



# Holy Family Memorial 2016 Community Benefit Report

Our 2016 Community Benefit Report is guided by our 2014-2016 Community Health Needs Assessment/Implementation Strategy. This annual report provides updates on our community benefits implementation strategy in 2016. To view 2017-2019 CHNA report, please visit <http://www.hfmhealth.org/community-commitment>.

## Priority #1:

Reduce Manitowoc County deaths due to falls from 36.9/100,000 to 30/100,000 by end of 2016.

**Outcome: 23.5/100,000 deaths at 2016 year's end.**

HFM provided coalition formation leadership resulting in county-wide falls prevention initiatives.

Falls Prevention Tool Kit produced and presented to numerous local organizations and included on Healthiest Manitowoc County website which has yearly unique visitors totaling 663,935.

Brochures were distributed to various ambulance services and EMS locations for further impact upon the community.

“Stepping On” classes were held at HFM Wellness Center; public education was provided at Manitowoc Farmer’s Market and in local newspaper articles impacting over 800 individuals.

**In 2014, when the Manitowoc County Falls Prevention Coalition was formed, Manitowoc County ranked 2<sup>nd</sup> highest in the state for falls related deaths. Today Manitowoc County ranks 19<sup>th</sup> out of 56 reportable counties!**

## Priority #2:

Raise Manitowoc County health literacy ranking from 31st place to 30th place or better, by end of 2016.

**Outcome: Literacy ranking study discontinued: active, robust community coalition was formed and is actively working on various education methods to improve health information understanding.**

Health literacy website was completed and linked to the Healthiest Manitowoc County website.

Five "Navigate Your Healthcare" classes and ten "Know How to Read Your Prescription" classes were offered at Manitowoc County Public Health Department, local high schools, high risk groups, English as a second language students and Hope House, the Manitowoc County homeless shelter. HFM invested over \$2,000 community benefit dollars in health literacy.

Developed Health Literacy Task Force informational pamphlet for agencies and community members’ engagement and further understanding of health literacy importance.

The task force developed 2017 goals which will further extend initiatives aimed at greater community involvement and participation in the Health Literacy Task Force.



## Priority #3:

Reduce Manitowoc County Adult Obesity Rate from 31% to 30.5% by end of 2016

**Outcome: Obesity Rate 30% (County Rankings & Roadmaps 2015)**

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. The 2nd annual *Lean on the Lakeshore Challenge* had 250 participants and more than a 1,300 total pounds reduction in collective weight.

Nearly \$9,000 of HFM’s community benefit dollars were spent to provide healthy nutrition, physical activity and wellness programs for individuals in need.

HFM’s Maritime Marathon hosted 441 runners from over 35 states and several foreign countries. Totally run by 150 volunteers, the goal is to make a positive impact on the Manitowoc-Two Rivers Community promoting a healthy lifestyle. This event continues to grow annually and serves as a qualifier marathon for larger national events, including the Boston Marathon.

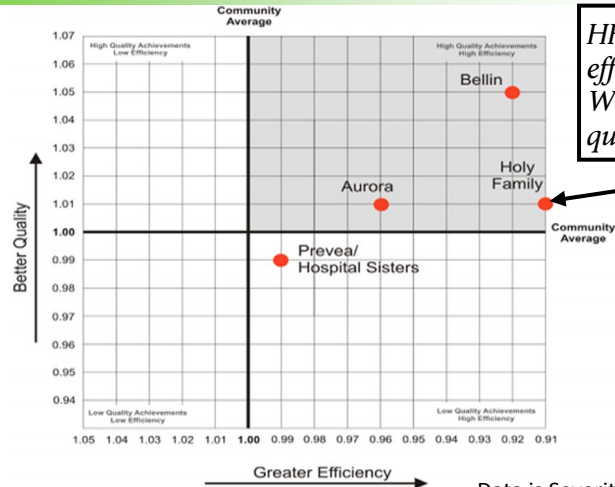


Greetings,

I am very pleased to share the 2016 Community Benefit Report with you. At Holy Family Memorial, we are most fortunate to have a dedicated staff who work every day to provide patient-focused, value-driven care. As you view this report, the real-life healing ministry of Jesus Christ in today's world is revealed. Daily, HFM continues to deliver Right Care@ to our community by improving quality, reducing costs and sharing compassion and mercy with all.

### Mission

*Holy Family Memorial is a network of health professionals who, rooted in the healing ministry of Jesus Christ, provide services to help individuals and our communities achieve healthier lives.*



*HFM is identified as the most efficient hospital in Northeast Wisconsin and 2<sup>nd</sup> highest in quality!*



### Vision

*Holy Family Memorial, as a network and in partnership with others, will be the clear choice for healthcare in the lakeshore region, recognized as the leader in patient-centered, excellent medical care, while delivering valued outcomes in a Christian environment.*

Source: All Commercial Payers, Wisconsin -BSG Analytics, 2014 data

Our community will need strong leadership and collaboration to meet our challenges together and to fulfill our potential. We stand on the shoulders of all who have gone before us within our Franciscan healthcare tradition. The vision continues...

Mark P. Herzog, FACHE



JUBILEE OF MERCY

The **Providence Fund** was established in 1992 by our Sponsor as a testament to our belief in God's Divine Providence.

In 2016, HFM responded to approximately **380 cases** of emergency prescription requests, transportation needs, including gas cards, and medical apparatus emergency needs.

Financial assistance to those in need totaled **\$12,728.62** thanks to our generous donors and all fundraising efforts.

### Priority #4

Increase the adolescent (including college freshmen) immunization rate from 35.8% to 38.8% by end of 2016.

**Outcome: 53.1% at 2016 year's end.**

Completed AFIX (Assessment, Feedback, Incentives, eXchange), a quality improvement program, was used by the task force to raise immunization rates.

HFM partnered with Manitowoc County Health Department to complete successful campaign for raising awareness regarding increasing adolescent immunizations rates.

Flu immunization clinics verified Wisconsin Immunization Registry to ensure additional vaccines were offered while patient is in a provider's office.



**SUMMARY OF QUANTIFIABLE COMMUNITY BENEFITS FY 2016**

	Caseload		Benefit Expense ('000) <u>Amount</u>	% of Total Expenses**
	<u>Number</u>	<u>Measure</u>		
<b>1. <u>BENEFITS FOR THE POOR</u></b>				
Community Care	673	Encounters	\$244	0.20%
Unpaid Cost of Public Programs				
Medicaid - Inpatient	380	Days	979	0.82%
Medicaid - Outpatient	<u>32,102</u>	Visits	<u>8,118</u>	<u>6.79%</u>
	<b>32,482</b>		<b>\$9,097</b>	<b>7.61%</b>
<b>Total Quantifiable Benefits for the Poor</b>	<b>33,155</b>	<b>Encounters</b>	<b>\$9,341</b>	<b>7.81%</b>
<b>2. <u>BENEFITS FOR THE BROADER COMMUNITY</u></b>				
Community Health Improvement and Community Benefits Operations	9,196	Persons	195	0.16%
★ Health Professions Education	466	Persons	177	0.15%
Cash and in Kind Contributions	290	Persons	111	0.09%
Community Building Activities	1,064	Persons	47	0.04%
<b>Total Quantifiable Benefits for Broader Cmty</b>	<b>11,016</b>	<b>Encounters</b>	<b>\$530</b>	<b>0.44%</b>
<b>QUANTIFIABLE COMMUNITY BENEFITS SUBTOTAL</b>	<b>44,171</b>	<b>Encounters</b>	<b>\$9,871</b>	2016 8.26%
				2015 9.92%
*Unaudited				
**2016 Total Expenses \$119,540,018				
<b>3. <u>BENEFITS FOR THE ELDERLY</u></b>				
Unpaid costs of Medicare				
Inpatient	1,570	Days	2,218	1.86%
Outpatient	<u>106,772</u>	Visits	<u>10,379</u>	<u>8.68%</u>
<b>Total Quantifiable Benefits for the Elderly</b>	<b>108,342</b>	<b>Encounters</b>	<b>\$12,597</b>	<b>10.54%</b>
<b>GRAND TOTAL BENEFITS</b>	<b>152,513</b>	<b>Encounters</b>	<b>\$22,467</b>	2016 18.79%
				2015 20.81%

**307 volunteers donated 45,075 hours to HFM's patients and families in 2016.**

While escorting last Tuesday, I brought down a visitor whose husband had just passed away. She was accompanied by a son. The son stopped on the way out to speak to Joan who was volunteering at the Concierge Desk. Since Joan had expressed her sympathies to them, I returned to her desk and asked how she knew about the death.

She told me that this family had been in and out of the hospital several times. The son had stopped by her desk on his way in to inform her that his dad had passed away. He had also stopped on his way out of the hospital to express his gratitude to Joan for all of the warm smiles and greetings they had received each time they came in to visit their ailing father. He went on to tell her that it always made them feel welcomed and cared about.

Thank you, Joan, for being the face and voice of Compassionate Care for HFM patients and families!

Submitted by  
A HFM Volunteer Colleague

**College Student Stats**

**29**  
Departments  
Hosted Students



**27**  
Programs  
Provided a Clinical/Non-clinical  
Experience



**145**  
Students  
Were Placed  
at HFM



**Did you know?**  
**68** of **145**  
students were in  
nursing

## **Holy Family Memorial Senior Leadership**

Mark P. Herzog, FACHE  
President and CEO

Jane Curran-Meuli, FACMPE  
Executive Vice President /  
Chief Operating Officer

Laura Fielding, FACHE  
VP Organizational Engagement /  
Chief Administrative Officer

Mary Maurer, MHA, FACHE  
VP Community Engagement /  
Chief Innovation Officer

Brett Norell, MHA/MPH, FACHE  
VP Finance / Chief Financial Officer

Dean Pollnow, M.D., Executive Vice  
President / Chief Medical Officer

## **Holy Family Memorial Board of Directors—2016**

Mark P. Herzog, President and CEO  
Donald Brisch, Chair  
Jeffrey Dunn, J.D., Vice Chair  
Kathleen Zucchi, Secretary  
Denise Kitzerow, Treasurer  
Michelle Birschbach, J.D.  
Derek Bown, D.C.  
Matthew Campbell, M.D.  
William Casey  
Sister Lorita Gaffney  
Sister Marlita Henseler  
Erick Kahlenberg  
Marilyn Kaufmann, RN, PhD  
William Leach Jr., D.O.  
Daniel McGinty  
Sister Elaine Turba  
Sister Jan Villemure

[www.hfmhealth.org](http://www.hfmhealth.org)

## **Franciscan Sisters of Christian Charity (FSCC)**

Holy Family Memorial, Inc. is sponsored by the Franciscan Sisters of Christian Charity, located at Holy Family Convent, Manitowoc, Wisconsin.

The Franciscan Sisters of Christian Charity, an apostolic religious Congregation, are characterized by the spirit of their founders with lives based in simplicity, firm faith in a loving God, joyful acceptance of poverty, a love for the Church and selfless dedication to the service of others.

## **FSCC General Council**

Sister Natalie Binversie, Community Director  
Sister Adrianna Schouten, Council Member  
Sister Anne Marie Lom, Council Member  
Sister Myra Jean Sweigart, Council Member  
Sister Theresa Feldkamp, Council Member

[www.fsc-calledtobe.org](http://www.fsc-calledtobe.org)

## **FSCC Sponsored Ministries, Inc.**

Daniel McGinty  
President and CEO

Sister Laura Wolf  
Senior Executive Advisor to the President

James Vopat  
Senior Vice President, Finance

Scott McConnaha  
Vice President, Mission

Barbara Kane  
Director of Finance

Terri Hollen  
Director of Corporate Services

Michele Ziarnik  
Executive Assistant to the President/Office Manager

Karen Stenzel  
Executive Assistant for Governance and Communications

Virginia Duprey  
Receptionist/Finance Assistant

[www.fscm.org](http://www.fscm.org)



**Holy Family Memorial**

*Sponsored by the Franciscan Sisters of Christian Charity*