

2008-2009 Fort HealthCare Community Benefit Report



Dear Friends,

Every minute of every day, someone enters a community hospital, in need of assistance. Some are very ill, worried and frightened. Some are surrounded by family, while others arrive alone. Some are fortunate to have health insurance and find that most of the cost of care is covered. Others are not as fortunate and face both physical and financial hardship.

Regardless of their personal or financial circumstances, they have come to the right place. Fear of a bill should never prevent a patient from seeking care.

Whether it is providing financial assistance to patients with limited resources through charity care programs, or improving access to essential or primary health-care services by sponsoring free medical and dental clinics, hospitals provide a safety net of care in the communities we

serve. Without that care in place, state and local governments would have a much greater burden in trying to deliver these critical services to a vulnerable population.

In addition, hospitals deliver millions of dollars of services aimed at improving the overall health of our communities, partnering with public health departments and other local organizations to provide leadership, financial support and human resources in identifying and addressing community health priorities.

A few examples of programs and services Fort HealthCare supports are:

- The Rock River Free Clinic
- The Community Dental Clinic
- Health 365 and Well Ways community outreach initiatives
- Support groups
- Rainbow Hospice Care

- Paramedic Intercept program
- Tomorrow's Hope
- Relay for Life
- Faith-based parish nursing programs

In all, Fort HealthCare provided more than \$2,370,000 in charity care last fiscal year, impacting multiple people in the communities we serve. Included in this report are the stories behind the statistics.

We hope these will demonstrate in a very real way our mission to provide excellent, compassionate care to the people of our communities.

Sincerely,

Michael S. Wallace, F.A.C.H.E.
President and CEO
Fort HealthCare



WHO WE ARE

Fort HealthCare is a locally owned and controlled not-for-profit community-based network of highest-quality healthcare services, including Fort Memorial Hospital, Fort Medical Group, FortCare PPO and Fort Memorial Hospital Foundation, dedicated to the health, well-being and safety of neighbors living in Fort Atkinson, Johnson Creek, Jefferson, Whitewater, Lake Mills, Cambridge, Palmyra and the surrounding area.

Fort Memorial Hospital is a fully accredited, 110 licensed-bed facility with more than 100 physicians on staff, providing caring service to our communities. In addition to comprehensive inpatient services and short-term Medicare-certified skilled nursing care, the hospital offers ambulatory surgery and specialty clinics, a birthing center, cardiac rehabilitation, emergency services including the Urgent Care program for after-hours treatment of minor illnesses and injuries, advanced diagnostics and more.

Fort Medical Group is a multispecialty physician group practice network of more than 50 doctors, nurses and other professionals providing the highest-quality healthcare and counsel. From pediatrics to geriatrics, from women's health to family health, you can count on our team of professionals to provide exceptional care.

The Fort Memorial Hospital Foundation helps secure a quality healthcare future for patients. The Foundation is always

grateful to receive support from the community in the form of donations. Such gifts have allowed the people in our area to enjoy a small-town lifestyle while also benefiting from a full range of quality healthcare services close to home.

Anyone interested in making a donation should call the foundation office at **(920) 568-5404** or send a check payable to Fort Memorial Hospital Foundation Inc. to 611 Sherman Avenue East, Fort Atkinson, WI 53538.

WHAT WE DO

- Our **MISSION** at Fort HealthCare is to provide excellent, compassionate care for the people of our communities.
- Our **VISION** is to be the best independent community health system.

WHAT WE VALUE

Our Culture of **RESPECT** directs us to:

- Be **Responsive** to our customers
- Provide **Excellent** care
- Respond with **Sensitivity**
- Develop **Professionalism**
- Empower each employee
- Recognize **Cultural** diversity
- Embrace **Teamwork**

SUPPORT GROUPS AID IN HEALING

Creating an environment where community members can gather to support one another is one of the ways Fort HealthCare lives its mission. Both hospital-based and registered community support groups may gather for free at Fort Memorial Hospital in Fort Atkinson. Something therapeutic happens when the ups and downs of a medical condition are shared with others. Progress is much more likely to occur when patients can share their experiences and support one another. Groups using Fort HealthCare services and facilities regularly support patients and loved ones who experience bariatric/LAP-BAND® surgery, diabetes, multiple sclerosis, ostomy, postpartum depression and more.

CARING FOR YOU IN AN EMERGENCY

The Paramedic Intercept program provides advanced lifesaving care at the scene of an accident or illness and is the first program of its kind offered by a Wisconsin hospital. Fort HealthCare's licensed paramedics—emergency medical technicians (EMTs) with the highest level of additional training—travel in a four-wheel-drive vehicle containing lifesaving equipment and medications to meet local rescue services en route to the hospital. Together, the Fort HealthCare paramedics and local EMTs treat patients using guidelines

prepared by Fort Memorial Hospital emergency department physicians. Fort HealthCare paramedics demonstrate their skill and dedication by responding to more than 750 calls per year—roughly 20 percent of all 911 calls in our service area.

FREE DENTAL CARE

The Community Dental Clinic in Fort Atkinson came to life through many generous contributions, including the volunteer services of 16 area dentists. Since the program began in 2007, the number of patients served by the free dental clinic has almost doubled. Patients receive standard evaluations and exams, X-rays, cleanings for adults and children ages 3 and older, fluoride treatments, sealants, fillings, extractions, smoking-cessation information, and oral health and dietary counseling. Fort HealthCare offers technical support, lab services and the rental of a 1,200-square-foot medical office for \$1 per year.

The Fort HealthCare Paramedic Intercept Vehicle, purchased by the Fort HealthCare Partners, speeds to the scene of an accident or illness. Paramedics supplement the critical care provided by local EMTs.

On our cover: Fort HealthCare programs and services are intended to provide the highest quality care to families throughout our service area, including this family in Lake Mills.



FAITH COMMUNITIES PARTNER WITH FORT HEALTHCARE

The Faith Nurse program was created to better support the faith and parish nurses in area congregations. Fort HealthCare shares information and expertise at regular community faith

nurse group meetings. In return, participating churches and nurses work with Fort HealthCare to provide specific resources, education and support to the faith nurses. The Fort HealthCare Faith Nurse program assists faith-based health professionals, clergy and lay leaders with a goal to promote health in mind, body and spirit. The

Faith Nurse program puts people who are homebound, uninsured or unable to care for themselves in touch with caring hands, supported by a network of like-minded individuals and the area's leading community health network, free of charge.

Faith Nurse programs can improve awareness and use of available healthcare services, and promote health and healing by empowering individuals to incorporate key elements from their belief systems into their healthcare plans.



Tomorrow's Hope supports organizations that provide research, education, prevention and hospice care for those touched by Alzheimer's, cancer, diabetes, heart disease and more. Visit www.facesofhopeonline.org to learn how Tomorrow's Hope has helped others in our community.

GRASSROOTS COMMUNITY WELLNESS EFFORTS SUPPORTED

Fort HealthCare contributes to a variety of local nonprofit organizations. Selected based on strict guidelines, the majority of recipients are locally based groups dedicated to health- and wellness-related causes. While the largest sponsorships go to area Relays for Life (Whitewater, Fort Atkinson and Lake Mills) and Tomorrow's Hope, many smaller grassroots organizations benefit as well. These include high school athletic booster clubs as well as agencies dedicated to eliminating physical and mental abuse, addressing bicycle safety, improving literacy and caring for the terminally ill. In addition to donations and sponsorships totaling more than \$25,000 per year, Fort HealthCare donates countless items to be handed out to event participants or sold

via silent auctions. We believe our support for these local health and wellness organizations helps spread the seeds of compassion, concern and generosity—traits already well-rooted in Fort HealthCare's communities.



Rainbow Hospice Care's proposed inpatient facility will be located in Johnson Creek. Please consider joining us as donors to their current Capital Campaign.

A MAJOR DONATION TO A STRONG PARTNER

Recently, the Fort HealthCare board of directors authorized support of the Rainbow Hospice, Inc. capital campaign with a donation valued at approximately \$250,000 over a five-year period. Rainbow Hospice is building an inpatient facility on donated land on Highway 26, just north of Interstate 94, in Johnson Creek. Plans call for construction of a 12,000-square-foot, eight-bed facility. It will provide care and comfort to patients with terminal illnesses and their families. Completion is estimated in 2010.

Fort HealthCare has joined other community organizations in providing funding and resources to Rainbow Hospice since its founding in 1990. In addition, Fort HealthCare has provided ongoing guidance, with two staff members serving on the Rainbow board of directors.

"Fort HealthCare's support of the proposed inpatient facility is important for many reasons," said Michael Wallace, president and CEO of Fort HealthCare. "There is a real need for a specially designed facility for persons who are terminally ill and who, for a variety of reasons, can no longer be cared for at Fort Memorial Hospital or at home. Rainbow has been an exceptional partner and resource for us in these situations."

PREVENTIVE HEALTHCARE MADE EASY

Fort HealthCare's Health 365 and Well Ways community outreach initiatives make important preventive healthcare measures simple, easy-to-understand and affordable to community members. Health 365 programming includes:

- FREE *E-Health* 365 newsletter
- FREE cholesterol screenings
- FREE blood sugar (glucose) screenings

AT A GLANCE: SERVICE BY THE NUMBERS

FISCAL YEAR ENDING		2009	2008	2007	2006	2005
Inpatient Admissions	Acute Care	2,984	3,198	3,416	3,193	3,412
	Births	517	535	516	466	513
	Subacute*	333	303	302	258	296
Outpatient Visits		159,580	184,843	182,495	176,686	164,557
Emergency Department Visits		22,687	23,074	21,554	20,165	20,787
Net Revenues		\$114,985,754	\$109,254,120	\$98,535,542	\$80,244,369	\$77,688,107
Charity Care		\$2,371,755	\$2,408,377	\$1,937,240	\$1,059,878	\$1,202,332
* Includes skilled nursing and rehabilitation services.						

- FREE bone-density screenings
- FREE health risk assessments
- Educational seminars and classes
- Special events and challenges
- Licensed online wellness library
- Online healthcare guides and wellness calculators

Perhaps the greatest benefit of the Well Ways program is that it offers free cholesterol and blood sugar screening valued at more than \$50. Any member of the community can obtain a lab slip by contacting the Health Promotion department at **(920) 568-5161**; at any of the free monthly Fort HealthCare blood pressure, bone density and cholesterol screenings or community events; or online at **www.FortHealthCare.com**.

Upon the completion of lab work, test results are mailed along with a membership welcome letter and private login information for the Well Ways Members Only portion of the Fort HealthCare Web site. Enrollees log in, create a profile and complete questions for the General Health Assessment to receive a personalized health report.

FINANCIAL AID OPTIONS

At Fort HealthCare, we believe concern over a hospital bill should never get in the way of a patient receiving good healthcare. Today's health insurance system requires most people to assume responsibility for some health-related expenses. Our reliance on reimbursement for our services allows us to provide the highest-quality services and continue to employ approximately 1,000 individuals. While we expect patients to contribute to the cost of their care, we do take into account each individual's ability to pay. Our goal is to work with you to arrange a manageable payment plan.

Fort HealthCare offers two financial aid options to patients who meet income, asset and need criteria:

- The **Self Pay Discount** is a discount of up to 20 percent off charges for Fort Memorial Hospital inpatient and outpatient services. Those who may be eligible include:
 - Patients who have no health insurance
 - Patients receiving services that are NOT covered by health insurance or another state, government, liability or workers' compensation program
- **Community Care** is a partial or complete write-off of all outstanding charges. Those who may be eligible include:
 - Patients requiring medically necessary treatment with no or limited ability to pay and whose income does not exceed current federal poverty guidelines
 - Patients whose income exceeds current federal poverty guidelines, but whose expenses also exceed income
 - Patients whose accounts do not indicate any additional third-party reimbursement

For questions or additional information, please call Fort HealthCare's Business Office at **(920) 568-6580**.

OUR FUTURE—AND YOURS

Charts with figures and numbers are but one measure of the value that programs and services contribute to a community. It is impossible to quantify the effect these small deeds and sometimes not-so-minor miracles—all provided free of charge—have on people. It might be something as simple as a cholesterol screening or as complex as a free clinic. At Fort HealthCare, we consider it our privilege to provide excellent, compassionate care to all, regardless of ability to pay.

LEARN MORE ABOUT ADDITIONAL FORT HEALTHCARE COMMUNITY BENEFIT ACTIVITIES. VISIT US AT WWW.FORTHEALTHCARE.COM/COMMUNITY_BENEFIT.