2015 Community Benefits Report
Our Contributions to the Communities We Serve
Growing Stronger and Healthier

Since 1907, when Dr. Julius Bellin first converted a Green Bay house into a small hospital, Bellin Health has kept its focus on providing outstanding, affordable healthcare. We've been able to do that with a level of quality that has allowed us to play an important role in the health and wellbeing of families for generations.

Today, Bellin Health remains a community-owned, not-for-profit organization dedicated to carrying forth his legacy, while guided by a simple, fundamental question: Is this the right thing to do for our community and those we serve?

Since that beginning more than 100 years ago, Bellin Health has experienced significant growth while maintaining our commitment to the individuals and families we serve. We believe the people in the communities we serve can be the healthiest in the nation. To that end, we work closely with the communities, employers, schools and government officials to help guide people in the lifelong journey to optimal health, while providing the compassionate, safe, reliable and cost-effective care they deserve.

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

Bellin Health is proud to continue to lead the way by doing what is right for those we serve throughout Northeast Wisconsin and Upper Michigan.

George Kerwin
President & CEO
Bellin Health
The people in our region will be the healthiest in the nation, resulting in improved vitality and economic wellbeing in the communities we serve. It’s that vision that drives Bellin Health to actively seek to engage individuals within the community through subsidized programs and services that address areas of need.

Free health information, screenings and a 24/7 community health line are among the offerings the Green Bay-based health system utilizes to reach and assist members of the community. The health system also is a founding partner of Unity Hospice and has taken a substantial role in a number of community initiatives charged with improving oral health, promoting the availability of healthy foods, and combating alcohol and drug abuse.

In 2015, Bellin Health added a large pink vehicle that resembles an RV to its services. The unit includes high-tech mammography equipment and bone densitometry equipment to detect osteoporosis.

“Our service area of the state has a high incidence of breast cancer, when compared to other parts of the country,” said Jody Wilmet, vice president of Oncology and Diagnostic Services.

“Part of the reason for this is that women in rural areas are screened less frequently and may be diagnosed at advanced stages of breast cancer. We can now travel to underserved areas in our region to make mammograms more accessible in rural areas.”

The goal is to perform more than 4,600 mammograms a year with the mobile mammography unit.

In addition to the mobile mammography unit, Bellin Health provides quality care through many other services and programs, including:

- The Algoma Community Wellness Center at Algoma High School – a partnership between Bellin Health and the Algoma School District
- Working with Unity Hospice to present two free public events for National Healthcare Decisions Day, focusing on advance care plans
- A partnership with the Green Bay Police Department and the U.S. Drug Enforcement Administration to conduct a drive-through, drop-off event to collect unused medication
Bellin Health is committed to ongoing education to help inspire staff development and innovative approaches to advance healthcare services.

The continuing medical education offerings include a cardiovascular series for staff; student mentoring, internships and fellowships; support of physician and medical students; nursing staff learning sessions; and continued education for health system leaders and administrators.

"Assessing and caring for a child in an emergency situation is much different than for an adult," says Dawn Alberts, a pediatric unit nursing educator at Bellin. “The size of the child is just one of several important factors to consider during the assessment and treatment of a pediatric patient.”

The PALS course at Bellin Health is intended for all healthcare providers who may respond to emergencies with infants and children, including respiratory, shock and cardiac issues. The ultimate goal is to improve the quality of care provided to seriously ill or injured children, resulting in improved outcomes.

The PALS course takes participants through a systematic approach for assessment, basic life support, effective resuscitation and team dynamics. There are five pediatric nurses at Bellin who teach the PALS course, offering it twice a year for first-time participants and six times each year for certification renewals.

Health professional education plays a critical role in our preparation to meet the needs of the community. The system’s commitment to the support and advancement of Bellin College is another example, as well as Bellin Health’s cooperative efforts with other educational institutions, including the Medical College of Wisconsin, St. Norbert College and the University of Wisconsin – Green Bay.
Bellin Health is committed to providing healthcare at a free or reduced charge to community residents who are unable to pay, medically underserved or uninsured. This includes several innovative programs and joint ventures that support healthcare in areas that would otherwise be underserved.

Bellin Health and the Green Bay Area Public School District have teamed up to create the Bellin Behavioral Health Clinic at the Dr. Rosa Minoka-Hill School. The school on Green Bay’s east side opened in 2014 to serve students with a continuum of learning needs with the goal of returning them to their original school.

A child psychiatrist and a licensed therapist provide behavioral and mental health services at the school-based clinic several times each month.

“This is an opportunity to better assist students and families by providing a more easily accessible service,” said Sharla Baenen, president of Bellin Psychiatric Center. “The clinic is available to Minoka-Hill School students to help them make the transition back to their home school.”

Bellin Health and the Green Bay district have a long history of partnering, including athletic training services, health and wellness programs for teachers and staff and the Thrive! program, which promotes healthy habits for elementary and middle school students and families.

In addition to the Bellin Behavioral Health Clinic at Dr. Rosa Minoka-Hill School, Bellin Health is also a partner with the Altrusa House, a 12-bed “home away from home” for patients and families who need to stay overnight during a medical emergency. Bellin Health has also established the Community Care Program to help those who need financial assistance to pay for their services.
FINANCIAL & IN-KIND CONTRIBUTIONS

Community Partnership for Children

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 and families, sponsorships and medical coverage for numerous community events, free and subsidized fitness activities, and more.

As an active participant in and contributor to the Community Partnership for Children (CPC), coordinated by the Brown County United Way, Bellin helps to ensure all children in our community are safe and healthy. Bellin Hospital was the first hospital in Green Bay to partner with the CPC to perform Welcome Baby Visits to determine if new parents have the resources they need to provide a safe and nurturing environment for their newborn.

The program also features:

- A parenting newsletter, resource guides and growth charts for parents with newborns
- Follow-up assistance and coordinated, direct referrals to community resources
- Voluntary in-home visits, parenting support classes, structured playgroups and wraparound services

In September 2015, more than 1,200 participants took part in the inaugural Bellin Women’s Half Marathon. The event generated $25,000 which was donated to the Women’s Fund of Greater Green Bay.

The 39th annual Bellin Run also included two charity events, with proceeds supporting myTEAM TRIUMPH and Thrive! The Run with Greatness Charity Fun Run provided an opportunity to run alongside many of the elite athletes and iconic runners taking part in the annual 10K. Legendary runners Meb Keflezighi and Joan Benoit Samuelson also shared their stories during the Bellin Run Charity Luncheon later that day.

Bellin also spearheaded the expansion of Project SEARCH in conjunction with HSHS St. Vincent Hospital. The training and education program for students with intellectual disabilities had seven students in the first class.
Bellin Health takes its role as the only community-based healthcare system in Green Bay very seriously. That role is played out through numerous time-honored events, as well as inspiring health and wellness by bringing new activities to the region.

New in 2015 was the Steps for Good physical fitness and charitable giving program. Bellin Health and Precision Machine, Inc. of Algoma partnered for the program that tied physical activity to charitable giving.

For a three month period, Precision’s 60 employees wore Fitbit activity trackers to count their steps. Teams earned charitable giving dollars for each step walked. Employees decided to donate to either the Ribbon of Hope breast cancer support program or the Kewaunee County Special Olympics.

The partnership with Bellin also yielded lasting change at Precision, where pre- and post-program survey results showed marked health improvements in exercise, nutrition and sleep for many team members.

Also in 2015, Bellin Health continued its support of the Superbowl of Safety for families interested in learning important lessons about safety; a bike rodeo and free bike helmet giveaway at Lambeau Field, focusing on improving bicycling safety for youngsters; and launched the first Bellin Women’s Half Marathon, a community event focused on women’s health.
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.

www.bellin.org

BELLIN HEALTH
Community Benefit Report
For the period October 1, 2014 – September 30, 2015

| Subsidized Health Services | $ 29,147,210 |
| Community Health Services  | 3,172,772    |
| Community Building Activities | 1,564,472   |
| Health Professional Education | 2,059,246   |
| Financial & In-Kind Services | 1,392,236   |
| **Total**                  | **$ 37,335,936** |

www.bellin.org