

2024 Community Benefits Report

Our Contributions to the Communities We Serve



Our Patients, Our Communities: Doing More for Those We Serve

In presenting last year's Community Benefits Report, we shared the news that Bellin and Gundersen Health System — the new company formed by our 2022 merger of equals — was becoming Emplify Health. A new word drawn from “empathy” and “amplify,” Emplify Health embodies the spirit of who we are as a health system — and who we will continue to be in the years and decades to come.

Perhaps nowhere is this spirit more evident than in the work we do for our patients and communities outside the hospital and clinic walls. We see it in our volunteers, our community events, and in the many ways, great and small, we go the extra mile to amplify empathy for those we serve.

The past few years, I have been privileged to get to know the Bellin Region of Emplify Health in new and exciting ways as I split my time between Green Bay and La Crosse. I've toed the start line with a few thousand of my closest friends during the annual Bellin Run, chatted with patients of all ages inside the hospital walls, and discovered countless accounts of how the work we do makes a difference. I hear great stories, along with ways we can improve — and I am proud to see team members at all levels who are committed to making the patient and community experience the very best it can be.

This year's Community Benefits Report looks at just some of the ways we show up for those we are privileged to serve. From tackling community mental health needs with the Green Bay Packers to providing much-needed patient financial support and encouraging a lifetime of healthy habits for our youngest local triathletes, we're grateful to be able to give back. We hope you enjoy this snapshot of our community benefits work as we continue our journey as Emplify Health.



Sincerely,

A handwritten signature in black ink, appearing to read 'Scott Rathgaber'.

Scott Rathgaber, MD
CEO, Emplify Health

Subsidized Health Services

Patient Assistance Funds Aid Those in Need

A patient's healthcare journey can be stressful, especially when an unexpected or frightening diagnosis occurs. And when financial concerns are part of the picture, it's even worse — for a patient and their loved ones.

To help alleviate those concerns, Emplify Health by Bellin supports patients through multiple Patient Assistance Funds that provide direct support across its 12-county service area in Northeast Wisconsin and the Upper Peninsula of Michigan. There's the general Patient Assistance Fund, the largest of the funds that is used most broadly, as well as a number of smaller funds assisting patients in areas including oncology, neurology and home health.

"As providers, it's difficult to recognize if the patient has financial needs," said Emplify Health by Bellin Advance Practice Nurse Practitioner Melissa McCadden. "Can they afford what I'm recommending? Can they afford the visit follow-ups? To have the Patient Assistance Fund, and access to it, eliminates the barriers that some patients have."

Patient Assistance Funds can be used for needs including transportation, medical equipment and medications, as well as more basic life needs such as support in moving from an unsafe situation or assistance obtaining adequate food or clothing.

"It's something we can all relate to, regardless of what our department or specialty is," said Emplify Health by Bellin Orthopedic Surgeon Dr. Steven Goldberg. "It really all comes down to, all of us are here to take care of patients."

Emplify Health By Bellin's Patient Assistance Funds are administered by The Bellin Health Foundation and supported by employee and community donors. The funds can make all the difference for patients and care teams, said Case Manager Nicole Albrecht.

“ It's a small gesture for us to be able to show patients that we see them, we hear them and that we can help. ”

For more information on The Bellin Health Foundation and its Patient Assistance Funds, or to make a donation, visit bellin.org/bellin_foundation.



Community Health Services

Mental Health Film Room

In sports, the “film room” is reserved for reviewing past games or practices to evaluate where to improve or adjust. It’s that concept that led Emplify Health by Bellin and the Green Bay Packers to team up and create a new version that focuses on how we can take charge of our mental health and change how we address challenges and barriers.

The Mental Health Film Room welcomed parents, teens, school social workers and counselors to the Johnsonville Tailgate Village at Lambeau Field for a documentary film screening followed by a panel discussion with Emplify Health by Bellin and Packers experts. The film, “LIKE – Are you using technology or is it using you?,” focuses on the impact social media and technology have on the brain and learning for kids and teens. This film helped build a starting point for children and adults alike to reflect on their relationship with technology.

“ Social media and technology use in general have a huge impact on how our children learn and process their emotions,” said Bellin Psychiatric Center Ambulatory Clinical Services and Business Development Director Marilou Counard. “This event provided a space for our children and their parents and support systems to be in one room to have open and honest conversations while breaking down barriers to get the help they need. ”

Event attendees gained valuable insights including how to facilitate conversations surrounding mental health at home and school. Discussions were emceed by WBAY Channel 2 morning anchor Aisha Morales, with insights and feedback from Bellin Psychiatric Center’s Dr. Tiffany Born and Dr. Chaz Johnson, as well as the Packers’ Dr. Chris Carr and running back Patrick Taylor.

Event participants were able to meet with panelists for one-on-one conversations after the film and panel, further fostering the movement of open and honest mental health discussions.



Health Professional Education

Supporting Stroke Survivors Through Education, Empowerment

Emplify Health by Bellin believes in the power of community when it comes to those who've suffered – and survived – a stroke. That's why each year, it sponsors various events in the Green Bay area aimed at bringing together those who've had a stroke and educating people about how to reduce the risk of it happening to them.

One of those gatherings is the Community Stroke Day, which takes place every fall. It's a chance for stroke survivors and their caregivers to connect with one another during a daylong event. It offers the opportunity to learn more about stroke and take part in fun, relaxing activities while meeting old and new friends from across the region who share this common bond.

The day is sponsored by several local healthcare systems, which is unusual. But it just goes to show how strongly this area believes in doing all it can to support stroke survivors and their families.

Other popular activities include the Stroke Support Group and Stroke Survivor Bike Events. These monthly bike rides take place along the Fox River in De Pere, and they're led by volunteers from Emplify Health by Bellin. On the third Wednesday of the month from May through October, riders gather for a time of camaraderie before setting off for an afternoon ride at a distance of their choosing.

One participant, Rob Bocik, says the rides gave him back his sense of freedom following his stroke, which left him unable to drive. It also gave Rob the chance to meet others who know what he's going through.

"Rob was always a very quiet, shy person," says his wife, Vicky. "He talks now more than he did before. He's kind of come out of his shell a little more."

Other events include Stroke Survivor Group Bowling, the Stroke Recovery Walk, a COVID Stroke Event program and various stroke support groups.

“Working together, we’re helping those who have had a stroke not just survive, but thrive,” said Emplify Health by Bellin Stroke Support Group Coordinator Debra Sanchez. “It’s about education, empowerment, socialization — and plenty of fun.”



Financial & In-Kind Contributions

Teaming Up for Packers Concessions, Community Contributions

For the second time last season, employees at Emplify Health by Bellin teamed up with the Green Bay Packers to serve up hot food, cold beverages and lots of fun at Lambeau Field.

Thanks to their long-standing partnership with the Pack, Emplify Health teams enjoyed another year of volunteering at the Bellin Health Grill and Miller Lite Express concession stands at games throughout the year. Because of their hard work and generosity with their time, Emplify Health by Bellin departments raised a total of \$15,201, which benefited health system programs or area non-profit organizations.

In all, 85 volunteers worked a total of 10 games, plus Packers Family Night, sponsored by Emplify Health by Bellin. The season was punctuated by the final home game of the season against the Bears, where the Marinette Pharmacy/Cancer Team raised a whopping \$2,000!

Of the total, \$13,400 went to Bellin programs such as the Robert Fry Fund, the Patient Assistance Fund, the Oncology Patient Assistance Fund, Nursing Recognition and the Pediatric Fund. Community organizations that benefited include the Bay Area Humane Society and HopeChat Peer-to-Peer Recovery.

What made this opportunity even more special was the participation by Emplify Health by Bellin employees from a variety of departments and locations, including Nursing Leadership; Pediatrics; Patient Registration; BMH Periop; Case Management; Marinette Pharmacy and Infusion and Oncology. And it was all made possible thanks to the dedication of co-leads Bud Perrault and Brenda Rehberg.

“Participating in the give back program is important to Emplify Health by Bellin because it reflects who we are as an organization,” says Rehberg. “It goes beyond just community service; it embodies our deep commitment to our values of Belonging, Respect, Excellence, Accountability, Teamwork, and Humility.”



Engaging in the program, she adds, demonstrates that Emplify Health by Bellin employees are not only healthcare providers but also caring members of the communities they serve.

“Giving back allows us to build stronger connections, foster trust and create a positive impact that extends well beyond the walls of our facilities,” she says. “It reinforces our dedication to making a meaningful difference in people’s lives, showing that at Emplify Health by Bellin, everyone matters, and everyone has a role in supporting the health and well-being of our wider community. This commitment strengthens our organization internally and helps us grow as a compassionate, responsible and united team.”

Community Building Activities

Inspiring Kids to be Active While Still Having Fun

Going into its third year, the Emplify Health by Bellin Kids Triathlon provides an outlet for kids in the Northern Region to test out their physical activity skills while having a blast. The event welcomes kids ages 3-14 to swim, bike and run within four courses that are suitable for each age and skill level, ensuring everyone can meet their goals while remembering to have fun.

Organizers of the event, which include Emplify Health team members and many community volunteers, created this event with one goal in mind: encourage kids to build healthy habits and stay active.



“It’s important for kids in our northern communities to not only embrace physical activity and healthy habits, but to actually enjoy it,” said Emplify Health by Bellin Team Leader, Fitness and BHOH Business Operations, Kasey Eisch-Ermis. “When we can show them that being healthy is fun, there is a better chance for them to keep up with those positive habits as they grow.”

Organizers work to ensure every child can take part in the Kids Triathlon, keeping sign-up costs low and providing scholarships for families that may not be able to afford the registration fee. “Everyone, regardless of financial situation, should be able to join and benefit from this great event,” Eisch-Ermis said. The event and its scholarships are made possible by many local businesses, as well as grants provided from the Bond Foundation.

All events are built for age accessibility so any child can swim, bike or run with families, volunteers and the community supporting them through each step.

“There’s nothing like watching these kids achieve their goals, and have fun doing it,” Eisch-Ermis said. “By offering this event, we are working to set the stage for a lifetime of healthy habits, one swim, bike and run at a time.”



Community Benefits Report

For the Period Oct. 1, 2023 - Sept. 30, 2024

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| Subsidized Health Services | \$36,916,262 |
| Health Professional Education | 8,227,735 |
| Community Health Services | 5,710,296 |
| Financial & In-Kind Services | 1,566,660 |
| Community Building Activities | 737,540 |
| Total | \$53,158,493 |



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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.