

# OUR CONTRIBUTIONS TO THE COMMUNITIES WE SERVE

Welcome to *bellin*health



# SERVING AND GROWING

## **Bellin Health's Promise to the Communities We Serve**

For more than a century, Bellin Health's steadfast commitment to our patients has been matched by an unyielding commitment to community. It's in the outreach we provide, the healthy events we present, and in the individual and collective efforts of our incredible people and teams.

Recently we redoubled that commitment by joining with a like-minded partner that will make both of us stronger as we navigate the future together. In late 2022, Bellin completed a merger of equals with La Crosse-based Gundersen Health System, providing access to more resources and a broader network of services for the patients and communities we serve. Together, we are committed to a future of healthy people and thriving communities — and we couldn't ask for a better partner in fulfilling this goal.

This year's Community Benefits Report highlights just a few of the ways in which Bellin demonstrates our commitment to community. From fun and easy drive-through vaccinations to subsidized care in local clinics, a brand-new community event and more, we aim to relentlessly care, learn and innovate for the benefit of all those we serve. Joining with Gundersen will allow us to do even more for our people and communities in the years to come — without changing the exceptional close-to-home care our patients have come to know and trust.

The future is bright, and our commitment to community is as strong as ever. Working together, we can create a healthier, more vibrant future for us all.

**bell***in* your community



A handwritten signature in black ink that reads "Chris Woleske". The script is fluid and cursive.

Chris Woleske  
EVP, Bellin and Gundersen Health System  
President, Bellin Region

# SUBSIDIZED HEALTH SERVICES

## Bellin Gives Back to the N.E.W. Community Clinic

A decades-old partnership continues to endure and evolve as Bellin Health and the N.E.W. Community Clinic (NEWCC) work together for the benefit of the patients and communities they serve.

The health system and clinic first came together in the 1970s, when NEWCC was known as the Green Bay Area Free Clinic, said N.E.W. Community Clinic CEO Kim Franzen.

“Our relationship with Bellin Health is steeped in history and is as important as ever today, as we continue to work together to address socioeconomic barriers and provide a continuum of healthcare services,” Franzen said. “This multifaceted partnership has grown and changed over the years, but our collective commitment to patients and community has never wavered.”

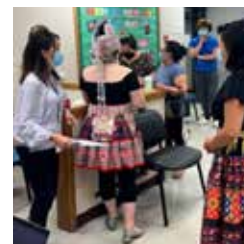
Here is a look at some of the ways Bellin and the N.E.W. Community Clinic work together:

### Physician Volunteers

Bellin Health’s Dr. Cynthia Lasecki has volunteered at NEWCC for more than 20 years, bringing her Family Medicine expertise to the patients she serves there.

“As a physician, it’s important to give back to the community, and this is one great way to do that,” Lasecki said. “The N.E.W. Community Clinic provides incredibly important care to a traditionally underserved population, and I am grateful I can contribute to the fantastic work they do.”

NEWCC’s mission is to provide access to comprehensive, quality and compassionate healthcare to underserved community members — regardless of ability to pay. The clinic provides access to comprehensive primary and preventative health medical services, behavioral health services



including psychiatry, primary dental services and case management services. In 2022, NEWCC served more than 4,700 patients in its medical, dental and behavioral health clinics, accounting for more than 14,000 patient visits. The Women, Infants and Children (WIC) program provides nutritional support to women and young children at the clinic, and in 2022 served an additional 4,600-plus clients.

### After-Hours Telehealth Support

For the past decade or so, Bellin’s Telehealth team has provided after-hours phone support for NEWCC, ensuring patients who call when the clinic isn’t open receive a prompt and helpful response. In 2022, that averaged out to over 130 calls a month, a valuable in-kind contribution that ensures patient needs are met any time of day.

### Lab Services and More

Bellin has joined with two fellow Green Bay hospitals to provide no-cost lab services on a rotating basis. Every third month, Bellin provides these services so the N.E.W. Community Clinic’s patients don’t see a charge. This is a huge benefit that helps keep care affordable, Franzen said.

And when NEWCC implemented the Epic electronic health records system in 2015, Bellin was there to assist as a partner, helping with start-up costs and providing expertise. Having Epic provides continuity of care for NEWCC patients not just at Bellin, but also at other health systems that use the platform.

“We look forward to continuing to grow in our partnership with Bellin,” Franzen said. “Working together, we can make a difference for even more members of our awesome community.”

# COMMUNITY HEALTH SERVICES

## Drive-Thru Clinics, Boo the Flu Make Flu Shot Season Easy and Fun

As health experts warned of a severe flu season in 2022, Bellin Health created quick and fun ways for the communities it serves to get vaccinated against influenza. A combination of drive-thru and walk-in clinics opened throughout Northeast Wisconsin and the Upper Peninsula of Michigan, creating convenient and effective ways to get community members vaccinated.

Those who have had the flu know the misery it causes, as the virus weakens the immune system and can persist for days and sometimes weeks. Getting vaccinated against influenza has become more important than ever, with somewhere between five and 20 percent of the country's population getting infected. The best defense against the flu is the influenza vaccine, more commonly known as the flu shot, and Bellin works to ensure its communities have quick and easy ways to receive one.

To make these flu shot visits a more welcoming experience, clinics throughout the Bellin Health system held Boo the Flu drive-thru clinic dates. During these times, Bellin staff and team members dressed up in costumes, handed out treats and took part in Halloween festivities.

Bellin College, Marinette and Daggett all hosted Boo the Flu events, offering the same convenient drive-thru influenza vaccination, while also giving the patients a little entertainment to help scare away the flu season.

Given its success and popularity, Bellin will continue to include drive-up options and extended flu clinic hours to make it easy for community members to get vaccinated. In addition to clinics and primary care scheduling options, individuals can also visit Bellin's Fastlane drive-thru site for the quickest and most convenient way to get their flu shot.



Community members can also visit either of the two Bellin Health FastCare clinics seven days a week as a walk-in.

With a total of 10 communities holding drive-thru clinics throughout the region in 2022, Bellin has indeed made the flu shot an annual treat for its patients.



# HEALTH PROFESSIONAL EDUCATION

## Healthcare Academy Partnership Prepares Medical Professionals of Tomorrow

Green Bay-area high school students are exploring future careers while helping address the healthcare workforce shortage thanks to an innovative partnership between Bellin Health, Bellin College and two local school districts.



The Healthcare Academy program allows high school students, most of whom begin as sophomores, to earn up to 42 college credits at a reduced cost while receiving classroom and hands-on instruction that could pave the way for their future careers. At the same time, the program allows Bellin Health to develop promising young students into the healthcare professionals of tomorrow.

“This program is a win for the students, for the school district they attend, for Bellin College and for Bellin Health,” said Bellin Health Sports Medicine & Orthopedics Outreach Programs Director Phil Schaible. “The Healthcare Academy allows young people to explore various healthcare careers generally, or to hone in on a particular area of interest that is relevant to their future career. They can even train as Certified Nursing Assistants (CNAs) as part of the program.”

The program launched in fall 2022 with a cohort of 39 students from Luxemburg-Casco and Denmark high schools. It quickly grew to include more than 200 students from 11 schools for Fall 2023, and has the potential to grow even further, said Chad Dall, Bellin College Director of Outreach and Engagement.

“The intent of the Healthcare Academy is to help high school students find their passion in healthcare while providing a solid foundation of theory coursework and hands-on experiences,” Dall said. “There is a whole spectrum of careers in healthcare, and with the help of healthcare professionals, we can provide meaningful mentorships and job shadow opportunities to help solidify students’ interest in this field.”

One of those professionals is Dr. Derek Vaughn, a Bellin Health orthopedic surgeon specializing in hand, wrist and elbow. Vaughn presented during one of the Healthcare Academy’s symposium days, which both present information about healthcare careers generally and spotlight a particular area of medicine.

“It’s exciting to see the enthusiasm of these students, some of whom will become the healthcare professionals of tomorrow,” Vaughn said. “It’s gratifying to help bolster their interest, answer their questions and help address the healthcare workforce challenges faced both locally and nationwide. I wanted to share my simple story. I was just like them and today I am an orthopedic surgeon. I want them to know with hard work and a plan, they can achieve anything.”

For more information, please contact Chad Dall (Bellin College) at (920) 433-6691 or Phil Schaible (Bellin Health) at (920) 430-4894.

# FINANCIAL & IN-KIND CONTRIBUTIONS

## **The Bellin Love Giving Program: Spreading Love and Support in the Community**

The Bellin Love Giving Program, formerly known as the Employee Sharing Program, has become a beloved tradition at Bellin Health. This annual campaign, hosted by The Bellin Health Foundation, brings together employees from all departments and levels to give back in a meaningful way. In 2022, the program reached new heights with a record-breaking fundraising total of \$228,183.

The theme of the campaign was “Show Your #BellinLove,” and employees certainly lived up to it. With an impressive 27 percent participation rate, it was evident that the Bellin Health staff is passionate about making a difference and supporting the causes that matter most to them.

One of the unique aspects of the Bellin Love Giving Program is that participants have the opportunity to designate their gifts to a specific area. This allows employees to support programs, services, patients, staff members or initiatives that resonate with them. By giving employees a choice, the program fosters a sense of ownership and enables staff members to contribute in a way that aligns with their values.

Vice President of The Bellin Health Foundation, Molly Vandervest, expressed her gratitude and admiration for Bellin employees, stating, “We are immensely proud of our incredible staff for their participation and unwavering commitment to Bellin’s mission. Their overwhelming support for the Bellin Love Giving Program demonstrates their extraordinary dedication and compassion. Together, we are making a tangible impact on the lives of our patients, fellow employees and the communities we serve.”

The funds raised through the Bellin Love Giving Program continue to make a significant impact on the patients and communities Bellin serves.

Whether it’s through improved access to vital healthcare services, investments in innovative technology or support of outreach programs, every dollar contributed is strategically utilized to improve the overall quality of care provided by Bellin Health. And the success of the Bellin Love Giving Program extends far beyond the financial contributions made.



The program cultivates a sense of unity and camaraderie among employees, reinforcing the notion that Bellin Health is not just comprised of individuals working together, but rather a family that supports one another. This shared commitment to giving back creates a positive and uplifting work environment, enhancing the overall patient experience and building stronger connections throughout the region. It also speaks to the supportive, philanthropic culture of Bellin Health, where employees proudly care for their communities and invest in the health and wellness of the people they serve.

Through this program, Bellin Health employees are making a profound difference, proving that together, they can achieve incredible outcomes.

# COMMUNITY BUILDING ACTIVITIES

## Bellin Health Leads Marinette Community Toward Heart-Healthy Future

The inaugural Marinette 5K Heart Run/Walk, hosted by Bellin Health, proved to be an outstanding testament to the power of a community coming together in honor of health and wellness. With a passionate commitment to fostering healthier lives, Bellin Health leveraged this event as a catalyst for community building and empowering hearts across the region.



The Marinette 5K Heart Run/Walk was organized with the mission of raising awareness about heart health and encouraging community members of Marinette to prioritize their well-being. The



event succeeded in this mission and created a sense of togetherness among participants and supporters.

An impressive turnout of over 500 participants, consisting of community residents, families, friends and Bellin employees, took to the streets of Marinette with a shared goal – the pursuit of a healthier self. Participants embraced this new and exciting challenge, engaged in friendly competition and celebrated their journey together toward heart-healthy living.

The event was made possible through the collaborative efforts of Bellin Health and numerous local partners who believe in the power of cultivating a united community through wellness initiatives. The Marinette 5K Heart Run/Walk showcased Bellin Health's commitment to not only delivering quality healthcare services but also actively contributing to the overall well-being of the communities it serves.

**“This event represents much more than a successful 5K run/walk,” said Brian Clevon, Marinette 5K Heart Run/Walk Race Director. “It symbolizes the spirit of unity and shared commitment to wellness that defines our community. Witnessing the heartfelt support and participation from individuals of all backgrounds was truly inspiring. We are proud to have hosted this event and look forward to enriching the lives of our participants for years to come.”**

The positive impact of the Marinette 5K Heart Run/Walk extended far beyond the finish line. It offered a platform for engaging conversations surrounding heart health, fostering personal connections and creating opportunities for individuals to form lasting friendships within their community.

As Bellin Health remains steadfast in its dedication to community well-being, the inaugural Marinette 5K Heart Run/Walk served as a testament to the transformative power of community engagement and the importance of prioritizing heart health.

# COMMUNITY BENEFITS REPORT

**For the Period October 1, 2021 - September 30, 2022**

Subsidized Health Services	\$ 55,491,950
Health Professional Education	7,180,738
Community Health Services	5,280,110
Financial & In-Kind Services	1,949,441
Community Building Activities	595,096
<b>Total</b>	<b><u><u>\$ 70,497,334</u></u></b>

**bellinhealth**



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

## VISION

(Our Aspiration)

Leading with love, we courageously commit to a future of healthy people and thriving communities.

## MISSION

(Our Purpose)

Together, we inspire your best life by relentlessly caring, learning and innovating.

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