

Annual Report 2015



Save Lives.
Create Hope.
Build Community.



Sponsored by the Franciscan Sisters of Christian Charity

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"OUR REPUTATION IS BUILT ON EXCELLENCE"



Dear Friends,

Thank you for your interest in the Holy Family Memorial Annual Report. Serving the Lakeshore for over 115 years has been and continues to be our source of Inspired Caring.

Holy Family Memorial has built a reputation for excellence in healthcare and delivers inspired caring through our Right Care, Right Setting, Right Outcomes® philosophy of care to our patients, families and the communities we're privileged to serve.

HFM continues to expand and add innovative services to better meet the healthcare needs of our patients and their families. Healthcare as you and I know, is rapidly changing. In spite of the challenges that we all face in using healthcare, HFM has the reward of serving our community with commitment and championship. As we continue to work toward a healthier community, HFM is focused on expanding and adding innovative ways to keep care local. HFM is proud to be part of this community and we thank you for allowing us to serve your healthcare needs.

Best of health in 2016!

- *Mark P. Herzog, President & CEO*

RECOGNIZED AMONG THE BEST

- HFM is among the best in the nation in achieving an average time of only 30 minutes to unblock a heart attack victim's arteries in our 24/7 cardiac cath lab, when the national average is 90 minutes. Our innovation process has meant a lifesaving difference to hundreds of Manitowoc and Sheboygan County residents.



Our outstanding life-saving heart attack care earned the **American Heart Association Mission: Lifeline® Gold-Plus Receiving Quality Achievement Award**. HFM is also one of only 319 hospitals in the nation to receive the **American College of Cardiology Foundations' NCDR Action Registry-Get with the Guidelines Platinum Performance Achievement Award** for our treatment of chest pain and heart attacks.

- For the second year in a row, HFM was named as **one of 150 Great Places to Work in Healthcare** according to Becker's Hospital Review. This indicates the degree of satisfaction and pride our employees have working for HFM and translates into better care provided for our patients. The ratings are based on the employer's benefit offerings, wellness initiatives, commitment to diversity and inclusion, professional development offerings and environments that promote employee satisfaction and work-life balance.



Mission Lifeline award (pictured left to right): Michael Wellner, Director of Cardiovascular Services and Specialty Clinics, Lynn Serdynski, American Heart Association, Daniel Downey, RN, Michael Rosenberg, MD, and Tim Nikolai, American Heart Association.

- The HFM Cancer Center is **one of only 75** elite healthcare facilities in the nation awarded the **Outstanding Achievement Award by the Commission on Cancer of the American College of Surgeons** for 2015. Our state-of-the-art cancer program allows patients the ability to receive top-notch treatment close to home, right here in Manitowoc County. Patients benefit from the latest advancements in diagnostic and treatment technologies, including access to advanced cancer specialists, research and advanced treatment options through our partnership with HSHS St. Vincent Cancer Collaborative.

[Learn more about our award recognitions at hfmhealth.org/awards](http://hfmhealth.org/awards)

WELCOME NEW PROVIDERS OF EXCELLENCE



Aileen Alquinto
MD
Hospitalist



Kelly Eells
APNP
Wound Care
& Ostomy



Mariam El-Baghdadi
MD
Pain Medicine



Veronica Hillock
APNP
Family Medicine



Megan Ingersoll
CRNA
Anesthesia



Melissa Koss
APNP
Internal Medicine



Matthew McFarlane
MD
General &
Vascular Surgery



Ashley Micksch
APNP
Family/
Internal Medicine



Sarah Reveal
APNP
Family Medicine/
Occupational Health



Edward Smith
DO
Otolaryngology



Rhonda Zimmerman
APNP
Family/
Internal Medicine

INNOVATIVE CARE RIGHT HERE, RIGHT NOW

Today's healthcare consumer is the driving force behind how HFM delivers care today and tomorrow. Our patients are taking a more proactive approach in understanding and monitoring their health status so that they can make informed healthcare decisions. HFM Right Now is a new initiative to connect patients directly with care.

HFM Right Now e-visits launched in the Fall of 2015. With e-visits, patients can connect with an HFM provider from the comfort of their home and receive care for minor illnesses, such as the cold, flu, sinus infections, or allergies. Our e-visit service gives patients a convenient, easy way to access medical care for an affordable price. Other HFM Right Now services include lab tests, screenings, and physical therapy without the need of a referral.

INSPIRING A HEALTHIER WORKFORCE

HFM continues to dedicate ourselves to improving the health of our community. In addition to improving individuals' access to care, we also partner with employers to build a healthier, more productive workforce.

In early 2016, we launched Transcend, an experienced, dedicated team that genuinely cares about providing the

best, customized employer and occupational health solutions proven to keep employers financially strong and communities healthy.

Transcend goes beyond workplace wellness. We understand that every organization has a unique culture and different wellness goals for their workforce. Our approach to healthcare is different and based on our innovative "Right Care" approach.

TRANSCEND
Authentic Solutions to Inspire Employee Health

THE POWER OF A DONATION

As a not-for-profit healthcare network, we strategically reinvest our revenue in our employees, facilities, technology and other resources to continue providing world-class care right here in Manitowoc County. HFM's continued strength is the result of sound fiscal management and generous philanthropic community and corporate support.

In 2015, HFM received nearly \$750,000 from 700 generous donors who include grateful patients and families, community members, HFM physicians and employees, businesses, and foundations. With your support, HFM was able to provide the following specialized equipment and services improve lives in our community:

- The purchase of a Zoll Autopulse Portable AED helps to **save the lives of many**, providing no interruptions of compressions assuring lifesaving results with every beat.
- HFM Right Now e-visit services is innovative care that makes **healthcare more accessible** to all by connecting patients with an HFM provider online.
- The purchase of specialized visual equipment allows HFM therapists to **diagnose and treat vertigo more efficiently and effectively**.
- Our Guided Care program helps patients **plan for their future healthcare needs**. Patients work with a nurse navigator to discuss beliefs, values and goals to create a care plan that reflects patients' personal choices.
- The update of the Heritage Garden offers HFM patients, visitors, employees and volunteers a **tranquil and therapeutic** place to reflect and to connect with nature.
- The purchase of microbiology equipment for **quicker lab service**, sleep sofas for patient family use, and manikins for CPR training and more.

CARING FOR OUR COMMUNITY

At HFM, it's all about investing in the health of our community. HFM is proud to partner with community organizations, all working toward making Manitowoc County a better place to live, work and play. In 2015, we worked with community partners to address the following critical community healthcare needs in Manitowoc County:

- **Reduce Manitowoc County deaths from falls**

HFM led the way in developing a falls prevention toolkit with local community agencies. The toolkit provides guidance and resources geared toward increasing public awareness about the impact of falls.

- **Raise Manitowoc County health literacy ranking**

HFM continues steady progress to raise current health literacy ranking through public awareness campaigns and educational sessions.

- **Increase immunization rates in adolescents, included college freshmen**

HFM partnered with the Manitowoc County Health Department to raise awareness within our own network of healthcare providers about increasing adolescent immunization rates.

- **Reduce Manitowoc County obesity rate**

HFM partnered with local community agencies and fitness centers to spearhead Lean on the Lakeshore, a community wide weight-loss challenge to help individuals get back on track with their weight.

In 2015, HFM provided **nearly \$12 million** in total community benefit dollars to the poor, uninsured or underinsured. We responded to **379** cases of emergency need through our Providence Fund and gave over a half million dollars in community care to people in need through financial assistance. **This represents almost 10% of HFM's total annual expenses dedicated to community benefit.**

Dear HFM Caregiver,

"This letter is an expression of my gratitude for all your unconditional support throughout this chapter of my life. You patiently opened your door and your caring heart to me, always with true compassion, never judgment..."

- A grateful patient



Sisters Gerri and Mary traveled to HFM all the way from Appleton and Wautoma to utilize HFM's affordable Direct Access lab testing services.

TOUCHING LIVES

Innovative Care Statistics:

Clinic and Walk-In Visits	152,694
Inpatient Surgeries	1,027
Outpatient Surgeries	2,556
Inpatient Discharges	2,685
Wellness Center Memberships	1,939
Outpatient Registrations	76,930
Retail Prescriptions	100,970
Health Risk Assessments	3,949
Cardiac Visits	5,005
Births	226
ER Visits	13,241

Our Team Of Caregivers:

Employees	1,080
Volunteers	300
Medical and Dental Staff Members	117