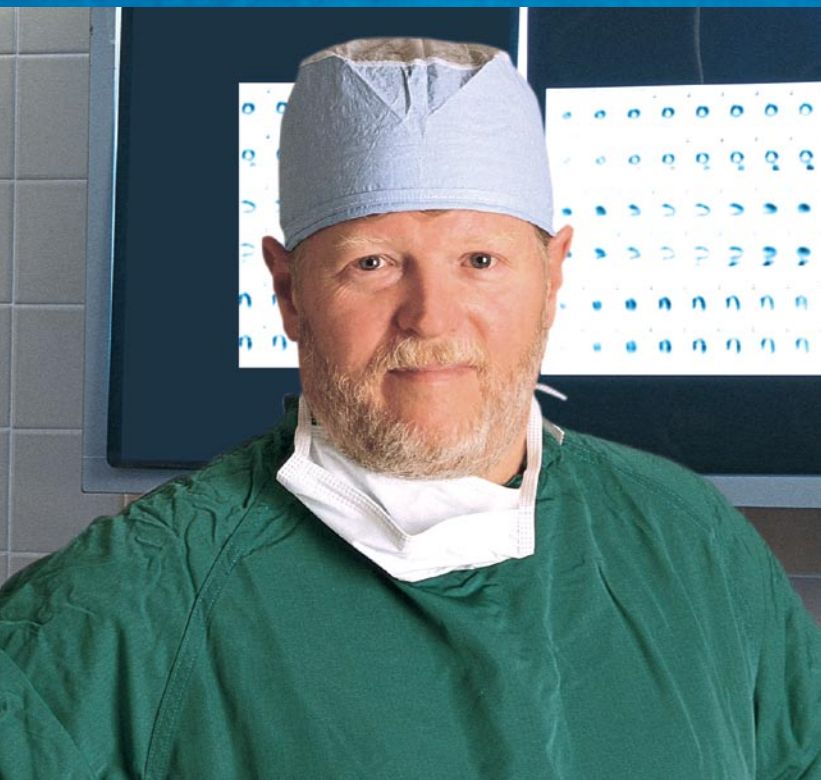


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## 2006 COMMUNITY BENEFIT REPORT



# Improving the Health of Our Community

**Community  
Memorial  
HOSPITAL**

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Froedtert & Community Health

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## IN THE EARLY 1960'S

families moving to the developing communities of northern Waukesha County had no nearby hospital. Business and civic leaders and residents recognized the importance of community-based healthcare services. They led a campaign to raise funds to purchase the land and build the hospital which was named to honor its citizens and recognize local men and women who served our country in the military — Community Memorial Hospital.

## TODAY

Community Memorial is a leading acute care, non-profit regional medical center serving the residents of Waukesha, Washington, Milwaukee and Ozaukee counties. Our mission — to improve quality of life and meet the comprehensive needs of the community by providing high-quality, safe, cost-effective health services in a compassionate, dignified manner — is a pledge to the people of our community for the investment they made in us more than four decades ago.

## WE ARE PROUD

to give back to our community and live our values of quality services, responsiveness to our community, personal care, trust and respect.

### 2006 CONTRIBUTION TO COMMUNITY HEALTH

*Uncompensated Care .....	\$2,400,000
*Medicare/Medicaid/GAMP .....	\$15,000,000
(difference between cost of care and government reimbursement)	
*Medical Education & Research .....	\$1,300,000
*Community Benefit Activities .....	\$2,100,000
(health screenings, community and student education, in-kind donations)	

.....  
**TOTAL CONTRIBUTION .....** **\$20,800,000**  
.....

*\*Based on cost consistent with American Hospital Association reporting methodology.*

# ENSURING ACCESS TO QUALITY HEALTHCARE



Community Memorial maintains a strong commitment to programs and services that promote healthy living in addition to providing the highest quality healthcare. This means upgrading equipment and technology as new developments are made, as well as upgrading our facility to accommodate changes in the delivery of healthcare — such as providing private rooms for patients and expanding to make room for new services and technology.

At the same time, hospitals across the country are challenged with national and local trends of declining reimbursements from Medicare, Medicaid and insurance providers. As employers eliminate or reduce health benefits and the numbers of uninsured escalate, not-for-profit hospitals like Community Memorial are providing more charity and uncompensated care than ever before to those who are unable to pay for their healthcare.

At the heart of our mission is the compassionate delivery of quality healthcare. No patient is turned away because of an inability to pay for needed health services. In our service area it is estimated there are more than 20,000 uninsured residents and thousands more who are under-insured. Community Memorial helps eligible patients through a combination of measures from sliding scale fees and discounts to free services. Through the Community Outreach Health Clinic, Advance Practice Nurses work with patients who have chronic health problems to manage

their illness and live healthier lives. The clinic is staffed by volunteer physicians, nurses and clerical staff who are dedicated to helping people get the healthcare they need.

## Getting There is Half the Battle

Located in an area that does not have access to public transportation, Community Memorial Hospital responds by providing subsidized transportation to enable people to receive needed healthcare services such as cancer treatments or emergency room patients who are brought to the hospital by ambulance and have no one to drive them back home. Transportation offered by the hospital helps patients who are already facing the stress of illness or injury to get the medical care they need.

## IMPACT

- *1,846 visits to the Community Outreach Health Clinic in 2006*
- *358 patients received 823 rides.*

# IMPROVING THE HEALTH OF OUR COMMUNITY

Educating people about health risks and providing information and tools to help them avoid the need for medical procedures helps them live longer, healthier lives. The hospital's web site, [communitymemorial.com](http://communitymemorial.com), provides a wealth of information. Health risk assessments, newsletters and a health library of thousands of topics and ways to connect with medical experts are free to those who visit the web site.

Community Memorial Hospital also promotes healthy lifestyles through a variety of free seminars, health screenings, support groups and other services and programs.

Parents who deliver babies at CMH receive a free series of newsletters that help them through the challenging, often bewildering first years of raising children. This service is a collaborative project with the UW-Extension of Waukesha County, and the clinics affiliated with Community Memorial — Advanced Healthcare and Medical Associates Health Centers. Each month parents receive a newsletter that gives timely information on child development. The information is research-based and developed by child development specialists. When responding to a recent survey, parents consistently said the Parenting Newsletters provided helpful, timely information.



## IMPACT

- *141,179 people used the web site in 2006*
- *1,115 people received free health screenings for prostate and skin cancer, blood pressure and other health risks.*
- *1,173 people attended 30 free health seminars*
- *7,627 "Meals on Wheels" delivered to 200 homebound people*
- *250 women received free health screenings and education at a health fair sponsored by the Women's Health Center in October.*
- *4,363 people attended free support groups at the hospital*
- *17 teens received free prenatal education*
- *261 senior citizens attended breakfast seminars on senior health*
- *18 health professionals spoke to 623 members of organizations*
- *14,500 newsletters were mailed to parents of newborns through age two*

We believe that enhancing classroom education with clinical learning opportunities encourages students to become the next generation of healthcare providers. Community Memorial Hospital is continually searching for qualified health professionals. One way of reaching out to new prospects is with students from various nursing schools in the greater Milwaukee area. Nursing students in their last semester of school receive hands-on training in specialty areas of nursing such as surgery, cancer care, intensive care and emergency medicine.

## INVESTING IN TOMORROW'S HEALTHCARE PROFESSIONALS

Other areas of student observation include "shadowing" a healthcare professional during a day on the job, training EMTs in the Emergency Department and radiology technologists in the Medical Imaging Department. This learning experience helps our students prepare for their careers with valuable hands-on training. Many of our students return to Community Memorial as qualified health professionals when they complete their training.

In addition to clinical training, Community Memorial offers a variety of scholarships to students entering the healthcare profession.



### IMPACT

- 586 students received clinical training
- 21 scholarships were awarded
- 113 students job shadowed in various areas of the hospital

### CONCLUSION

*Community Memorial Hospital continues to find new and meaningful ways to extend our reach to improve the health and quality of life of people in our community.*

*In October 2006, Wisconsin became the first state in the nation to have 100 percent of its hospitals voluntarily publicly report quality, safety, price and community benefits. Results are highlighted on the Wisconsin Hospital Association web site: [www.wiservepoint.org](http://www.wiservepoint.org).*

*We encourage you to visit the web site and learn how Community Memorial Hospital is performing and serving your community's health needs.*

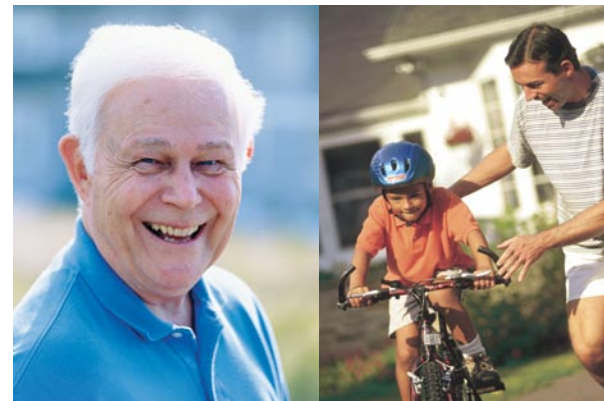


**During 2006, nine local non-profit organizations received grants from the Community Outreach Steering Committee to help continue their mission of helping others.**

- *The Community Outreach Health Clinic to provide medical care to people who are uninsured*
- *InHealth Wisconsin for teacher inservice sessions in local school districts*
- *Citizen Advocacy of Washington County to expand services with a satellite office in Germantown*
- *Germantown Police Department for bicycle helmets and health and safety information*
- *Greater Menomonee Falls Adult Day Center's music program*
- *Hope Network, Inc. to publish a newsletter for single mothers*
- *Germantown Youth Futures for youth leadership training*
- *Menomonee Falls Teen Center to refurbish the building*
- *Germantown Recreation Department for its Free Spirit Childhood Library and Health Healers dog therapy*

## HELPING THOSE WHO HELP OTHERS

Community Memorial Hospital is dedicated to reaching outside its walls to help people. The hospital Board of Directors formed the Community Outreach Steering Committee (COSC) 12 years ago to identify unmet health needs in the community, and offer grants to address those needs. The COSC is composed of volunteers representing fire, police, schools, faith-based and non-profit organizations and businesses from communities in Washington County and northern Waukesha County.



# MANAGEMENT TEAM AND STAFF VOLUNTEERS



Part of being a leader at Community Memorial is giving service in the community. Hospital employees generously give their time and talents outside of the hospital to help others by presenting health information to groups, serving on committees for organizations involved with the health and well-being of community members, coordinating food drives and volunteering at community events. Staff also provides free first aid, health information and screening.

## Among the organizations that were recipients in 2006 are:

- *Greater Milwaukee United Way*
- *United Way in Waukesha County*
- *Heart Healthy Waukesha County*
- *Healthy Washington County Committee*
- *Washington County Healthy People Project*
- *Waukesha County Health Council*
- *Germantown Youth Futures*
- *Falls Youth Initiative*
- *Menomonee Falls Community Education and Recreation Dept.*
- *Waukesha County Tobacco Free Coalition*
- *Washington County Tobacco Free Coalition*
- *Breathe Easy Menomonee Falls Task Force*
- *Waukesha County Drug Free Communities*
- *UW-Extension of Washington County - ABC Project*
- *Parenting Newsletters Program*
- *Sussex Area Spring Fest*
- *Hartford Balloon Rally*
- *Washington County Celebrate Families event*
- *Washington County Senior Conference*
- *Greater Menomonee Falls Wellness Coalition*
- *Leadership Germantown*
- *Leadership Menomonee Falls*





# Community Memorial HOSPITAL

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Froedtert & Community Health

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