

2010

Community Benefits

Bellin Health's Contributions to the Communities We Serve



bellinhealth

Mission

As a community steward, the mission of Bellin Health is to engage individuals, families, employers and communities in their lifelong journey toward optimal health and to provide safe, easy-to-use, high-quality and cost effective total health solutions.

Vision

People who engage with us experience greater lifelong health.

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Strengthening Our Community

More than 100 years ago, a Northeast Wisconsin physician named Dr. Julius J. Bellin recognized a need for quality health care and responded by establishing what is now Bellin Health. Today, Bellin Health remains based in Green Bay, Wisconsin and is governed by a board of directors made up of community leaders who make decisions based on the well-being of the communities our health system serves throughout Northeast Wisconsin and Upper Michigan.

Bellin Health is guided by our mission – to engage individuals, families, employers and communities in their lifelong journey toward optimal health and to provide safe, easy-to-use, high-quality and cost effective total health solutions. This mission drives us to proactively seek out opportunities to positively impact lives, often through activities that promote health and programs that provide health care services that would otherwise not be possible.

At Bellin Health, we seek to improve the quality of life for the people who live in the communities we serve. We strive to provide quality care and design health and wellness plans that focus on each person's individual needs to help them meet their health and lifestyle goals. We are building long-term relationships that enable us to care for healthy individuals – and keep them in good health, rather than only providing care when they have an illness or injury.

In this Community Benefits Report, you'll find a sampling of Bellin's contributions and examples of how those gifts have improved care for your family, your neighbors and the communities that we serve throughout the region.



George Kerwin
President & CEO
Bellin Health



Bellin Health's Organ Procurement Team

Community Health Services

To engage individuals in our communities, Bellin Health provides a number of services such as screenings, health information, translation services, a 24/7 community health line and more. The health system is a strong supporter of community initiatives and is a founding partner of Unity Hospice.

Organ, tissue and eye donation holds the promise of life for thousands of people who are on the national transplant waiting list. The generosity of donor families, who, at a time of great tragedy, decide to help others, is immeasurable. Discussing organ donation with families during a hospital stay can be a difficult task, but such conversations are taking place through Bellin's commitment to helping others through organ donations.

Information on organ procurement is part of orientation for all nursing staff at Bellin Health. In addition, there are trained staff members throughout the hospital and several key supervisors with additional training to provide information and discuss options with patients and families in the Emergency Department and Intensive Care Unit.

By participating in several community events, Bellin is also helping to increase overall organ awareness, including a special effort during National Donate Life Month each April.

Health Professional Education

Bellin Health's commitment to education parallels our commitment to the advancement of health services, and is evidenced by continued medical education offerings, a cardiovascular staff series, support of physicians and medical students, continued education for our health system administrators and support of Bellin College.

2009 was a big year for Bellin College (formerly Bellin College of Nursing) with the dedication of a new, stand alone campus at 3201 Eaton Road in the Village of Bellevue. The 72,000 square foot facility offers increased access to technology with upgrades in equipment, including seven labs, and room to grow to meet future needs.

Bellin College is dedicated to preparing health care professionals by providing an intellectually-stimulating environment focused on leadership, community service and lifelong learning that promotes excellence in health care practice and the advancement of the profession. Degree programs offered at Bellin College include Bachelor of Science in Nursing, Bachelor of Science in Radiologic Sciences and Master of Science in Nursing.

As a wholly-owned subsidiary of Bellin Health, the college's location has been embedded in Bellin Health facilities for the first 100 years. The new campus, built from the ground up, provides great opportunities to expand enrollment and additional programs. Enrollment has increased to about 350 students, with that number expected to continue to grow over the next five years.





Kim Kosmoski, Bellin Home Health Nurse

Subsidized Health Services

Bellin Health's contributions to the community include providing health care at a free or reduced charge to the community, those who are unable to pay, are medically underserved or uninsured. This includes joint ventures that support health care in areas that would otherwise be underserved.

Bellin Health is committed to helping patients following their stay in the hospital. Started in 1984, Bellin Home Health effectively provides skilled care to patients in their homes throughout a nine county area of Northeast Wisconsin and Upper Michigan. Bellin Home Health helps people from infants to seniors with their health care needs at home, including skilled nursing care, physical, occupational and speech therapy, disease management and much more.

Nurses act as case managers and coordinate the home health care with the patient's doctor and other health care professionals. The program averages more than 13,000 home visits each year.

The home assistance, including subsidized care, can have a significant impact on the length of a patient's hospital stay, lessening the care and cost burden on families. Home health care is also crucially important in reducing the re-hospitalization rate for discharged patients.

Bellin Home Health also serves resident facilities and elder care facilities through its Community Care program providing blood pressure screening, foot care, lab work, medication management and other services.



Fire & Iron Motorcycle Station 17 Sponsor

Financial and In-kind Contributions

Supporting worthwhile efforts and programs is a significant part of Bellin Health's support of the community. Our employees have followed suit with contributions to Adopt-A-Family and other charities. Bellin's contributions include emergency funds for patients, free and subsidized fitness center memberships and contributions to N.E.W. Community Clinic, a free clinic serving Northeast Wisconsin.

One of the many events and organizations Bellin Health is proud to support is the Fire & Iron Motorcycle Station 17. The club is made up of firefighters and other fire service associates from Eastern Wisconsin who love to ride.

Each year, the Fire & Iron club sponsors a benefit ride with proceeds designated for the Wisconsin Alliance for Fire Safety's Burn Camp for Injured Youth. The camp provides a full week of activities for kids who have suffered significant burn injuries. Organizers describe the camp as a week of activities where the young burn victims can have fun, forget about their injuries and just be a kid like everybody else.

Community Building Activities

As the only community-based health care system in Green Bay, Bellin Health has a rich tradition of promoting a sense of community for more than 100 years. That tradition continues today through numerous events and activities including providing athletic training services for local school sports programs and hosting the Bellin Run, one of the largest 10K runs in the United States.

Bellin Health also builds a sense of community in the Oconto area where it operates the Bond Community Center, offering health and fitness programs ranging from high-intensity strength training to low-impact aquatic exercises. But the Bond Community Center, which opened its doors in 2005, offers more than a typical fitness center.

Operating in conjunction with the adjacent Oconto Hospital & Medical Center, the community center features medical programs with an emphasis on therapy, including classes to help those with knee, hip, back or other issues. There are also a full range of senior programs, including personal training and therapy in the facility's pool.

In addition, the Bond Community Center is seen as a key part of Oconto County, working throughout the community with screenings, seminars and a variety of educational offerings to benefit the entire area.



Bellin Health's Economic Impact

In addition to providing access to vital health services 24 hours a day, seven days a week and serving more than 300,000 outpatients, Bellin Health also has a significant impact on the financial health of the region.

Bellin Health contributes to the local economy through the people we directly employ, the goods and services we purchase and the taxes we pay. Bellin Health supports other local businesses through “multiplier effects” that are generated in three ways:

- The hospital’s purchases create industry revenues for local businesses and “indirect” jobs and income for their employees.
- Employee purchases generate “induced” income and jobs for other businesses in the community.
- Wages and salaries are subject to federal, state and local taxes.

What is Bellin Health’s Impact on the Community?

- Provides jobs for 2,392 hospital workers, and supports an additional 1,002 jobs created indirectly through hospital purchases and 847 jobs induced through hospital employee economic activity for a total of 4,241 jobs.
- Accounts for nearly \$430 million in economic activity. The direct effect of Bellin’s \$257 million includes revenues from services provided by the hospital.
- Contributes \$249 million in total income to the community.

Job Impact of Bellin Health	
Direct Jobs	2,392
Indirect Jobs	1,002
Induced Jobs	847
Total Jobs	4,241
Impact of Bellin Health on Local Economy	
Revenue	
Direct Impact	\$ 257,003,326
Indirect Impact	95,348,233
Induced Impact	76,843,994
Total Impact	\$ 429,452,558
Labor Income	
Direct Impact	\$ 109,398,365
Indirect Impact	39,492,809
Induced Impact	28,771,770
Total Impact	\$ 177,662,945
Total Income	
Direct Impact	\$ 127,417,924
Indirect Impact	64,091,216
Induced Impact	57,465,483
Total Impact	\$ 248,974,623

Community Benefit Impact

For period October 1, 2008 – September 30, 2009

Community Health Services	\$ 3,150,596
Health Professional Education	\$ 900,080
Subsidized Health Services* (*at cost)	\$ 16,216,074
Financial & In-kind Services	\$ 414,254
Community Building Activities	\$ 330,809
Total	\$ 21,011,813



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