



2010 COMMUNITY BENEFIT REPORT

Improving the Health of Our Community



FroedtertHEALTH
Community Memorial
Hospital



BRIDGING THE GAP in Healthcare.

Dear Community Member:

Community Memorial Hospital's mission speaks to our commitment to improving the quality of life for the communities we serve. To that end, we reach beyond the walls of our hospital into Waukesha and Washington Counties with a diverse offering of services.

In 2010, Community Memorial marked the 10th anniversary of the opening of our Community Outreach Health Clinic, a tremendous community benefit which provides essential medical care to the uninsured.

The Clinic served more than 2,400 people, an 18 percent increase over 2009. About 75 percent of the Outreach Clinic's expenses are covered through in-kind and volunteer support, primarily through the hospital's donations of space, staff time, lab and radiology services. The remaining 25-30 percent of the Clinic's work is supported by contributions from individuals, corporations and foundations. As unemployment numbers remain steady, the Clinic expects demand will remain high for the foreseeable future.

Even as the future of our economy remains uncertain, our commitment to giving back to our community hasn't wavered. We continue to offer you a variety of free services, from first

aid clinics to education sessions, free screenings and self-help programs. Some examples of education sessions include diabetes, hormone replacement, complementary medicine and various maternal, child and family topics. In 2010, 151 education sessions were provided free to the community. This includes programs conducted outside of our campus – at schools, health fairs and other civic organizations.

Also in 2010, we partnered with the Waukesha County Drug Free Communities Coalition to collect unused medications from our community. In total, more than 1,337 pounds of pills were collected at our hospital, keeping these medications out of the hands of our youth and protecting the environment from improper disposal.

We are proud of our commitment to your health and well-being. One step at a time, Community Memorial will continue to improve the quality of life in our community and beyond. In this report, you'll learn about more ways your hometown hospital supports you and your neighbors.

Dennis Pollard
President
Community Memorial Hospital

Community Memorial Hospital continues to improve the quality of life and meet the comprehensive needs of the community by providing high-quality, safe, cost-effective health services.

In 2010, our health system completed the purchase of several Medical Associates clinic locations. Our newest partners, which we now call Froedtert Health Medical Group, include primary and specialty locations in Menomonee Falls, Germantown, Hartford and Sussex. Community Memorial Hospital has had a long-standing relationship with these physicians and staff. This change of ownership supports the local delivery of healthcare

Excellent Care. Exceptional Choice.

and is in the best interest of our patients, who wish to receive health care services close to home.

And to better reflect the care we provide, our health system in 2010 changed its name to "Froedtert Health." The new brand emphasizes the partnership among system entities rather than individual member hospitals. Froedtert Health reinforces our unique combination of community and academic medical center resources and makes our name simpler, clearer and more memorable.

PARTNERING TO Protect Our Youth.

Community Memorial shows students the impact of dangerous driving.

In April 2010, Community Memorial Hospital participated in the Every 15 Minutes program, coordinated by Germantown High School and Germantown Police Department.

The program teaches high school students about the dangers of drunken driving and texting while driving through a series of staged events, including a simulated traffic accident. The events bring home the fact that every 15 minutes someone in the U.S. dies from an alcohol-related traffic collision.

During the event, two student actors involved in the mock crash were taken to Community Memorial, where Emergency Department personnel worked on them to simulate what

would actually happen to people involved in a serious traffic accident. One student was flown to the hospital by Flight for Life. Youth videographers filmed the events for a video which was presented at Germantown High School during an all-student assembly.

During the assembly, Joel Farren, principal of Germantown High School, addressed the student body: "If this program helps one person to make a different or better decision, makes one person think twice about drinking and driving, using drugs and/or texting while driving, motivates someone to take away the keys of a friend who is impaired and should not drive, prevents someone from getting into a vehicle of a person that is impaired, or saves even one life, then we have accomplished our mission," he said.

"The feedback from students, staff, parents, community members, participants and media were overwhelmingly positive," Farren said. "In the debriefing that staff did with students, many noted that the program's impact included re-thinking decisions they would make in the future."

The program utilized the time and talents of physicians and many hospital staff.



A PRESCRIPTION FOR A Safer Community.

As part of our commitment to improve the quality of life in our community, Community Memorial partnered with Waukesha County Drug Free Communities Coalition to host two drug collections.

At the collections, area residents dropped off 1,337 pounds of prescriptions and over-the-counter medications. Nearly 888 area households participated in the collections. More than 50 volunteers donated 210 hours of their time to make the collections possible. In addition, \$588 was donated at the Community Memorial drop-off site to benefit the coalition's efforts.

Menomonee Falls Police Department Chief Anna Ruzinski said the drug collections

enhance the department's public safety efforts. The department brought its mobile command center to the collections to serve as an operations base. The command center was donated to the Menomonee Falls Police and Fire Departments by Community Memorial in 2009.

"The Menomonee Falls Police Department is proud to team up with Community Memorial Hospital in hosting yearly unused prescription drop off programs," Ruzinski said. "These programs keep dangerous prescription drugs out of the hands of our youth, protecting our community. The program also protects the environment by proper disposal of unused medication. It is a great effort where everyone is a winner, especially the community."



Financial Assistance

GIVES PATIENTS PEACE OF MIND.

The Community Memorial Hospital financial assistance program provides some patients with a reduction in bills based on their income and assets. This program was the saving grace for Erika Neu, who struggled to pay bills after she was diagnosed with colon cancer.

Erika, who was living on Social Security, was shocked to find out she had stage 3 colon cancer. She had to have surgery and chemotherapy, and her self-paid insurance plan was expensive and didn't cover many of the treatments and medications she needed.

"It came at a very inopportune time for me," she said. "I had always been healthy and never had any other problems. I didn't know much about cancer."

Erika was relieved to find out that low-income patients can get help paying their medical bills if they fill out a

request for assistance. For instance, with the help of hospital staff she found out medication programs for patients who need assistance can be found on the needymeds.org website. Erika benefitted from a medication program called Genentech BioOncology Access Solutions. Community Memorial's Outpatient Pharmacy is also involved in helping patients access medications.

"That was a lifesaver for me," Neu said. "There's no way I could have ever paid that back being on Social Security. I was really grateful to the hospital for giving me good care. They were there for me when I needed answers and to know what was happening to me."

Erika, now 66, eventually applied for supplemented Medicare and Title 19.

"Now I don't feel so bad and I know my bills will get paid," she said.

With the worries of paying for her medical bills behind her, Erika likes to spend time with her grandchildren, play sheephead with her friends and may even get back to doing some needlework.

"I'm more at peace with my life and I enjoy it a little more," she said.



Transportation Program

HELPING PATIENTS ALONG THE ROAD TO RECOVERY.

The Subsidized Medical Transportation Program at Community Memorial Hospital provides transportation to and from the hospital service locations for eligible persons who have difficulty arranging their own transportation and lack the financial resources to purchase transportation.

The program, which began in 1997, is limited to hospital patients and their immediate families with income at or below 200 percent of Federal Poverty

Guidelines. Patients who participate in the program must be coming to the hospital for treatment, diagnostic appointments, family visits, support meetings or educational programs.

Dawn Stanislewski found herself in need of the transportation program to get to her weekly wound care. Dawn, who lives in Hartford, doesn't drive and was unable to arrange alternate transportation. Community Memorial contracts with area transportation services to provide

rides to patients who qualify for the program. Dawn utilizes the medical transportation made available by Community Memorial and said the drivers are on-time, friendly and helpful.

"If I didn't have transportation through CMH, I would have had to find a way to pay for cabs to and from home," Dawn said. "It's great. It's been a lifesaver."

Community Outreach Health Clinic

EASING THE PAIN OF THE UNINSURED.

The Community Outreach Health Clinic was established by Community Memorial Hospital in 2000 to provide quality, affordable health care to the growing number of uninsured and underinsured in the hospital's service area. In the nine years since it opened, the Clinic has seen a steady increase in patients as community awareness grows, confirming the need for reliable, low-cost medical care in Waukesha, Washington and northwest Milwaukee Counties. In 2010, the Clinic served more than 2,400 people, an 18 percent increase over 2009.

The Clinic provides immediate care and treatment for patients' health conditions or problems, assesses their needs, and provides referrals to appropriate professional or community resources. The Clinic also provides case management to help chronically-ill patients live healthier lifestyles and successfully manage their illness, thus reducing unnecessary emergency room visits and the need for more serious and costly medical treatment. Treating primary care patients at the Outreach Clinic saves the community hundreds of thousands of dollars in emergency room costs each year.

Suffering from severe lower back pain and a loss of sensation in his right foot, Herb Parkinson turned to the Community Outreach Health Clinic for help. He was unemployed and didn't have health insurance. Herb heard about the Clinic through a family friend.

At the Clinic, Herb, 52, underwent free lab work, an ultrasound and X-rays. He was diagnosed with multiple kidney stones and was referred to a urologist for further testing and procedures.

In addition, Herb was referred to a chiropractor to help alleviate his pain and an orthopedist who performed an MRI of his lumbar spine. After the MRI, Herb learned he needed surgery to repair a

disc in his back. He was relieved to find out he qualified for charity care so his charges related to the surgery were greatly reduced. After hearing about Herb's case, Dr. Andrew Beykovsky, a neurosurgeon on staff at Community Memorial, performed Herb's surgery for free.

Linda Smith, director of the Community Outreach Health Clinic, said watching Herb's improvement is a rewarding experience.

"It's a wonderful feeling to be able to relieve some of Herb's pain," Smith said. "We were grateful to have a surgeon like Dr. Beykovsky give so much of himself for one of our patients."

Herb credited the Clinic with relieving his pain and getting him started on the road to recovery.

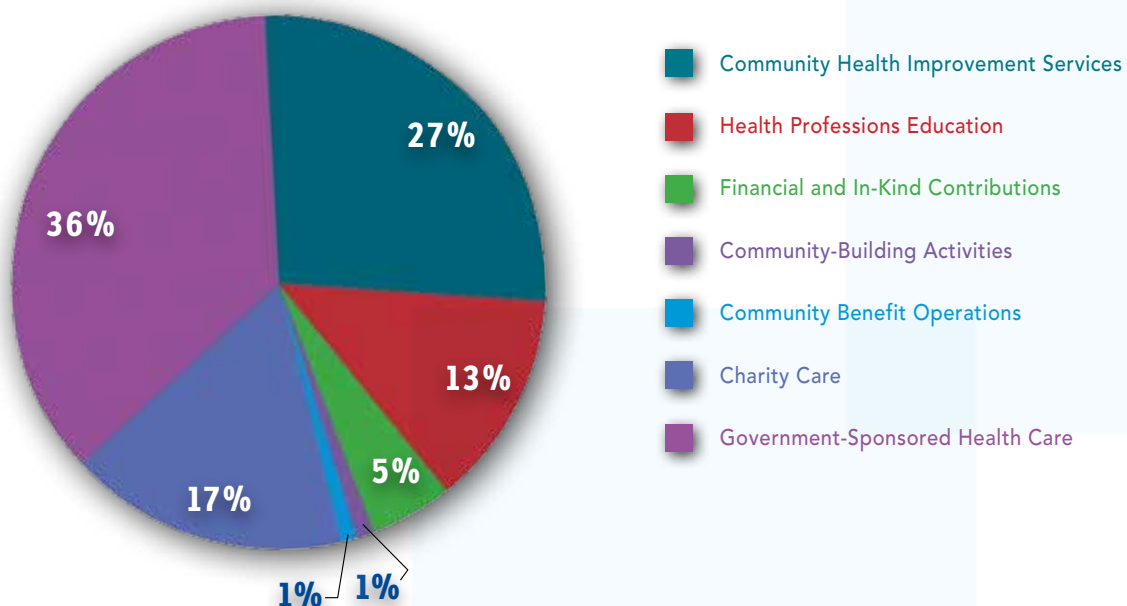


"If not for them, I'd be suffering a lot," he said.
"They treat you with respect and explain things to you. I can't say enough about them."

Quick Takes

- In 2010, Community Memorial awarded \$38,605 in scholarships to area students pursuing healthcare careers.
- Community Memorial Hospital serves as the lead agency for the Tobacco Free Community Partnership for Dodge, Jefferson and Waukesha Counties and supports community-wide efforts to reduce the harmful effects of tobacco-related illnesses. Partnering with coalition advocates, Dianna Forrester, tobacco control specialist from Community Memorial Hospital, worked to promote a statewide smoke-free air law to protect all workers and patrons from secondhand smoke. On July 5, 2010, Wisconsin became the 28th state to go smoke-free in all indoor workplaces and public places.
- Athletes at Menomonee Falls and Germantown High Schools benefit from services provided by experienced athletic trainers from Community Memorial Hospital. In fiscal 2010, 564 athletes were served by the trainers, who provided a \$90,793 community benefit.
- Community Memorial's executive team believes in giving back to the community. Hospital leadership provided 1,484 hours of support to area schools, not-for-profit organizations, community events and the Community Outreach Health Clinic.
- Community Memorial staff provided their time and expertise to teach 230 area clinical students pursuing nursing, pharmacy, physical therapy and other healthcare professions. The value of this contribution was \$793,790.
- Community Memorial believes in educating the public to improve the quality of life in our community. Community health educator Sally Slusser, who specializes in colorectal cancer awareness, attended 34 events to educate people about colon health and colonoscopies. In 2010, Sally reached more than 21,500 people at the events – which include community gatherings, flu clinics and health fairs.

COMMUNITY MEMORIAL HOSPITAL'S 2010 Contribution to Health.



The value of Community Memorial Hospital's contributions to the community was \$8,221,483.

COMMUNITY OUTREACH Steering Committee

The Community Outreach Steering Committee fulfills the mission of Community Memorial Hospital through community benefit activities that improve the quality of life and enhance wellness resources which meet the health needs of our community.

The committee is appointed annually by the hospital president and is advisory to the CMH Board and Administration. Membership appointments are made each June with members serving one year terms. The COSC meets quarterly and is composed of hospital and board representatives and community members representing various constituencies in the hospital's service area.

Functions include:

- Provide a leadership role in advocating community-wide responses to health care needs in the community.
- Facilitate and support community and health care partnerships.
- Envision, assess and guide new community benefit opportunities.
- Identify and describe unmet health needs.
- Promote universal access to health care.
- Determine allocation of the Community Outreach Services Fund.
- Annually submit a community benefit report, which describes the scope of community benefit provided directly and in collaboration with others.

COMMUNITY OUTREACH STEERING GRANTS

In 2010, 10 local non-profit organizations received grants totaling \$50,000 from the Community Outreach Steering Committee.

Organization	Description	Date	Payment
Waukesha County Health and Human Services	Support for Menomonee Falls Childhood Immunization Clinic at Holy Cross Lutheran Church	January	\$4,900
Waukesha County Community Dental Clinic	Dental care and education to low-income children and pregnant women	September	\$5,000
Menomonee Falls Community Education and Recreation Dept	Senior Enrichment Fair	December	\$600
Bobbie Nick Voss Charitable Funds	iFOBT colorectal cancer screening kits	December	\$1,300
Village of Germantown Kids Klub	Health Healers Dog Therapy after school program	December	\$900
Village of Germantown Police Department and School District	Every 15 Minutes drunk driving re-enactment event	March	\$2,000
Kennedy Middle School PTA	Drug awareness program	March	\$300
Pregnancy Support Connection	Individualized pregnancy support services	March	\$5,000
American Cancer Society	Relay for Life educational materials and refreshments	June	\$1,500
Community Outreach Health Clinic	Operational expenses	June	\$28,500
Total Disbursements			\$50,000



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HEALTH

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