



2011 Bellin Run Children's Run

Our Contributions to the Communities We Serve

2011 COMMUNITY BENEFITS REPORT

*bellin*health

MISSION

Bellin Health is a **community-owned not-for-profit organization** responsible for the **physical and emotional health** of people living in Northeast Wisconsin and the Upper Peninsula of Michigan.

Directly, and in **partnership** with communities, employers, schools, and government officials, we guide individuals and families in their **lifelong journey toward optimal health**. We are committed to providing **safe, reliable, cost-effective** total health solutions with **respect** and **compassion**. Our innovative work will impact health care delivery in our region, as well as throughout the **world**.

**THE PEOPLE IN
OUR REGION
WILL BE THE
HEALTHIEST
IN THE NATION.**

IT'S OUR VISION.

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STRENGTHENING OUR COMMUNITY

The people in our region will be the healthiest in the nation. This is the vision statement of Bellin Health. It is bold. Yet, there is no reason why this vision cannot be attained. We, in fact, consider the physical and emotional health of people living in this region to be our responsibility.

As a community-owned, not-for-profit organization, Bellin Health contributes to a healthier reality for Northeast Wisconsin and Upper Michigan with safe, cost-effective and high-quality health care. We also proactively seek additional opportunities to positively impact lives, often through activities that promote health and programs that provide health care services that would otherwise not be possible.

Our organization is governed by a local board of directors, comprised of business and community leaders. The board makes decisions based on the well-being of the communities our health system serves.

Under its direction and in an effort to maximize our positive impact, we work directly and in partnership with communities, employers, schools and governments to guide individuals and families in their lifelong journey toward optimal health.

In this Community Benefits Report, you will find a sampling of Bellin's contributions and examples of how those gifts have improved the health and quality of life for your family, your neighbors and the communities within our region.



George Kerwin
President & CEO
Bellin Health

COMMUNITY HEALTH SERVICES

To engage individuals in our communities, Bellin Health provides a number of services including health information, screenings, translation services, a 24/7 community health line and more. Bellin Health is a strong supporter of community initiatives and is a founding partner of Unity Hospice.

Bellin Health partners with the Green Bay Area Public School District for the "Thrive to be the Best You" program aimed at reducing childhood obesity. With more than two-thirds of Americans being overweight or obese, and an alarming rise in childhood obesity in the U.S., it is critical to teach children to understand the importance of proper nutrition and physical activity.

Thrive encourages healthy living and exercise among elementary students, starting with health risk assessments and providing varied learning opportunities to encourage healthy lifestyles. Launched as a pilot program at two schools, Thrive expanded to 11 schools with the start of the 2010-2011 school year.

While the main focus is elementary school children, Thrive also has components targeting school staff and parents. Organizers hope to expand the Thrive program to reach students, staff and parents in all Green Bay elementary schools by 2015.



HEALTH PROFESSIONAL EDUCATION

Bellin Health's commitment to education parallels our commitment to the advancement of health services. This is evidenced by continuing medical education offerings, a cardiovascular staff series, support of physician and medical students, student mentoring, continued education for our health system administration and support of Bellin College.

Moving from the classroom setting to the workplace is often difficult for those entering the nursing field. The challenges and stress results in up to 60 percent of nurses leaving their jobs in the first year. Bellin Health has been addressing that issue since 2009 through the Wisconsin Nurse Residency Program.

The program supports graduate students after they've done their initial orientation, providing them with monthly classroom time to help with the transition to the clinical setting and enhance their critical thinking. The program also provides opportunities for the new nurses to interact with and support each other during the challenging transition period.

As a result, Bellin Health's retention rate for new nurses has reached 97 percent, an increase of 20 percent since the start of the nurse residency program.



Recent graduate nurses participate in a "code" exercise, using the patient simulator lab at Bellin College, as part of Bellin's Nurse Residency Program.

SUBSIDIZED HEALTH SERVICES

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Bellin Health's contributions to the community include providing health care at a free or reduced charge to the community, those who are unable to pay, are medically underserved or uninsured. This includes joint ventures that support health care in areas that would otherwise be underserved.



Photo Courtesy: CJ Janus, NWTC

Medicaid patients in Northeast Wisconsin often look to the dental clinic at Northeast Wisconsin Technical College (NWTC) for dental care. A cooperative effort of NWTC, N.E.W. Community Clinic and other community partners, the clinic provides emergency and other dental care services three days a week, usually with a long waiting list.

A physician from Bellin Family Medical Center-Oconto, Dr. Charles Heyka, and Dr. Jason LeMoine, a dentist from Bay Oral & Maxillofacial Surgery, saw the need for expanded services at the dental clinic and embarked on a fundraising effort to help increase the clinic's hours. In addition, Bellin Health and the Bellin Foundation have supported the NWTC Dental Clinic with an annual donation of \$100,000 over the past several years.

Bellin Health is proud to be able to work with a number of community partners to provide these services to area residents whose dental needs might otherwise send them to the emergency room.

FINANCIAL AND IN-KIND CONTRIBUTIONS

Bellin Health's community support is far-reaching and takes many forms. Employees follow that lead with contributions to countless charities throughout the region. Bellin's contributions include emergency funds for patients, support of the N.E.W. Community Clinic, free and subsidized fitness center memberships and more.

In 2010, Bellin Health stepped up to support the Pine Mountain Continental Ski Jump Competition in Upper Michigan. After several previous sponsors had reduced their support, Bellin Health came forward as a presenting sponsor to be sure the traditions of this unique, regional event continued forward in the Iron Mountain, Michigan area.

As a result, several thousand people again attended the electrifying competition, cheering on the jumpers as they soared from the top of the mountain to the landing zone below. Those in attendance cheered on competitors from the United States, Austria, Canada, Finland, Germany, Poland, Slovenia and Sweden.

COMMUNITY BUILDING ACTIVITIES

As the only community-based health care system in Green Bay, Bellin Health has a rich tradition of promoting a sense of community for more than 100 years. That tradition continues today through numerous events and activities including athletic training services for local school sports programs and hosting the Bellin Run, one of the largest 10K runs in the U.S.

Bellin Health Sports Medicine has recognized the special accomplishments of student athletes throughout the region for the past nine years at the Night of Champions Awards Banquet.

The event spotlights those student athletes whose contributions to sports extend beyond athletic ability, highlighting commitment, character, academic achievement and community involvement, in addition to their athletic feats.

The annual program also honors the top coaches, athletic directors and community supporters throughout the region.

Those 2010 Night of Champion honorees included:

- Eric Clausen, Shiocton, coach of the year
- Jerad Marsh, Pulaski, athletic director of the year
- Green Bay Preble Volleyball, team of the year
- Stephanie Speel, Green Bay East, female athlete of the year
- Nicholas Kraus, Gillett, male athlete of the year
- Maggie Blohm, Seymour, female breakthrough athlete of the year
- Michael Lux, Kewaunee, male breakthrough athlete of the year
- Amber Hynnek, Seymour, female comeback athlete of the year
- Ben Tauchen, Bonduel, and Billy Fox, Wrightstown, male comeback athletes of the year
- Terry Marcks, Seymour, Sue Primeau sports enthusiast award
- Katelyn Falck, Wrightstown, commitment to excellence
- Alaina Murphy, Seymour, Night of Champions scholarship award
- Kyle Kittel, Brillion, Night of Champions MVP award
- Derek VandenLangenberg, West De Pere, XL athlete of the year



Bellin Health President & CEO George Kerwin presents Shiocton High School Wrestling Coach Eric Clausen with the 2010 Coach of the Year Award

Bellin Health President & CEO George Kerwin at the base of Pine Mountain during the community's annual ski jump festivities.



BELLIN HEALTH'S COMMUNITY IMPACT

For period October 1, 2009 – September 30, 2010

Community Health Services	\$ 2,392,287
Health Professional Education	\$ 967,551
Subsidized Health Services* (*at cost)	\$ 17,523,801
Financial & In-kind Services	\$ 383,011
Community Building Activities	\$ 833,594
Total	\$ 22,100,244



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