

2023 COMMUNITY BENEFITS REPORT

**Our
Contributions to
the Communities
We Serve**

bellinhealth

OUR NEXT CHAPTER:

Amplifying Empathy for the Communities We Serve

For more than a century, Bellin Health has been known for our steadfast commitment to the patients and communities we serve. In late 2022, we redoubled that commitment when we 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 benefit of everyone in our care. Earlier this year, we took that commitment one step further when we announced that Bellin and Gundersen Health System is becoming **Emplify Health**.

Drawn from “empathy” (feeling aware of another’s emotions) and “amplify” (to increase), Emplify is a new word created to reflect a united goal of increasing access, creating a culture of empathy and enhancing population health outcomes for the patients and communities we serve. Our new name and brand build upon the enduring legacies of Bellin Health and Gundersen Health System while allowing us to align our teams and resources to provide the best possible care and experience for our patients and communities. Our full migration to Emplify Health will take time, but rest assured, the quality patient care and commitment to community you’ve come to expect aren’t changing. We’ve been here for you, and we’ll continue to be here for you — stronger together.

This year’s Community Benefits Report spotlights some of the many ways in which we serve the communities we love. From providing monetary and in-kind support to combat domestic violence to partnering with the Green Bay Packers to provide life-saving AEDs and training, we’re amplifying empathy where we and our patients live, work and play. We invite you to take a look — and to join us on our journey to becoming Emplify Health.



Sincerely,

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

Chris Woleske
EVP, Emplify Health
President, Bellin Region

SUBSIDIZED HEALTH SERVICES

N.E.W. Community Clinic Partnership with Bellin Health, College a P.T. Success

A unique collaboration between Bellin Health, Bellin College and the N.E.W. Community Clinic is providing reduced-cost Physical Therapy services for those in need in Northeast Wisconsin.

Staffed by licensed Bellin Health Physical Therapists and Bellin College faculty and students, the service fills a community need while allowing the next generation of physical therapists to receive hands-on training.

This clinic provides care and treatment for common musculoskeletal conditions for the underserved and uninsured, including joint aches and pains, back and neck pain, along with dizziness and balance conditions. The clinic has already served more than 300 patients, thanks to the nearly 20 therapists volunteering their own time for these services.

“We are excited to be offering this innovative partnership that serves the community while providing a terrific hands-on learning opportunity for the Physical Therapists of tomorrow,” said Seugnet DeBauche, Bellin Health Team Leader for Physical Therapy Services. “Left untreated, musculoskeletal issues can impact every area of an individual’s life, from physical and mental health to the ability to work and interact meaningfully with one’s family.”

In the future, the clinic is hoping to expand its services and hours, identify partnership opportunities with the shelter next door, explore fundraising opportunities to continue to provide supplies and needed equipment, and showcase the service statewide through the Physical Therapy Professional Association.



“We are so pleased to partner with Bellin Health and Bellin College for this fantastic program, bringing much-needed Physical Therapy services to the population we serve,” said N.E.W. Community Clinic CEO Kim Franzen. “We thank them for their partnership, and we are excited to keep this program a continued success.”

More information on this clinic can be found on newcc.health/

COMMUNITY HEALTH SERVICES

Bellin Health's Fight Against Period Poverty

At Bellin Health, the importance of addressing period poverty is not taken lightly. Recognizing the significant impact lack of access to menstrual products can have on the well-being of young girls in our communities, a dedicated team of 35 employees from Bellin Health Oconto Hospital and surrounding Bellin Health clinics spearheaded the second annual "NO GIRL WITHOUT." hygiene drive.

National statistics reveal 25 percent of female students do not have adequate hygiene products for their menses. This startling reality prompted the launch of the NO GIRL WITHOUT. campaign in 2022, with a goal of providing period products to 25 percent of the local teenage girl population. The overwhelming success of the campaign inspired the team to continue its efforts annually.

“We are committed to equally dividing all of the donations among the participating counties,” said Bellin Health Clinical Lab Assistant Cheryl Risner. “Feminine hygiene products are a need, not a want.”

Throughout the month of October, volunteers placed collection boxes at 79 locations in Marinette, Menominee, Oconto and Forest counties in Wisconsin and Menominee County, Mich. The response from the community was robust, with a total of 3,172 assorted products collected, including shampoos, body wash and other miscellaneous hygiene items. Of those, 1,005 were specifically for period poverty.

The impact of period poverty on teens can lead to a host of physical and emotional challenges, ranging from depression and anxiety to infections and school truancy. By providing essential menstrual products, the NO GIRL WITHOUT. team aims to create happier, healthier and more secure students.

The 2023 campaign saw donations to schools, shelters and food pantries in the five counties. The generosity of the community surpassed expectations, with an additional \$950 in monetary donations used to purchase additional period products.



Looking ahead, Bellin Health is exploring the possibility of expanding the initiative region-wide to assist even more counties in Northeast Wisconsin and Michigan's Upper Peninsula. Plans are in place to continue collecting donations year-round at Bellin Health Oconto Hospital and online through the Bellin Health website.

As the NO GIRL WITHOUT. team forges ahead, its commitment to breaking the cycle of period poverty remains unwavering. Through grants and donations, they are working toward providing reusable containers and purchasing washable, reusable period panties and sanitary pads for future drives, ensuring sustainability and impact for years to come.

The fight against period poverty is far from over, but with the support of the community and dedicated individuals at Bellin Health, the future looks brighter for young girls in need.

HEALTH PROFESSIONAL EDUCATION

Bellin Health Teams Up with Packers to Provide Lifesaving Equipment, Education

In a city that lives and breathes football, the cardiac emergency experienced by Damar Hamlin of the Buffalo Bills sent shockwaves through the community. But from this frightening event emerged a collaboration between the Green Bay Packers and Bellin Health, fueled by a shared responsibility to take action in the face of cardiac emergencies that can happen anywhere, at any time.

At a January 2023 press conference held in the Lambeau Field Atrium, Packers President and CEO Mark Murphy expressed the team’s dedication to advancing community health, stating, “Damar’s injury reminds us that cardiac emergencies occur each day throughout the country and our region. We’re proud to work with Bellin Health to equip more athletic facilities and organizations with AEDs, as well as the tools and skills they need to save a life.”

Bellin Region President Chris Woleske echoed this sentiment, expressing gratitude for the Packers’ generous donation and emphasizing the life-saving impact of access to AEDs and education on how to respond to a cardiac emergency.

The Packers donated \$100,000 toward the distribution of 80 Automated External Defibrillators (AEDs) to schools and sports facilities in need across Wisconsin and the Upper Peninsula of Michigan. Bellin Health took charge of conducting thorough training sessions for each AED recipient, ensuring multiple representatives within each organization were equipped with the knowledge and skills needed to properly use CPR and AEDs. The health system also has implemented a process for annual equipment checks to guarantee the AEDs are functioning properly moving forward.

Bellin and the Packers collaborated to identify organizations with the greatest need for AEDs, many of which did not have access to this critical life-saving equipment. Recipients of the AEDs were located an average of more than nine miles away from the nearest healthcare facility, underscoring the important role these devices play in providing immediate care in emergency situations.

The impact of this collaborative effort did not stop at the AED distribution, as Bellin and the Packers also spearheaded hands-only CPR training events to empower community members with life-saving skills. These various training opportunities were offered at a number of community events, including Packers training camp.

As the Packers and Bellin Health continue their efforts to expand access to AEDs and CPR training, their partnership serves as a testament to the impact of community commitment. In a world where every second counts, their dedication has proven to be a game-changer in the realm of public health.



FINANCIAL & IN-KIND CONTRIBUTIONS

Partnering to Take a Stand Against Domestic Violence

Domestic violence is a persistent yet often overlooked and deeply problematic reality in our communities. It knows no age, race or socioeconomic boundaries, and it can affect anyone — female, male or non-binary. As a healthcare system, Bellin Health wants everyone to be able to achieve their full health and well-being potential at every stage of their lives — and this simply isn't possible when their personal safety is under threat.

It's against this backdrop that Bellin Health has continued to enhance its proud support of Green Bay's Golden House domestic abuse program and shelter and the communitywide Be Safe campaign. Be Safe seeks to reach those dealing with domestic violence by offering a free, local resource — an easy-to-remember phone number to call or click when someone needs help. All calls go to Golden House, which connects callers with the resources and assistance they need to be safe.

Since Be Safe launched in Fall 2022, Bellin has supported the program through committee collaboration, social media messaging and sharing the campaign as its “message of the month” on approximately 350 clinic doors at its Wisconsin locations. As Be Safe celebrated its one-year anniversary, Bellin announced a \$10,000 gift to further support the campaign and the difference it is making in Northeast Wisconsin.

Also in 2023, Bellin was privileged to get to know the Golden House team better as it welcomed their outreach offices to the main hospital campus in Green Bay. This was a temporary accommodation while construction of the new Golden House facility was underway. Golden House served more than 2,000 clients as a result of being in the Bellin location and having the health system's support, said Golden House Development Director Dina Borremans.



“They kind of became part of Golden House’s mission — who we are, what we do,” Borremans said. “Folks from their team made contributions to us, financial and in-kind, which really go a long way in supporting our work.”

It's all part of an ongoing tradition of support for patients and communities alike, said Bellin Region President Chris Woleske.

“Working together with Golden House, the Be Safe campaign and an incredible team of fellow community partners, we know we can make this a safer, healthier community in which to work, live and play,” Woleske said. “We look forward to continuing our support of this incredibly important program and campaign.”

COMMUNITY BUILDING ACTIVITIES

Free Community Training Runs Promote Physical Fitness, Social Connection

Stop by Bellin Health's Tiletown clinic most Wednesday evenings, and you'll be met by a familiar site: runners and walkers of all ages and abilities warming up and heading out to traverse the suburban streets of Ashwaubenon. If you're more of an early bird, you'll find much the same on Saturday mornings from July through September, with female runners taking it to the streets in the name of wellness, training — and of course, fun.

Some of these runners are Bellin patients; many are not. And yet the health system continues to offer free training runs to all comers for the Bellin Run in June, the Bellin Women's Half Marathon in October, and all other events in the Tiletown Wellness Race Series, a fun, participation-based lineup of 10 run/walk events that runs from late March through Thanksgiving Day.



“Our free training run events are the perfect opportunity for runners of all levels to come together in a fun, welcoming environment and experience the camaraderie of group training,” said Linda Maxwell, Race Director of the Bellin Women's Half Marathon & 5K. “We see runners grow in their confidence, rely on each other when the miles get

long and form lasting friendships. And our team of Bellin running experts is on hand to provide important information about everything from training plans to nutrition and injury prevention.”

The training runs' location, Bellin Health Tiletown, offers another advantage for participants — a free walk-in orthopedic injury clinic that can help determine options for dealing with a sore knee or cranky ankle.

“Bellin wants to ensure our participants are well-supported in their training, from the physical aspect of going the distance to the comfort level of knowing you belong,” Maxwell said. “We invite everyone to give us a try, no matter what their running goal may be.”

Training run details and other information are available at bellinrun.com and bellinwomenshalf.com.

COMMUNITY BENEFITS REPORT

For the Period Oct. 1, 2022 - Sept. 30, 2023

Subsidized Health Services	\$53,110,845
Health Professional Education	7,074,123
Community Health Services	5,171,390
Financial & In-Kind Services	2,318,856
Community Building Activities	810,708
Total	<u><u>\$68,485,921</u></u>

bellinhealth



Official Healthcare Provider of
the Green Bay Packers

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bellin.org

Our Purpose

Mission

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

Our Aspiration

Vision

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

Our Spirit

Values

Belonging, Respect,
Excellence, Accountability,
Teamwork, Humility.