



2017 COMMUNITY BENEFITS REPORT

Our
Contributions
to the
Communities
we Serve

Welcome to

belinhealth

Yesterday, Today and Tomorrow

It's been more than 110 years since Dr. Julius Bellin converted a Green Bay house into a small hospital, and in so doing set in motion an unparalleled legacy of care for a vibrant, ever-evolving community.

OUR HISTORY MATTERS. It matters that we started small and local, and that our roots run deep in the communities we call home. It matters that the Bellin name has been synonymous with quality, low-cost and compassionate care since 1907, even as the health system has grown and expanded beyond Green Bay.

OUR PRESENT MATTERS, TOO. It matters in the promise that day in and day out, our patients receive our very best, from the moment we greet them until the moment they head home again — and that they're supported, 24/7, in the moments in between. It matters that our reach extends far into the broader community, as we work to keep our promise that the people in our region will be the healthiest in the nation.

AND NATURALLY, OUR FUTURE MATTERS. It matters that the decisions we make today will have the greatest benefit for the patients we'll serve tomorrow, whether that's in the heart of Green Bay where it all began or in the all-important outlying communities we're so pleased have welcomed us. It matters that we stay

abreast of the latest in healthcare to ensure we bring our very best to those who trust us with their care — and that we broaden our focus outward to reach those who may be underserved.

In this Community Benefits Report, you will find a sampling of Bellin's community contributions and examples of how those offerings continue to improve the health and quality of life for your family, your neighbors and the communities in our region. You'll see how our solid foundation as a health system has led to a wonderful today and an even more promising tomorrow.

Bellin Health has grown significantly in the past century-plus, and yet our commitment to those we serve has never wavered. Here's to our past, present and the brightest of futures.



George Kerwin
President & CEO
Bellin Health



Community Health Services: Health Innovations at Work Forum

EVERY NOVEMBER, SOMETHING POWERFUL HAPPENS AT LAMBEAU FIELD — AND IT HAS NOTHING TO DO WITH THE FOOTBALL SEASON.

Instead, the energy that emanates from Green Bay's famed stadium comes from the Northeast Wisconsin business leaders, Human Resource professionals, health plan consultants and peer team champions who gather there with the goal of creating a healthier workforce.

Bellin Health's annual Health Innovations at Work Forum helps attendees stay on top of industry health and wellbeing trends, learn to leverage regional workforce health data and walk away with tools to empower employees and drive experience and business results.

This free event helps demonstrate how employers can help employees take greater control of their personal health and wellbeing, resulting in a healthier population and lower healthcare costs, said Randy Van Straten, Bellin Health vice president of Business & Community Health.



"This inspiring event allows our partner employers to share their successes and get great new ideas about incorporating health and wellbeing into their day-to-day workplace culture," Van Straten said. "We've seen firsthand how their efforts are paying off, not just in the office, but also in the community at large."

The health innovations event started in 2013 and annually attracts around 150 individuals, including business leaders, HR professionals, school district representatives, nonprofit employers, health plan consultants and health promotions students. In addition, Bellin recently launched a series of call-in Health Innovations at Work Mini Sessions that are designed to provide engaging, relevant information in just 30 minutes.

"These sessions are the perfect complement to our annual forum, providing lots of great info in not a lot of time," Van Straten said. "We're already seeing a tremendous response from busy employers who nonetheless understand the value of a healthy workforce."



The Health Innovations at Work Forum is just one example of Bellin's commitment to community health services. Other examples include:

- The Do-Good Sturgeon Bay program, which provides free health coaching, health risk assessments and wellness classes for Sturgeon Bay employers, nonprofits and community members while raising funds and collecting food for the Lakeshore CAP Door County Food Pantry
- Bellin Health's Stroke Support Group, which holds monthly meetings, as well as special events, for stroke survivors and their caregivers
- A mobile mammography and bone densitometry vehicle, which has been bringing these services to individuals in rural and underserved areas since 2015
- The Algoma Community Wellness Center at Algoma High School, a partnership between Bellin Health and the Algoma School District
- Bellin's partnership with Unity Hospice, of which the health system is a founding member. This includes teaming up to present annual public events focused on advance care planning in conjunction with National Healthcare Decisions Day.
- Free health information, screenings and a 24/7 community health hotline

The 2018 Health Innovations at Work Forum is scheduled for Tuesday, Nov. 13 at Lambeau Field. Additional information and registration details will be made available as the event nears.

Health Professional Education: IHI Open School

**CALL IT HEALTHCARE COLLEGE.
BUT FOR FREE.**

Thanks to Bellin Health's strategic partnership with the Institute for Healthcare Improvement (IHI), health system employees, physicians and leaders now have access to more than two-dozen free online courses designed to further their knowledge of the ever-evolving healthcare landscape. Bellin began offering the IHI Open School courses in March 2017, and to date nearly 600 employees have taken more than 3,000 courses good for 3,500-plus continuing education credit hours.



“Improvement isn’t just a nice idea; it really is vital for our future success as a healthcare system,” said Anne Hale, Bellin Health Vice President, Learning & Innovation. “We have the same priorities as we always have — emphasizing cost, quality and the patient experience — but the skills, tools and techniques for delivering on those priorities have changed. There’s a lot of new learning around these core concepts.”

That new learning is especially critical as Bellin navigates the transition from fee-for-service to value-based care, changing the emphasis from treating patients when they’re sick to working hard to keep them healthy in the first place, Hale said. IHI Open School courses are offered in seven categories: improvement capability; patient safety; person- and family-centered care; Triple Aim for populations; leadership; and graduate medical education.

Mat Hedden, Bellin Health team facilitator for Bio-medical Electronics, has made the Open School courses a priority for his team — and they’ve seen the benefits firsthand.

“You should be learning every day in your job,” Hedden said. “Any day you don’t learn is a wasted day — especially in healthcare, which changes daily.”

And it’s not just Bellin employees who benefit. Quality improvement coaches, physicians and key community partners are able to take advantage of the free courses, as well.

The IHI Open School offerings are just one of many ways in which the health system works to promote ongoing employee education. Other examples include:

- A BSN degree completion program in which Bellin pays 70 percent of tuition for employees to complete their Bachelor of Science in Nursing degree at Bellin College
- A General Tuition Assistance Program, which provides funds for pre-approved employees to use toward completing their degrees
- The RN Advancement Program, in which nurses submit a portfolio of required criteria in exchange for funds to be used toward their continuing education
- The health system’s Pediatric Adolescent Life Support (PALS) program, which offers specialized instruction for staff working with Bellin’s youngest patients
- A multifaceted partnership with the Medical College of Wisconsin, which admitted its first group of students to its new Green Bay area campus in 2015

IHI Open School courses will be offered through March 2019 while Bellin’s strategic partnership remains in place. Hale hopes all health system employees, physicians and leaders will take advantage.

“These courses are helping us position ourselves at the forefront of the future of healthcare,” she said. “No matter what one’s role within our organization, we can all benefit from learning and growth.”

Subsidized Health Services: Peer Recovery Coaching

DRUG ADDICTIONS AFFECT MILLIONS OF PEOPLE IN THE U.S., WITH DRUG OVERDOSES NOW THE LEADING CAUSE OF DEATH AMONG AMERICANS UNDER AGE 50. EVERY DAY, EMERGENCY ROOMS SEE AN INCREASING NUMBER OF PATIENTS WHO HAVE OVERDOSED ON OPIOIDS AND OTHER DRUGS.



With the help of a federal grant administered through Wisconsin Voices for Recovery, Bellin Health has teamed up with DarJune Recovery Community Center for a new approach to helping those facing addiction. The grant is funding a program that trains and places Peer Recovery Coaches in the Bellin Hospital Emergency Department.

“The use of recovery coaches in the emergency department is helping to bridge a gap that is sometimes experienced by patients and families after an overdose or other drug issues,” said Laura Hieb, Bellin’s Chief Nursing Officer. “It’s another way of utilizing community resources to help patients make the transition to treatment as quickly as possible.”

The peer recovery coaches go through 30 hours of training, are certified and are scheduled so there is 24/7 coverage in the Emergency Department.

“The peer recovery coaches offer recovery advice and support and help individuals with substance abuse problems as they face a range of life problems, from unemployment to housing,” said Mandy Suthers, DarJune founder and CEO. “Those life problems often present a roadblock to recovery.”

The Bellin – DarJune program is one of seven pilot peer recovery coaching programs that are now underway in Wisconsin.

In addition to the Peer Recovery Coaching Program, Bellin Health partners with many other community organizations, including the Green Bay Area Public Schools for the Behavioral Clinic at Dr. Rosa Minoka-Hill School and for sports medicine physicals for middle school and high school students prior to their participation in athletic activities.

Financial & In-Kind Contributions: Cancer Team Patient Assistance Fund

NAVIGATING CANCER
DIAGNOSIS AND
TREATMENT CAN BE
CHALLENGING AT BEST,
DEVASTATING AT WORST.



So when a patient has financial worries on top of his or her medical and emotional concerns, the impact can be overwhelming.

That's where the Bellin Health Cancer Team Patient Assistance Fund comes in. Thanks to generous donors, the support of the health system and The Bellin Health Foundation, The Cancer Team at Bellin Health is able to connect patients with financial help that includes transportation, lodging, nutrition, fitness opportunities and more.

“Our patients travel from all over Northeast Wisconsin and into Upper Michigan for treatment, which can add a significant financial burden during an already difficult time,” said Jen Macdonald, Bellin Health Director of Hematology & Oncology. “If we can ease their way by offering a hotel stay, a gas card or a gift certificate for some groceries, we can potentially decrease a small amount of the stress they endure.”

It's not just patients from far away who benefit. The Cancer Team fund helps cover nutritional formula for head and neck cancer patients with feeding tubes, and also helps patients cover the cost of basic needs like home utilities. It provides support for Bellin's Cancer Fitness Program, which pairs patients with cancer exercise specialists for a 6-month program that helps lessen fatigue, reduce stress and strengthen the heart and bones, among a host of other benefits.

The Cancer Team Patient Assistance Fund is just one of many ways in which the health system offers financial help to patients and the larger community. Other examples include:

- Bellin's underwriting support of USA TODAY Network-Wisconsin's Kids in Crisis series, focusing on the myriad mental health challenges facing Wisconsin's young people
- Hosting a charity event with the Bellin Run elite athletes prior to the annual 10K
- The health system's continued active participation in and contributions to the Brown County United Way's Community Partnership for Children

The Cancer Team's Cancer Coaches make accessing assistance easy for patients who need it. These professionals — four RNs, two social workers and a Child Life Specialist — serve as advocates for patients, ensuring they have access to the information and support they need from diagnosis through survivorship. Patients have a sole contact to rely on, making the treatment process simpler and less daunting.

“Thanks to our Cancer Coaches and the Cancer Team Patient Assistance Fund, our patients have the added help they need to decrease the financial burden that can occur,” Macdonald said. “We'd like to thank all the donors who have engaged with us to make this terrific program possible.”

Community Building Activities: Bellin / Allouez Farmers Market



In 2017, the village of Allouez and Bellin Health teamed up for the third year of the Allouez Farmers Market. Located in the Bellin Health Plaza parking lot on Libal Street, the 2017 edition of the farmers market kicked off in mid-June. The original schedule had the farmers market wrapping up on Oct. 5, but with excellent response and cooperating weather, an extra week was added to the 2017 schedule.

“With employers, insurance companies, doctors and many individuals all looking at ways to be healthier, what we eat is a great place to start and the farmers market offers a lot of great choices,” said Megan Lehmann, Event & Community Outreach Specialist at Bellin. “The vendors at the farmers market come each week with a variety of locally grown fruits, vegetables and other organic and natural foods.”

And there’s more than food. Other vendors have flowers, crafts and jewelry and there’s a musical guest each week. There are also different displays and exhibits, including health and wellness information from Bellin Health as well as demonstrations from the Green Bay Metro Fire Department, Brown County Sheriff’s Department and other community groups.

Lehmann adds that “the Allouez Village and Bellin Health Farmers Market is another example of Bellin and the community coming together to support the health and wellbeing of area residents.”

Bellin Health and its employees are involved in many community building activities, including participation in the Big Brothers Big Sisters program and support of Steps for Good Algoma, a workplace wellness challenge with a charitable giving component. Bellin Health is also the presenting sponsor of the annual Packers Family Night at Lambeau Field.

Vision

THE PEOPLE IN OUR REGION WILL BE THE HEALTHIEST IN THE NATION, RESULTING IN IMPROVED VITALITY AND ECONOMIC WELLBEING IN THE COMMUNITIES WE SERVE.

Mission

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

We exist to serve others through patient care excellence and innovative programs designed to positively impact health in our region. We are steadfast in our commitment to providing compassionate, safe and reliable care, while continually improving the value we provide to customers and communities within our region.

Our innovations and never-ending pursuit of improvement will drive the evolution of healthcare delivery in our region, and influence other organizations.

[BELLIN.ORG](http://bellin.org)

Community Benefit Report

FOR THE PERIOD OCTOBER 1, 2016 – SEPTEMBER 30, 2017

Subsidized Health Services	\$ 35,615,235
Community Health Services	4,528,711
Health Professional Education	4,215,877
Financial & In-Kind Services	1,202,546
Community Building Activities	719,670
Total	\$ 46,282,039

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