

OUR CONTRIBUTIONS TO THE COMMUNITIES WE SERVE

Welcome to *belin*health



PARTNERING WITH OUR COMMUNITIES FOR BETTER HEALTH AND WELL-BEING

At Bellin Health, we are working in partnership with our communities to ensure not only our patients, but everyone in the communities we serve can be their healthiest at every stage of their lives. With a focus on health equity — striving to level the playing field so everyone, regardless of background, can live a full and fulfilling healthful life — we can better achieve these goals. So many factors impact our health and wellbeing. And the health of the people within a community impacts whether a community is able to thrive and grow.

Improving individual and community health requires taking a larger view of the social determinants of health, acknowledging that what we do in our hospitals and clinics accounts for only a fraction of the bigger picture of patient and community health and wellbeing. In the months since the COVID-19 pandemic began, community has looked a little different for all of us — virtual meetings, drive-by birthday parties, grandparents sharing stories with grandchildren through video calls or

open windows. At Bellin, it's meant changing the way we operate to safeguard the health of all who come through our doors — and learning to “coexist with COVID” to emphasize that all healthcare is important and safe. We've had to be nimble to react to the changing circumstances and needs of our communities, from testing to face coverings and ensuring we share the latest information to help stop the spread.

This Community Benefits Report covers a period of time before COVID, so you won't see those efforts mentioned in its pages. What you will see is the incredible spirit of teamwork that has endured and even been enhanced by the challenges we've faced together these last several months. You'll read about the ways our teams don't just treat people when they're sick, but actively work to enhance all dimensions of health — for our patients and non-patients alike. And you'll see that working together, we can continue to affect positive change, no matter what comes our way.

And that's what community means to me.



Chris Woleske

Chris Woleske
President & CEO
Bellin Health

SUBSIDIZED HEALTH SERVICES: NEW COMMUNITY SHELTER DONATION PARTNERSHIP

Often in life, teamwork is needed to get the job done. When the team includes David Bakhtiari of the Green Bay Packers, Campbell's Chunky Soup, Bellin Health, the Green Bay West High football team and New Community Shelter, you know good things will result.

Bakhtiari, the Packers' starting left tackle for the past seven seasons, was selected along with his mother, Debbie, to make a donation of 10,000 bowls of Campbell's Chunky Soup to the homeless shelter in Green Bay. It was part of the Campbell's "Champions of Chunky" campaign, celebrating NFL stars and their supporters.

"To give back is always an honor and a privilege," Bakhtiari said. "To be with my mom and give back is very special."

Not only did they make the donation, the Bakhtiaris stuck around to volunteer alongside the West High football players. Together, they prepared that night's meal and served it to shelter residents and others who take part in the community meal program. And Bellin Health had its



David Bakhtiari of the Green Bay Packers.

team there as well, providing free flu shots to those staying at the shelter and those who came for an evening meal.

"The Packers, Bellin and Campbell's Soup all lend credibility to our cause," said Terri Refsguard, New Community Shelter Executive Director. "They support what we do. That sends a message to the community that maybe they should do the same."

New Community Shelter works to address homelessness and hopelessness through education, counseling, resources, a meal program and in-house services. The services include an emergency shelter for adults with a mission to provide shelter, case management, education and other services to help people become self-sufficient.



In addition to its support of New Community Shelter, Bellin Health partners with many other community organizations, including the Behavioral Clinic at Dr. Rosa Minoka-Hill School in Green Bay and the DarJune Recovery Community Center and its Peer Recovery Coaching Program.

COMMUNITY HEALTH SERVICES: LAMBEAU LAP WALKING PROGRAM

You have no doubt heard about the “Lambeau Leap.” But do you know about the “Lambeau Lap”?

The Lambeau Lap is the creation of Dr. Rahul Verma of Bellin Health Cardiology Associates. It all started in early 2019 with Dr. Verma’s concept to host a weekly walk in the Titledown District, adjacent to Lambeau Field. The goal? Help community members improve heart health by getting into a walking routine.

“As the official healthcare provider of the Green Bay Packers, we have a unique relationship with the team,” Verma said. “We’re very much aligned on the importance of good health.”

Each Wednesday morning, participants gather at Bellin Health Titledown Sports Medicine and Orthopedics to begin a 1.4-mile trek in the shadows of historic Lambeau Field — with Dr. Verma leading the way.

“It’s a fun way to get in some exercise while taking in the sights surrounding one of our great community icons,” Verma said. “I have been pleasantly surprised by how many people show up for the weekly walk and the comradery that develops among the walkers.”



The Lambeau Lap was so popular it continued into the winter months, moving indoors to Bellin’s Ashwaubenon location.

All are welcome to participate in the free Lambeau Lap. While the total distance is 1.4 miles, Dr. Verma tells participants to do whatever portion of that distance is comfortable for them.

As a cardiologist, Dr. Verma understands how important it is to exercise.

“Walking is one of the single best things you can do to improve your health,” he said. “All you really need is a pair of shoes and a little motivation. The Lambeau Lap group provides that impetus in a fun, easygoing setting that motivates participants to make movement a part of their daily lives.”

The Lambeau Lap is just one example of Bellin’s commitment to community health services. Other

examples include the Bellin Health Stroke Support Group, the mobile mammography and bone densitometry vehicle, a partnership with Unity Hospice, the Luxemburg-Casco mental wellness partnership and the health system’s 24/7 community health hotline.

HEALTH PROFESSIONAL EDUCATION: BELLIN RUN COACHES CLINIC

Green Bay's iconic Bellin Run 10K is special for many reasons — its history (44 years and counting), its size (one of the largest 10Ks in the nation) and its incredible community feel among them.

But for many participants, the foremost highlight is the chance to toe the same start line, at the same time, as running elites and legends of the sport including Olympians Meb Keflezighi and Bill Rodgers, and past Bellin Run champion Kaitlin Gregg Goodman.



Elite runner Jared Ward at Bellin Run finish line.

The Bellin Run's elite athletes have long been involved in giving talks, participating in charity events and otherwise engaging directly and personally with event participants and the Green Bay community. In 2019, they took that engagement a step further by joining Bellin Health for the first-ever Bellin Run Coaches Clinic, an opportunity for local track and cross country coaches to gather the afternoon of race day to learn from some of the sport's best.

“Over the years, we’ve learned a lot from these high-performing athletes, and we were eager to share their incredible knowledge and expertise with coaches from right here in Northeast Wisconsin,” said Bellin Health running expert Nate Vandervest. “There’s nothing like learning directly from those who have made it their life’s work to run and coach at the top levels of the sport we all love.”

The Bellin Run Coaches Clinic lineup included Olympians and Olympic trials qualifiers who shared their secrets of coaching success on topics ranging from the mental aspects of training and competing to the nutritional requirements of

running. Attendees learned how the elites advanced through their careers, from high school to the pros — and what they wish they would have known as younger athletes.

“Our first-ever Coaches Clinic was a tremendous success,” Vandervest said, “and we know our local coaches and athletes

will continue to benefit from all the information and insights shared.”

The Bellin Run Coaches Clinic is just one of the many ways in which the health system has worked to promote and provide health professional education. Other examples include:

- A Psychiatric Residency Program partnership with the Medical College of Wisconsin
- 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

FINANCIAL & IN-KIND CONTRIBUTIONS: ADOPT-A-FAMILY, TOYS FOR TOTS TEEN WISH

The spirit of giving comes alive during the holiday season at Bellin Health.

Leading up to Christmas 2019, more Bellin employees than ever were moved to support the Adopt-a-Family program of The Salvation Army of Greater Green Bay.

“We were so pleased to see the outpouring of donations to this wonderful program,” said Bellin Health

Executive Assistant Dawn Konop, who coordinates Adopt-a-Family at Bellin.

“Adopt-a-Family helps make the holidays special by providing gifts to families that otherwise would not receive much during this time of year. It makes me proud to be part of a team of such caring individuals who understand the importance of giving.”

Konop adds that the Bellin Supply Chain team deserves a round of applause for its efforts to pick up donations from clinics throughout the area and then deliver to the Adopt-a-Family collection center.

As a result of the donations from Bellin employees, 88 families received gifts; that’s 352 men, women and children in the community. “Receiving thank you notes from each of the families really warms your heart, knowing you truly made a difference,” Konop added.

The Salvation Army works with more than 10 agencies in the region that refer families who will benefit from the Adopt-A-Family Program. The

Salvation Army matches the adopter and the adoptee and distributes a complete holiday package before Christmas. The packages include special items for each family member, ranging from clothes to toys and games, as well as personal hygiene products, household items and gift cards.

In addition to Adopt-a-Family, Bellin employees embraced the holiday spirit by supporting the Toys for Tots Teen Wish program. As a result of the generosity of several Bellin departments, more than 200 teens

received special gifts appropriate for their age range.

Providing financial and in-kind contributions to the community at large is important to Bellin Health and its employees. Other examples from throughout the year include charity events connected to the Bellin Run and Bellin Women’s Half Marathon & 5K, as well as continued support for the Brown County United Way’s Community Partnership for Children.



COMMUNITY BUILDING ACTIVITIES: BELLIN EXPRESSIVE ARTS IN MEDICINE

Amy Eliason knows the power of including art in the healing process.

A decade ago, she battled breast cancer. A professional artist, Eliason had a home art studio, though some days she was too weak to do much but sit there with music on, gazing at the birds out the window.

Now a cancer survivor, Eliason has channeled her own experience – both personal and professional – into growing and cultivating the BEAM program at Bellin Health. Short for Bellin Expressive Arts in Medicine, BEAM provides an artistic outlet for cancer patients, inpatient rehab patients and others who find healing through the process of creating.

“Expressive arts in medicine are proven to lower anxiety and stress and bring peace and joy to patients,” Eliason said. “They experience less pain because they’re focused on something else. It takes their mind off their difficult journey for a while.”

And if you’re thinking you have to be Picasso to participate, think again. BEAM does offer some hands-on art instruction, but take-home craft kits for patients and families are the more common and popular offering. The program also brings in artists to paint live while patients receive chemotherapy (think an in-person Bob Ross), coordinates a volunteer “staff” of five therapy dogs and provides



Amy Eliason, BEAM Coordinator

art carts and baskets for various hospital and clinic departments. Evening workshops offer the opportunity for even more engagement, and the program works with local school groups to create colorful, positivity-themed art projects to decorate BEAM art studio walls.

When the program began 10 years ago, BEAM served patients and families at the Bellin Health Cancer TEAM location. It has since expanded to include the health system’s Oconto and Marinette infusion rooms, Inpatient Rehabilitation department, Stroke Support Group and several locations at the main Bellin Hospital facility. More than 30 volunteers help Eliason carry out her work – her passion.

“I have loved this job from day one,” Eliason said. “It’s all about finding ways to use art to help the patients.”



Other examples of Bellin’s community involvement include the Packers vs. Cancer partnership, 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.

COMMUNITY BENEFIT REPORT

For the Period October 1, 2018 - September 30, 2019

Subsidized Health Services	\$ 46,515,214
Health Professional Education	6,121,310
Community Health Services	4,703,461
Financial & In-Kind Services	2,400,561
Community Building Activities	158,877
Total	<u><u>\$ 59,899,423</u></u>

VISION

People in our region will be their healthiest during every stage of their lives and our communities will thrive.

MISSION

In partnership, we enable every person and community in our region to achieve and maintain their full health and well-being potential through our relentless commitment to quality, experience and affordability.

bellin.org

bellinhealth



Official Healthcare Partner of
the Green Bay Packers

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