

2014 Community Impact Report

Transforming the health of our community... one life at a time.

In Fiscal Year 2013, UW Health Partners Watertown Regional Medical Center gave over \$9.5 million back to the community through donations, community initiatives and charitable care. This report describes the collaborative Community Health Assessment that has guided our priorities, along with summaries of several of our key initiatives over the past fiscal year.

Community Health Assessment

WRMC worked collaboratively to assess the health needs of our community. Working in partnership with area public health departments, Fort HealthCare and Beaver Dam Community Hospitals, we determined that prevention of chronic disease is our community's greatest immediate health need, with emphasis in the areas of:

- Nutritious diet
- Physical activity
- Mental health
- Substance abuse

Our community benefit activities are targeted to impact these areas of greatest need.

UW Health Partners

Watertown Regional Medical Center



\$96,194
scholarships
and training
future health
providers

\$459,117
community
health
improvement

\$299,778
cash and
in kind donations

\$596,279
subsidized
health services

\$58,837
community
building activities

2013 Charitable Donations

\$8,029,000
charitable care

\$1,500,000
all other

According to Wisconsin Hospital Association estimates, WRMC contributed over \$76 million dollars in total income to the local community last year, and 1,283 local jobs to the regional economy.

In addition to the highlighted programs and activities, we were also proud to support:

- ♦ **Community events:**
We are a lead sponsor of Lights and Sirens in Watertown, and National Night Out in Lake Mills.
- ♦ **Poison Prevention:**
We reached over 2,000 students with poison prevention education.
- ♦ **Healthcare Education:**
We were proud to host more than 100 healthcare professional students this year. We also invested in community Emergency Preparedness training and supported Emergency Medical Services (EMS) education.
- ♦ **Subsidized care:**
We subsidized important health services, with a special focus on mental health services through Directions Clinic and a Health Transitions program that was recognized statewide for its success in reducing readmissions among high-risk patients with chronic disease.



Harvest Community Kitchen Nutrition & Cooking Classes

The Harvest Community Kitchen, a demonstration kitchen and meeting space located inside the Harvest Market & Café restaurant, helps community members take home the flavorful, fresh approach to eating well. Harvest Market Executive Chef Justin Johnson has teamed up with WRMC's Registered Dietitians to create a lineup of culinary classes with a healthful twist. Between three and five classes are offered each month. Participation has been outstanding.

"We created Harvest Market because we believe good nutrition is the foundation of good health," says WRMC President & CEO John Kosanovich. "This vision is right in line with what our physicians tell their patients. Food is medicine. Harvest Market is really an investment in the health of our community."

"A Taste of Harvest: Rx for Health" is a free class that is held monthly for the community. The class introduces strategies, tips and advice for eating well.

Get Involved!

To learn more about our classes, visit HarvestMarketCafe.com

Physical Activity

5K Run Training Program

In August we kicked off an annual 5K training program designed to motivate and inspire new walkers and runners of all fitness levels. This past year, the program attracted over 130 participants with the ultimate goal of entering the local "Run from the Cops" 5K run/walk.

"Running is always something I had an interest in," says participant Lisa Hawes. "In fact, running a 5K was on my bucket list. This is exactly what I needed to meet my new goal and it included a certified trainer and a team of participants just like me."

Run from the Cops

A Watertown tradition, this 10K run, 5k run/walk and 1-mile youth run is sponsored by WRMC in partnership with the Watertown Police Department. The goal of the event is to raise awareness and funding for victims of domestic violence. 100% of our proceeds are donated to People Against Domestic and Sexual Abuse of Jefferson County (PADA). Proceeds from the run since its inception has generated over \$31,000 for PADA.

Get involved!

To register or sponsor the Run from the Cops, visit watertownrunfromthecops.com.



Meals on Wheels

Meals on Wheels has been a valuable community resource for more than 40 years, providing nutritious meals to homebound seniors. This service has been provided through the generosity of churches and civic organizations and their volunteers.

WRMC has long provided leadership for Meals on Wheels, providing more than \$70,000 in annual support through donated labor and food supplies. 13,000+ meals are served annually.

As we enter 2014, Watertown's Meals on Wheels program is challenged with higher food, supply and fuel costs as well as a limited number of volunteers, while the demand for service continues to increase. Additional community support is still needed to ensure that the Meals on Wheels Program remains affordable.

Get Involved!

Donations are being accepted on an ongoing basis. Visit uwHPWatertown.com/DonateMealsonWheels.



Watertown Area Cares Clinic & Community Dental Clinic

In 2013, WRMC donated more than \$200,000 in financial support and medical services to the Watertown Area Cares Clinic in Watertown and the Community Dental Clinic in Fort Atkinson.

The Watertown Area Cares Clinic provides high-quality comprehensive care to the uninsured whose income is less than 200% of the federal poverty level. Services include physical examinations, diagnostic testing and medications. The clinic relies completely on the generosity of donors and volunteers. Call 920.206.7797 to learn more.

Similarly, the Community Dental Clinic was created to provide access to dental care. As a "safety net clinic," it maintains an open door by offering access to services to patients regardless of their ability to pay. A substantial portion of this Fort Atkinson clinic's patients are uninsured or have Medicaid. Contact the clinic by calling 920.563.4372.

Friend to Friend Mammography Program

Our Friend to Friend program helps ensure no woman in our community goes without a life-saving mammogram.

One in three women over the age of 40 in our region has not had her mammogram. The Friend to Friend program will sponsor mammograms for those in need. To schedule an appointment, call the Center for Women's Health at 920.262.4825 and ask to schedule a Friend to Friend sponsored mammogram.



UW Health Partners

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