

# STRONGER TOGETHER: OUR COMMITMENT TO PATIENTS AND COMMUNITY

Welcome to **belin**health



## **STRONGER TOGETHER: OUR COMMITMENT TO PATIENTS AND COMMUNITY**

Where we live is a critical, if often overlooked, piece of the broader healthcare puzzle.

Do we have access to community health services? Quality childcare? Educational opportunities? These are some of the social determinants of health, aspects of our wellbeing that transcend the healthcare space and encompass a broader definition of what it means to be truly healthy.

As a health system, working to better address these determinants is a critical part of what we do. It's not enough for us to treat our patients within our walls and stop there. To make a real impact, we have to consider the broader social context in which the people in our communities live, work, learn and play.

Of course, we can't do it alone. We value the relationships we've cultivated with community partners to address the social determinants of health and work toward a healthier, more fulfilling tomorrow. It's why we've teamed up with a local school district to ease access to

mental health services and reduce the stigma around addressing this critical issue for our young people. It's in the way our leaders have become community leaders in areas like mental health and combatting substance abuse, affecting positive change in the social norms that surround these issues. And it shows in our commitment to the younger generation, through free public programs and events that help our children live safer, healthier lives.

This Community Benefits Report highlights just a small sample of Bellin's community contributions and provides examples of how these offerings continue to improve the health and quality of life for your family, your neighbors and the communities in our region. It demonstrates how we work with our partners to build a more robust future for our patients and the broader community alike.

Where we live matters, and we know we are stronger together. Here's to the partnerships of today — and here's to a healthier tomorrow.



A handwritten signature in black ink that reads "Chris Woleske".

Chris Woleske  
President & CEO  
Bellin Health

# SUBSIDIZED HEALTH SERVICES: BELLIN COLLEGE PEDIATRIC HEALTH CENTERS

In 2006, Northeast Wisconsin Community Clinic approached Bellin College to develop a three-way partnership to provide free healthcare to children at two Encompass Early Education and Care centers in Green Bay. Both centers were intentionally built in lower-income areas to provide families affordable access to childcare services. Encompass, a not-for-profit organization, has been providing childcare services in Northeast Wisconsin since 1919.

From this collaboration came the Bellin College Pediatric Health Centers, which provide free healthcare and dental services to the children at both the Cornerstone and Rosebush Encompass centers. Bellin College provides a nurse practitioner and care hours, while the N.E.W. Community Clinic assists with support staff, administration and the supplies necessary to run the clinic.

“The goal of the partnership is to provide families living in lower income situations with free, easily accessible healthcare,” said Lynn Murphy, Pediatric

Nurse Practitioner and Assistant Professor of nursing at Bellin College. Murphy is the pediatric provider at the center and she is joined by Bellin College students who assist her with the services



Lynn Murphy, NP and Assistant Professor, Bellin College.

provided. “It’s really a win-win for everyone. Children receive the care they need. The care is easily accessible at the daycare they attend, parents miss fewer days from work, and the care is provided at no cost to their families. Students have a great opportunity to learn not only about nursing but about how healthcare disparities can impact the health and wellness of children.”

Bellin College fully supports the Bellin College Pediatric Health Centers. In addition, Bellin Health partners with many other community organizations, including DarJune Recovery Community Center for the Peer Recovery Coaching Program and Green Bay Area Public Schools for the Behavioral Clinic at Dr. Rosa Minoka-Hill School.

Left to right: Jody Anderson, Bellin Health, Michael Snowberry, Director of Learning Services, Jennifer Koch, Primary School Counselor



## COMMUNITY HEALTH SERVICES: LUXEMBURG-CASCO MENTAL HEALTH PARTNERSHIP

After losing a student to suicide, the Luxemburg-Casco School District launched its crisis team with one simple goal: Never again.

L-C developed a comprehensive district-level mental health team to tackle the issue head on. It soon became clear that a broader, community-wide approach was needed — and Bellin Health was ready and willing to support those efforts.

For years, Bellin has been helping to address the growing mental health crisis in Northeast Wisconsin school districts. The health system has placed licensed mental health counselors in schools to

ease and normalize access. Working together, L-C and Bellin developed a partnership that would take that approach to the next level — actively trying to prevent mental health issues before they'd require a counselor's intervention.

“The idea was to create a psychologically safe environment and culture that would extend beyond the walls of the school and into the community,” said Mike Snowberry, Luxemburg-Casco's Director of Learning Services. “Bellin has helped us broaden that reach for maximum school and community impact.”

One of the partnership’s primary prevention efforts is a program called Youth Mental Health First Aid (MHFA). School counselor Jennifer Koch has trained more than 125 school district staff members in the MHFA curriculum, which teaches individuals who work with children to identify signs of mental health concerns and take action when signs of distress are evident.

Bellin Health Community Nurse Activator Jody Anderson has played a key role in spreading the MHFA message through the school district and beyond. A trained MHFA facilitator, Anderson offers youth and adult MHFA trainings in the L-C community.

“It’s critically important to get outside the walls of the clinic and hospital,” Anderson said, “and get to where people live, work and play.”

Anderson also works to decrease the stigma associated with mental health issues. She travels to all L-C school district buildings, assisting staff in wellbeing initiatives and helping them to make self-care a priority – to care for themselves so they can better care for their students.

The Luxemburg-Casco mental wellness partnership is just one example of Bellin’s commitment to community health services. Other examples include:

- The Health Innovations at Work Forum, which brings business leaders, Human Resource professionals, health plan consultants and peer team champions together to share best practices for creating a healthier workforce
- Bellin Health’s Stroke Support Group, which holds monthly meetings, as well as special events, for stroke survivors and their caregivers

**“It’s critically important to get outside the walls of the clinic and hospital, and get to where people live, work and play.” — Bellin Health Community Nurse Activator Jody Anderson**

- 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 and focused on advance care planning in conjunction with National Healthcare Decisions Day
- Free health information, screenings and a 24/7 community health hotline

Luxemburg-Casco and Bellin continue to work together to address mental health through prevention and intervention. The goal? A healthier tomorrow for district and community alike.

# HEALTH PROFESSIONAL EDUCATION: MCW PSYCHIATRY RESIDENCY

Bellin Psychiatric Center is teaming up with the Medical College of Wisconsin to solve one of the most persistent problems in medicine today: the state-and nationwide shortage of practicing psychiatrists.

Experts say Wisconsin needs an additional 200 psychiatrists to meet the unmet demand for care statewide. The problem is particularly acute in rural areas, which often have trouble drawing qualified providers due to a lack of amenities and other factors.

But educators and health systems know providers tend to practice where they train – so in 2017, the Medical College of Wisconsin-Green Bay launched its local psychiatry residency program. Bellin has been a key partner from the beginning, serving as a clinical rotation site and offering support for the program and its residents.

“The need is great, but by training these providers here we can keep more of them here – and we know that will make a difference for the people of our region,” said Bellin Psychiatric Center President Sharla Baenen. “The more we can address mental health needs in a timely fashion, the less likely our patients will be to require emergency care.”

Dr. James Billings is a resident who completed his psychiatry rotation at Bellin during the spring of 2018.

“The more challenging it is for patients to obtain care — whether due to wait times, travel demands or other factors — the more likely they are to get discouraged and give up trying to get better,” Billings said. “This partnership is such an important part of addressing that, both in the near future and for years to come.”

The MCW program currently has eight psychiatry residents with the first class set to complete their training in June of 2021.

The MCW psychiatry residency is just one of many ways in which the health system works to promote and provide health professional education. Other examples include:

- An IHI Open School arrangement that allow employees to take enriching healthcare continuing education classes at no cost.
- 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 allocated 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.

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— Bellin Psychiatric Center President Sharla Baenen**



Left to right: Sharla Baenen, President, Bellin Health Psychiatric Center, Dr. James Billings



# FINANCIAL & IN-KIND CONTRIBUTIONS: KIDS IN CRISIS SERIES

When a young person commits suicide, we all die a little.

It's that sentiment that pushed USA TODAY NETWORK-Wisconsin to start the Kids in Crisis series four years ago. The series explores the causes of teen suicide, and how to assist all youth coping with anxiety, depression and other mental health challenges.

Before Kids in Crisis began, Bellin Psychiatric Center president Sharla Baenen granted an interview that would guide reporting for the fledgling series. But she, along with the health system, knew that wasn't enough. Bellin Health had the opportunity to help shine a light on this incredibly important topic, in Northeast Wisconsin and beyond.

"We saw early on that Kids in Crisis could be a powerful tool to ignite the conversation about children's mental health in communities throughout the state, and to make a real difference," Baenen said. "It was important for us to assist in this effort, in whatever ways we could."

So Bellin stepped up to help not only by sharing expertise, but also as a leader in supporting the series financially. For the past four years, the health system has provided underwriting support for Kids in Crisis, laying the groundwork for an important, in-depth and ultimately award-winning project.

With Bellin's backing, the network's journalists have been able to produce hundreds of pieces of multi-media content and hold public awareness events throughout the state.

Most recently, USA TODAY NETWORK-Wisconsin has expanded its coverage to reach kids directly. Their podcast series, "This is Normal," attracts thousands of young listeners with each episode. Their new documentary, called "You're Not Alone," features teenagers from across the state talking to their peers about struggles with mental illness and the link to bullying and drug addiction. The goal of the documentary is to end the stigma around mental illness.

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Providing financial and in-kind contributions to the community is important for Bellin Health, and Kids in Crisis is just way in which it's done. Other examples include hosting a charity event with Bellin Run elites the Thursday before the iconic 10K, as well as the health system's continued active participation in and contributions to the Brown County United Way's Community Partnership for Children.



Imagine being 14. And the last thing you want to be is 15.



KNOW THE WARNING SIGNS OF SUICIDE.



**KIDS IN CRISIS**

Underwriting support from Bellin Health

*bellin*health

# COMMUNITY BUILDING ACTIVITIES: PACKERS VS. CANCER

When it comes to fighting cancer and supporting those dealing with the disease, Bellin Health has a powerful teammate – none other than the Green Bay Packers.

For several years, the health system has joined forces with the most storied franchise in football for Packers Vs. Cancer, an annual initiative that raises awareness and funds for screening and support.

The campaign has evolved to include all types of cancer — especially those that can be detected through screening — and it has grown to reach more individuals across a broader area in Northeast Wisconsin and the U.P. of Michigan.

“Catching cancer early means our patients will have the best chance possible with the most optimal outcome possible, and yet too many patients are not taking advantage of the life-saving screenings Bellin has to offer — especially in the rural communities we serve,” said Jen Macdonald, Bellin Health Vice President of Oncology and Hematology. “Packers Vs. Cancer is helping us spread the word that screening saves lives, while at the same time bringing our community together to support one another and fight this disease.”

In 2018, Packers Vs. Cancer events included:

- On-field recognition of Bellin Health cancer survivors prior to and during halftime of the Packers Vs. Cancer game on Oct. 15. Survivors and guests were treated to a pre-game tailgate at The Cancer Team at Bellin Health.

- An open house at Bellin Health Marinette featuring player appearances, facility tours and life-saving screening information and education.
- Player appearances and other activities during a local high school football game
- The sale of custom Packers vs. Cancer caps at the Packers Pro Shop. Five dollars from each hat was donated directly to the Vince Lombardi Cancer Foundation.

“Cancer touches the lives of so many in our community, and we’re proud to team up with Bellin Health to raise awareness of how screening and

early detection can have a life-saving impact,” said Packers President/CEO Mark Murphy. “Through Packers Vs. Cancer, we want to show our support and help ensure that families and individuals in the region have the resources they need as the battle against cancer continues.”



Other examples of Bellin’s community involvement

include presenting the Bellin Run and Bellin Women’s Events, participation in the Big Brothers, Big Sisters program, multiple event booths at The Big Event for Little Kids, and annually hosting a community bike safety event in conjunction with Packers training camp. Bellin also is the presenting sponsor of the annual Packers Family Night at Lambeau Field.

**OUR  
CONTRIBUTIONS  
TO THE  
COMMUNITIES  
WE SERVE**

# COMMUNITY BENEFIT REPORT

For the Period October 1, 2017 - September 30, 2018

Community Health Services	\$ 4,663,608
Health Professional Education	6,154,940
Subsidized Health Services	44,669,284
Financial & In-Kind Services	1,896,577
Community Building Activities	646,584
<b>Total</b>	<b><u><u>\$ 58,030,993</u></u></b>

## VISION

People in our region will be their healthiest during every stage of their lives, and will be able to afford the services and products we provide.

## MISSION

In partnership with the people of Northeast Wisconsin and the Upper Peninsula of Michigan, Bellin Health strives to improve the health and wellbeing of every person in our region while making healthcare quality, experience and cost the best in the nation.

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

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