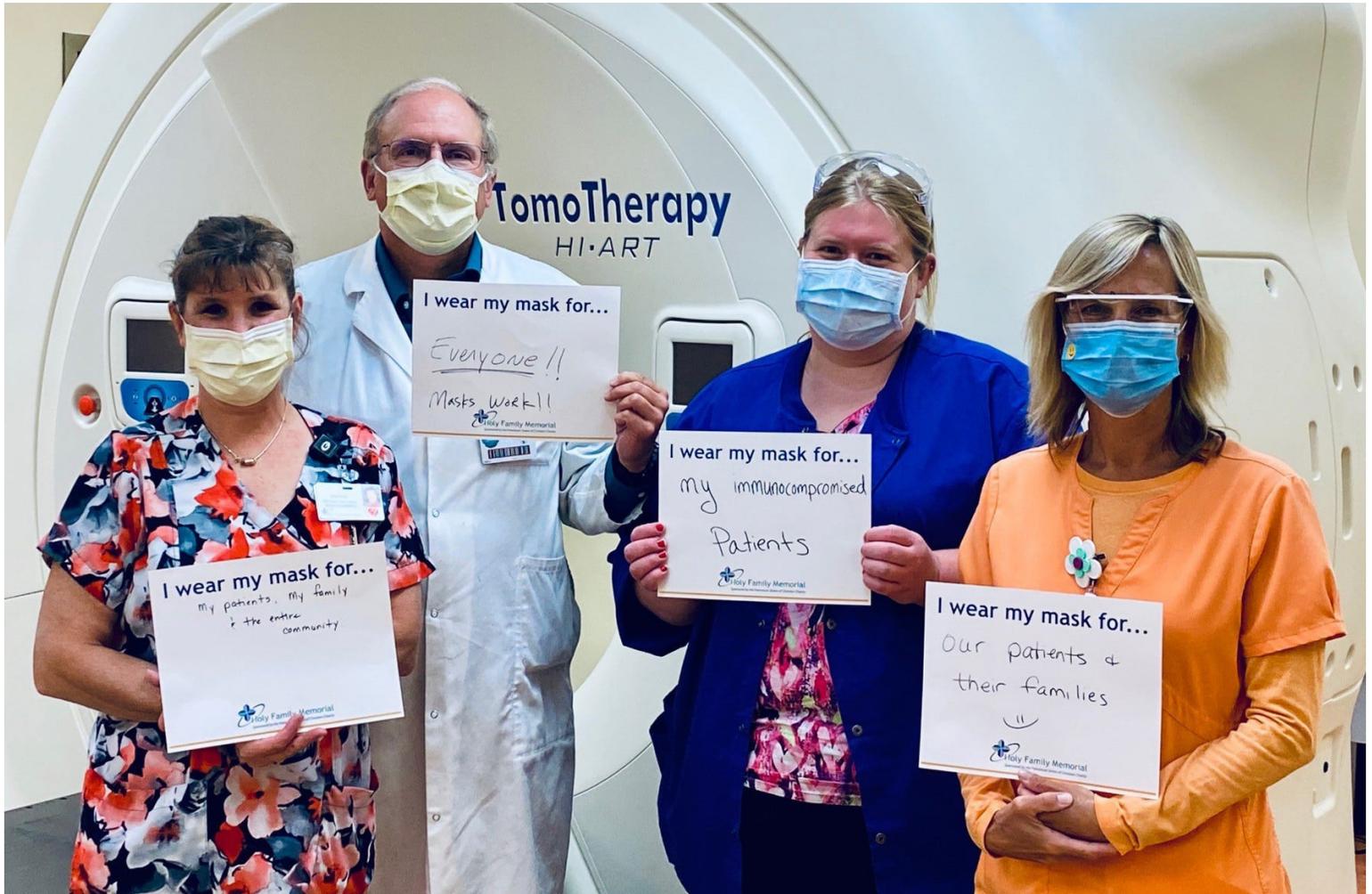


2020 Annual Report





Dear Friends,

Without a doubt, 2020 was a year unlike any other. Who would have expected that by March healthcare—and our entire country—would be grappling with a healthcare crisis unlike any other.

Yet while COVID-19 sent the world into a tailspin, when we look back over the year, we realize that there were many good things happening as well. Indeed, some of them are directly attributable to the need to pivot quickly and often and to develop new approaches to traditional activities.

In this publication you will see highlights from the past year, including the many ways HFM rose to the challenges before us and our community.

A handwritten signature in black ink that reads "Brett Wood". The signature is fluid and cursive.

President & CEO

A handwritten signature in black ink that reads "Marilyn Kaufmann". The signature is cursive and elegant.

Board Chair, HFM Board of Directors



Intent to Partner with Froedtert Health Announced

In the first quarter of 2020, HFM and Froedtert Health entered into a letter of intent to provide healthcare services to the Manitowoc area. Plans focus on Froedtert Health acquiring an interest in HFM that will provide a long-term clinical and financial commitment to enhance HFM's current and future healthcare services. The partnership will enable both organizations to more efficiently execute on top priorities for each organization such as delivering coordinated, high-quality, academic healthcare throughout eastern Wisconsin.

The affiliation between HFM and Froedtert is expected to be complete in the first quarter of 2021. Under the affiliation, HFM will continue to remain Catholic and under sole sponsorship of the Franciscan Sisters of Christian Charity, Inc. "This opportunity is about supporting HFM's long-standing mission and continuing Froedtert's mission of becoming the trusted leaders in the diverse communities we serve by

transforming healthcare and connecting communities to the best of academic medicine," said Cathy Jacobson, President and CEO of Froedtert Health. "We, along with our partners at the Medical College of Wisconsin, look forward to helping advance the health of the region through our personal connections, patient care and dedication to innovation and research."

The partnership with Froedtert Health will include provisions for additional healthcare relationships in the region to ensure that the best quality care at the right time is available to all who use the HFM network. One of those relationships is HFM's membership in Bellin Health Partners, a clinically integrated network dedicated to improving quality, local care access and lower costs of care for patients and area businesses. HFM joined Bellin Health Partners in 2016.

COVID-19 Changes Our World

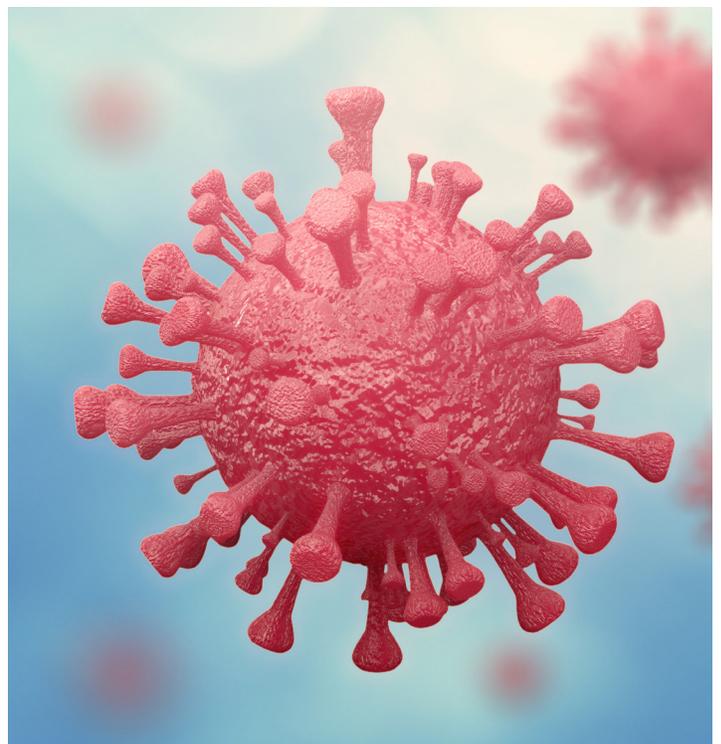
The COVID-19 pandemic not only shook the world, it changed everything we knew—or thought we know about every aspect of our lives.

Coping with COVID-19 has been a daily evolution for all of us—but perhaps most especially, healthcare. What we know about the virus and combatting it has changed often since we first heard the name COVID-19 in January 2020. The staff at HFM pivoted and pivoted again and again to adapt to the developing needs of the pandemic.

While there were many COVID-19-related changes at HFM, the following are a few of the major transformations:

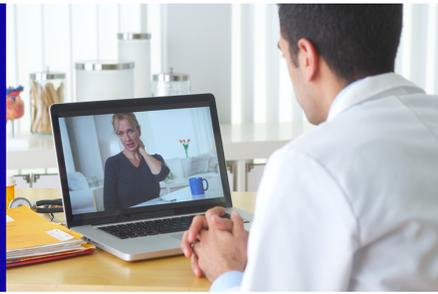
Telemedicine

Early in the pandemic, much of healthcare was put on hold across the country to allow hospitals to devote resources to the expected influx of COVID-19 patients. Services were suspended and many HFM clinics were closed or all but



Telemedicine Appointments are available

HFM telemedicine appointments give you access to our healthcare providers from the safety of your home. Call your provider to determine if a telemedicine visit is appropriate for you.



closed to patients. The plan was to reserve resources for an expected upsurge of inpatients. While that surely impacted some areas of our country, thankfully, that did not happen in Wisconsin in 2020. But it did leave patients with chronic needs looking for a way to see their providers.

In response, HFM quickly rolled out telemedicine, a way for patients to connect with their providers virtually, using their computer, phone or tablet. These virtual visits allowed patients with chronic conditions to check in with their providers without an office visit. Simple concerns were also addressed in this way.

As telemedicine was new to many of our patients, HFM staff did “dry runs” with patients prior to their first televisit to be sure they could properly connect to and interact with their providers. And when necessary, HFM encouraged patients to bring in family members to help set up the technology.

Hotline, Testing and Respiratory Clinic

Testing for COVID-19 quickly became a top priority. But there was the inherent risk to bringing large numbers of very contagious people into waiting rooms. So, in spring of 2020, HFM launched an Infectious Disease Hotline and a new Respiratory Clinic. People with COVID-19 symptoms called the hotline. Those needing care urgently were directed to the Emergency Department. Others were directed to the newly opened Respiratory Clinic at HFM’s Harbor Town Campus for drive-thru testing and, at times, outpatient visits.



Initial testing volumes were high, while the incidence of COVID-19 in Manitowoc County was low. By fall of 2020, cases and the need for more testing had increased exponentially. To avoid bottlenecks at the Respiratory Clinic, HFM moved drive-thru COVID-19 testing to our System Office on Rapids Road as those employees were working from home.

HFM also assisted Manitowoc County Public Health with communitywide testing. From the beginning of the pandemic through December 2020, HFM ran more than 12,000 COVID-19 tests for the community and continues to test.

Masks and Temperature Checks



Masking and temperature checks became the new norm. Thanks to many generous community donors, HFM was able to provide not only surgical masks to its patient care staff, but face shields to frontline workers and volunteers as well as fabric masks for non-patient facing team members.

Everyone who entered HFM buildings needed to have their temperature taken—staff, patients and visitors alike. This





began with hand-held thermometers and soon moved to automatic temperature kiosks, where one stood before a station where your temperature was taken and read. The station also reminded people to put on their masks!

Negative Pressure Rooms

Like other severe airborne illnesses, COVID-19 requires patients to be treated in negative pressure rooms. These rooms send the air from the rooms outside rather than into the hallway and potentially other areas. Before COVID-19, HFM had seven negative pressure rooms. It quickly became apparent that was not enough. Thanks to the ingenuity of HFM Plant Operations, HFM quickly converted an additional 17 hospital rooms, one surgical suite and six exam rooms in the Respiratory Clinic to negative pressure rooms.

Return to Services

By spring 2020 it was apparent that healthcare needed to return to offering some services. Too long without needed care would result in worsening conditions. And so, clinics were reopened and surgeries that were medically necessary and time-sensitive resumed.

Vaccination

Just before Christmas 2020, COVID-19 vaccination began for healthcare workers and HFM began vaccinating its frontline employees. Vaccination will continue well into 2021 following CDC guidelines.



Moving Forward

COVID-19 has taught us a lot, to say the least! As the COVID-19 situation continues to evolve, we know we will continue to adapt. However, there have been valuable learnings and achievements during this time as well and many of our innovations will remain in place—or available—at HFM post-pandemic. Meanwhile we continue to be grateful for the enormous outpouring of support from our community to our frontline staff. And perhaps most of all—HFM reaffirmed that its support for the community and unwavering dedication to being there in good times and in bad stands firm.

Clinics and Services



Growing ENT Services are Expanding Access to Care

Getting patients convenient access to the care they need is an integral part of Holy Family Memorial's mission. In 2020, HFM Ear, Nose and Throat (ENT) expanded services to better serve patients living in northern Manitowoc County and in Sheboygan County.

HFM ENT announced the return of Otolaryngologist Edward Smith, DO, FACS, FAOCO and the addition of Physician Assistant Scott Bradshaw. Both providers' ENT expertise are a strong addition to HFM's talented team of providers, allowing HFM to provide more ENT services and surgeries closer to home for patients.

The practice expansion for HFM Ear, Nose and Throat included two new clinic locations—opening at HFM Lakefront Campus in Two Rivers and the HFM Sheboygan Campus.

HFM Advances Surgical Outcomes with Prepare Clinic

Choosing to have surgery is an important decision. Once made, Holy Family Memorial wants to ensure patients understand the process and are prepared for the best outcome and a speedy recovery.

Holy Family Memorial's new HFM Prepare Clinic helps patients do just that.

HFM Prepare Clinic is part of the perioperative surgical home, a model of care that coordinates the steps of the surgical journey from decision through recovery. It advances surgical outcomes by preparing patients for every step of their journey.

With the HFM perioperative surgical home, patients have a full team working with them throughout the surgical process, from considering surgery through recovery. It begins with a patient's HFM primary care provider and includes the patient's surgeon, anesthesiology providers, nurses, social workers, physical therapists and other caregivers they will work with along the way.

HFM Prepare continues to support patients through recovery. The program makes sure patients understand what



Get Fast, Affordable Care with HFM FastCare®

The new Holy Family Memorial FastCare® clinic inside the Manitowoc Meijer® store offers individuals quick, convenient medical attention for many basic healthcare needs.

Open seven days a week, HFM FastCare® provides treatment for minor illness and injuries for adults and children, offer basic lab tests and provide flu vaccines. No appointment is needed. Services include treatment for bladder infections, rashes, insect bites and more.

An HFM FastCare® visit is only \$69. Patients may pay in cash or have their insurance billed. The service is open to everyone, regardless of whether they are an HFM patient.

to expect after discharge from the hospital and what they need to do to stay healthy after recovery.

HFM Prepare encourages questions. The goal is to make sure patients have every advantage and are prepared physically, mentally and spiritually for surgery. Many individuals experience faster healing and even less need for pain medication. Studies show that patients who are prepared for their surgery in every way possible experience the best outcomes.



HFM Spine Clinic Offers Relief from Back Pain

Holy Family Memorial opened the HFM Spine Clinic, a new model for the delivery of integrated spine care, to treat back and neck conditions. HFM Spine Clinic brings together a multidisciplinary, collaborative team of specialists including orthopaedic spine surgery, pain management, physiatry, chiropractic care, rehabilitation therapy, and a medical-based wellness facility—all under one roof.

Dr. Richard Manos, a board-certified, fellowship-trained orthopaedic spine surgeon, says the innovative model allows those suffering from back pain to receive examinations, treatments, and continuing care all within one local healthcare system. HFM Spine Clinic is the only offering of its kind in Manitowoc County.

“The Spine Clinic helps patients find relief not only from back pain, but also improves their access to appropriate care and overall patient experience,” says Dr. Manos.

“In this innovative model for the delivery of spine care, a patient whose back pain requires almost any kind of consultation—physiatry, physical therapy, chiropractic care, pain management—will be able to receive services in one comprehensive location.”

HFM Spine Clinic includes experts from orthopaedic spine surgery, pain management, physiatry, chiropractic care, rehabilitation therapy and a medical-based wellness facility.



Pictured from left to right (top): Dr. Emily Graf, Derek Bown, DC, Kimberly Williams, APNP

Pictured from left to right (bottom): Dr. Richard Manos and Dr. Margaret Klatt

New Brand for HFM Employer Health Services



In July, Holy Family Memorial unveiled an updated brand identify for Transcend, our employer health-related service offerings. The new name was changed to HFM Work Health Options.

The rebrand reinforces HFM’s commitment to the community to provide area employers with a suite of occupational and employer health services to create a culture of well-being and provide solutions to lower healthcare expenses. In addition, the new name and logo is consistent with HFM’s overall brand identity.

HFM Work Health Options services include employer health and wellness services, health and wellness clinics, preventive care, occupational health services, employee assistance program and workers’ compensation management.



CORE Addresses AODA Needs



The ability to provide adequate treatment for individuals struggling with alcohol and other drug use has long been a struggle for Manitowoc County. Great strides were made in that regard when CORE Treatment Services opened its doors in early 2020 in the former Franciscan Sisters of Christian Charity convent building next to HFM.

CORE Treatment Services is a nonprofit, 16-bed residential and day-treatment AODA (alcohol and other drugs of abuse) facility. As a licensed Community Based Residential Facility (CBRF) and Comprehensive Community Services (CCS) organization, it is only the state's fifth CCS-certified ADOA residential treatment center.

HFM President & CEO Brett Norell serves on CORE's Board of Directors and HFM provides medical oversight, food service and other support to CORE. "We recognize that AODA is a serious concern in Manitowoc County—as well as throughout the state and nation. There is a serious shortage of residential treatment facilities for those struggling with AODA issues. That is why it is so important to HFM to support CORE and make it possible for this much needed program to take root in our community," said Norell.

The opening of CORE is a significant step toward improving the health and well-being of our community," said Chris Gilbert and Carmen Persaud, CORE's founders and co-executive directors.

Since its opening, CORE has added two crisis beds to allow Manitowoc County to provide individuals in AODA crisis a safe place in emergent situations.



HFM Receives Donation from Alliance Laundry Systems.

Holy Family Memorial received a commercial Speed Queen washer-extractor and a UniMac tumble dryer donated by Alliance Laundry Systems, LLC.

"We are very grateful for this donation," said Jeremy Schloff, Manager of Patient Hospitality at Holy Family Memorial. "Clean laundry is an essential tool in fighting the spread of COVID-19. The new washer and dryer offer us the medical-grade cleaning we require, and we'll be able to clean reusable cloth face coverings provided to staff and patients right on-site."

"As the global leader in manufacturing this important equipment, we are proud to not only make this donation in support of frontline workers but also a vital organization dedicated to serving our community," said Randy Radtke, Content and Media Relations Manager for Alliance Laundry Systems.



Awards

In 2020, HFM Earned Numerous Awards and Recognitions

Holy Family Memorial Earns Recognition For Treatment Of Heart Attack Patients

Holy Family Memorial (HFM) received the American College of Cardiology's NCDR Chest Pain—MI Registry Platinum Performance Achievement Award for 2020. This was the sixth consecutive year that HFM has received the recognition for heart attack care and was one of only 140 hospitals nationwide to receive the honor.

The award recognizes HFM's commitment and success in implementing a higher standard of care for heart attack patients and signifies that HFM has reached an aggressive goal of treating these patients to standard levels of care as outlined by the American College of Cardiology/American Heart Association clinical guidelines and recommendations.

"This award recognizes Holy Family Memorial's hard work and dedication in providing the highest level of care for our heart attack patients," said Heidi Stradal, HFM Manager of Cardiovascular Services. "This is certainly a team award, signifying the excellent care provided to our patients from the time of their first medical contact and throughout their hospital stay and treatment."

The Center for Disease Control estimates that almost 700,000 Americans suffer a heart attack each year. A heart attack occurs when a blood clot in a coronary artery partially or completely blocks blood flow to the heart muscle. Treatment guidelines include administering aspirin upon arrival and discharge, timely restoration of blood flow to the blocked artery, smoking cessation counseling and cardiac rehabilitation, among others.

Chest Pain—MI Registry empowers health care provider teams to consistently treat heart attack patients according to the most current, science-based guidelines and establishes a national standard for understanding and improving the quality, safety and outcomes of care provided for patients with coronary artery disease, specifically high-risk heart attack patients.



HFM Earns National Recognition For Promoting Organ, Eye and Tissue Donation

Holy Family Memorial Medical Center earned platinum-level recognition from the Workplace Partnership for Life (WPFL) for its efforts to increase organ, eye, and tissue donor registrations across the state.

The WPFL Hospital Organ Donation Campaign challenges hospitals and healthcare organizations to "let life bloom" by educating their staff, patients, visitors, and communities about the critical need for organ, eye, and tissue donation, including offering opportunities to register as organ donors.

To earn platinum-level recognition, HFM had to earn a certain number of points for conducting awareness and registry activities between October 2019 and April 2020 and prompting new donor registrations during that time period.



Holy Family Memorial and Felician Village Receive Collaboration Award from The Chamber of Manitowoc County

Holy Family Memorial and Felician Village received The Chamber of Manitowoc County's 2019 Collaboration Award for the Lakeshore Memory Clinic. The Collaboration Award recognizes a Manitowoc County project, activity or event for its progress, success, innovation and contribution to the community. Holy Family Memorial and Felician Village was recognized for their joint efforts in opening the clinic to care for individuals who are living with Alzheimer's disease and dementia.

Located on the Felician Village campus, the Lakeshore Memory Clinic utilizes employees from both organizations and provides evaluation, diagnosis, education and management to help ease the challenges of day-to-day care and keeping someone with memory loss safe.

The Lakeshore Memory Clinic is affiliated with the Wisconsin Alzheimer's Institute Dementia Diagnostic Clinic Network which has a statewide network of memory clinics. This network provides service and education beyond the boundaries of the University of Wisconsin-Madison and can directly and locally influence the health of individuals and families.



HFM Recognized by the American Society of Anesthesiologists

Holy Family Memorial was the recipient of the Perioperative Surgical Home (PSH) Innovator Award at the American Society of Anesthesiologists PSH Learning Collaborative's national meeting for its Meds to Beds program.

Meds to Beds is a free bedside service for hospital patients. Pharmacy staff meet with hospitalized patients to discuss anticipated medication needs, the purpose of the medications, and the patient's prescription drug coverage. A pharmacist then delivers the medications directly to the patients on the day of discharge and provides education regarding what the medication is for, how to take it, and potential side effects. This saves patients time and gets them on the road to recovery faster.

PSH is a patient-centered, physician-led, team-based model of care that helps patients navigate through the entire surgical experience, starting with the decision to have surgery and prepare to have surgery through discharge from the hospital and beyond. The PSH Learning Collaborative 2020 brings together leading organizations and subject matter experts from across the country.

PSH Innovator Award recipients were chosen based on a variety of criteria including well-defined plans for implementing a PSH pilot, organizational capabilities, and prior experience with quality improvement initiatives.

Advance Directives Consultations Offered

When it comes to decisions about your healthcare, it's important that your wishes can be carried out when you cannot speak for yourself. That is where advance directives can help.

The serious effects of COVID-19 caused many people to realize the importance of advance directives. And yet, many did not know where to start.

HFM Pastoral Care stepped in and expanded its advance directive consultations to help people become familiar with advance directives and how they are used. Specially trained staff provided insight and education to put minds at ease. One-on-one sessions were held, and video education created for use on social media and the website.

Focusing on Faith

Our Catholic heritage is at the root of all we do. We share that heritage with all who come to us in a myriad of ways.

While the COVID-19 pandemic saw holds put on some celebrations and daily Mass, an emphasis was placed on remembering our heritage in other ways:

- Daily prayers were begun. Leaders from across the organization take turns reading a noon prayer.
- We honored the Feast Days of Sts. Clare and Francis as well as the Holy Family by providing prayer cards to patients and staff and offering a small treat to those who dined in our cafeteria.
- Patients received prayer cards for the World Day of the Sick, Easter and Christmas.
- Lenten and Advent reflections were shared on the HFM intranet and on social media.
- We honored our Catholic traditions through social media posts, messages on TV monitors in clinic and hospital waiting rooms and notices on the digital skywalk display.



Notice Informing Individuals about Nondiscrimination and Accessibility Requirements. Discrimination is Against the Law.

Holy Family Memorial complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. Holy Family Memorial does not exclude people or treat them differently because of race, color, national origin, age, disability, or sex.

Holy Family Memorial:

- Provides free aids and services to people with disabilities to communicate effectively with us, such as:
 - Qualified sign language interpreters
 - Written information in other formats (large print, audio, accessible electronic formats, other formats)
- Provides free language services to people whose primary language is not English, such as:
 - Qualified interpreters
 - Information written in other languages

If you need these services, call (920) 320-2886 or email tveeser@hfmhealth.org.

If you believe that Holy Family Memorial has failed to provide these services or discriminated in another way on the basis of race, color, national origin, age, disability, or sex, you can file a grievance with:

RAC Coordinator
2300 Western Avenue,
P.O. Box 1450, Manitowoc, WI 54221-1450
Telephone: (920) 320-2886
Fax: (920) 320-5109
Email: tveeser@hfmhealth.org

You can file a grievance in person or by mail, fax, or email. If you need help filing a grievance, HFM staff is available to help you.

You can also file a civil rights complaint with the U.S. Department of Health and Human Services, Office for Civil Rights, electronically through the Office for Civil Rights Complaint Portal, available at <https://ocrportal.hhs.gov/ocr/portal/lobby.jsf>, or by mail or phone at:

U.S. Department of Health and Human Services
200 Independence Avenue, SW
Room 509F, HHH Building
Washington, D.C. 20201
1-800-368-1019, 800-537-7697 (TDD)

Complaint forms are available at <http://www.hhs.gov/ocr/office/file/index.html>.