	3,703,013
<b>Total Other Benefits</b>	<b>3,550,657</b>	<b>3,172,018</b>	<b>3,106,816</b>	<b>3,210,128</b>	<b>233,096</b>	<b>156,633</b>	<b>6,890,569</b>	<b>6,538,779</b>
<b>Total</b>	<b>\$ 8,189,630</b>	<b>\$ 9,663,276</b>	<b>\$ 25,637,132</b>	<b>\$ 32,505,488</b>	<b>\$ 4,590,380</b>	<b>\$ 4,869,532</b>	<b>\$ 38,417,142</b>	<b>\$ 47,038,296</b>
<b>Total Expenses</b>	<b>\$105,793,741</b>	<b>\$114,865,660</b>	<b>\$356,422,485</b>	<b>\$398,044,692</b>	<b>\$71,715,726</b>	<b>\$75,160,248</b>	<b>\$533,931,952</b>	<b>\$588,070,600</b>
Community Benefit as % of Total Expenses	7.7%	8.4%	7.2%	8.2%	6.4%	6.5%	7.2%	8.0%
Medicare Shortfall	\$ 10,506,321	\$ 12,396,306	\$ 35,574,591	\$ 21,262,766	\$ 9,959,031	\$ 12,837,424	\$ 56,039,943	\$ 51,035,866