Challenging times create exciting opportunities
Mayo Clinic Health System - Franciscan Healthcare is up to the test

Everywhere you go these days, you are likely to hear someone talking about health care. They might be talking about the new insurance exchanges and what they’ll mean. They might be worried about the rising costs of care as Baby Boomers age and use more resources. They may be concerned about receiving high quality care for themselves and their families. They may be troubled about obesity rates, especially for children.

And the big question is, what can we do about it? How can we work together in innovative new ways to make changes in how health care is delivered?

The good news is that we at Mayo Clinic have some excellent ideas on all of the above. In this annual report, you will learn about how something called “practice integration” will blend the best of the research and resources of Mayo Clinic Rochester with the knowledge and expertise of your local hometown providers. You’ll read about how “patient-centered medical homes” – lauded by national experts as an exciting way to transform the way health care services are delivered while keeping people healthier – were actually piloted right here in La Crosse and Sparta. And you’ll learn about how people, again right here in the Coulee Region, collaborated to improve the way people grow food locally and eat healthier.

Mayo Clinic has been noted by national leaders for our efforts to increase the value of the care we provide while simultaneously decreasing the cost of that care. We’re constantly innovating, dedicating time and resources to exploring not only new ways to diagnose and treat disease, but also new ways of providing health care.

And, you can count on us to continue our spirit of compassion and human touch as we care for our patients, an inspiration that flows from the rich heritage of our sponsors, the Franciscan Sisters of Perpetual Adoration, who modeled “caring for the community” from their beginnings.

These can feel like daunting times. But they are also very exciting. We invite you to join us on a journey, one where we’re all engaged in creating a healthier, more dynamic future.

Tim Johnson, M.D.
President and CEO
Mayo Clinic Health System - Franciscan Healthcare
Connect the dots
A health care system goes beyond buildings

One of the benefits of being a Mayo Clinic Health System patient is access to a huge network of health care providers. Close to 3,000 physicians and scientists work at our affiliated organizations. That’s a lot of expertise.

- When **Freddy Del-Carpio, M.D.**, a heart rhythms specialist, sees a complex patient in La Crosse, one who needs special labs and equipment, he doesn’t just “send that patient off.” He actually accompanies the patient to Mayo Clinic in Rochester, ensuring that all-important continuity of care and reducing stress for the patient.

- **Daniel Clayton, M.D.**, neurosurgeon, performs deep-brain stimulation surgeries in Rochester for patients who have been diagnosed with Essential Tremor or Parkinsons Disease, while keeping clinic hours in La Crosse for the rest of his neurosurgery practice.

- **Michael Colgan, M.D.**, also practices in both La Crosse and Rochester, performing MOHs surgery, a delicate dermatological procedure that removes only the precise amount of affected tissue.

In this way, Mayo Clinic Health System providers share their expertise, allowing physicians to see patients in two or more locations, making it possible for patients to receive access to specialty care without traveling.

These examples are just a small part of the “practice integration” that is occurring across the Midwest and locations in Florida, Arizona and Georgia. The idea is that the care you receive from any provider – no matter where he or she is located – will be the same high-quality care you would receive at any of our sites. That means working together in ground-breaking ways and using technology to its utmost, to share expertise and knowledge throughout the enterprise.

AskMayoExpert provides needed connection

Ever wish you could have the world’s expert on a topic right at your fingertips? Thanks to an innovative new application – available only to Mayo Clinic network physicians – that dream is now a reality. A physician in any setting, such as Waukon, Iowa, Caledonia, Minn., or La Crosse, Wisc., can, with a few clicks of a mouse, have instant access to their colleagues throughout the country.

AskMayoExpert is a provider-to-provider application that captures and organizes Mayo’s medical knowledge and delivers it to other providers at their desktops. The online resource contains best-practice advice on hundreds of medical conditions, information about subspecialty clinics, in-depth educational materials for providers and patients, the latest clinical research findings, and a listing of experts to facilitate dialogue between colleagues, when needed.

What does this mean to you? You may only see the primary care provider standing before you, but there are thousands of experts standing behind each individual physician.

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**2012 BY THE NUMBERS**

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$1.7 billion economic impact | Mayo Clinic Health System in Wisconsin (including Eau Claire area) is the largest private sector employer in Western Wisconsin. Impact includes jobs, suppliers and vendors, and state and local taxes.
Medical homes add value and improve care

Sparta campus, La Crosse-Mayo Family Medicine Residency lead the way in transforming the future

Mayo Clinic Health System physicians and staff in La Crosse and Sparta, along with representatives from Health Tradition Health Plan, are helping design the future of health care by participating in two pilot programs related to Patient-Centered Medical Home.

The pilot projects launched in early 2012 and will span two years; their goal is to create and implement innovative methods of delivering health care that will improve the patient experience and clinical outcomes while reducing or maintaining cost. Learnings from the pilots will be shared within Mayo Clinic Health System and nationally as part of health care reform efforts.

The pilot in Sparta focuses on improving the health of a controlled population – in this case, a local employer. The Sparta pilot team developed a “basket” of integrated services that help the employees to establish a relationship with their primary care provider, create their own personalized plan of care, and offer ongoing support and resources.

The Residency pilot focuses on improving the health of persons with BadgerCare Plus insurance that live in the La Crosse area. The Residency pilot team developed a program that educates and encourages BadgerCare Plus members to utilize the Family Health Clinic for their health care needs rather than making frequent visits to emergency and urgent care departments.

Planting seeds for the future:
Collaborating for a Healthier Tomorrow

Of gardens, green and all good things

It all started with a vacant lot. Mayo Clinic Health System owns a plot of land in the Washburn neighborhood in La Crosse. A neighborhood association expressed an interest in establishing a community garden. Mike Brown, director for spiritual care, said, “We want to be good stewards of our land, and we want to encourage healthy lifestyles. Those primary values are what drove us to establish the garden.”

It works like this: The medical center owns the land and provides water hookups. Then, a community partner, in this case, the Washburn Neighborhood Association, manages the garden.

What makes this effort even more amazing, however, is that the community gets double benefit. The $30-per-year-plot rental fee goes toward a local nonprofit, such as St. Clare Health Mission or other worthy organizations. All gardeners agree to donate 10 percent of their produce to a local food bank.

Good ideas have a tendency to spread. Last year, the clinic in Onalaska started its own community garden on approximately three acres of adjacent land. Community partners are the Hmong Mutual Assistance Association and Onalaska Parks and Recreation.

“One benefit of these projects is that they really do help pull people together and create community,” says Brown. “People who don’t know how to garden can link up with those who have done it for years.”
Embedded in the soil of the community

Everyone knows we can accomplish more if we work together. Recently Mayo Clinic Health System, Western Technical College, and Hillview Urban Agricultural Center (HUAC) came together to promote local food, healthy eating, sustainable practices, and community wellness programs.

As part of this new collaborative effort, a state-of-the-art Urban Landscape and Agriculture Center, including an energy-efficient greenhouse will be constructed on Western’s campus. Horticulture, landscape, science, agriculture and culinary programs will all reap the benefits of having the facility on the downtown campus. Future plans also include the creation of four or five new energy-efficient sustainable homes, as well as community-based education focused on nutrition and physical activity.

The collaboration illuminates what has long been important to our community: the value of hard work, appreciation for the earth, a spirit of pulling together in good times and tough, and a neighborly sharing of skills and knowledge.

Freedom Honor Flight

Freedom Honor Flight has an admirable goal: to fly veterans to Washington, D.C. to visit the memorials that stand in their honor. As our way of honoring these veterans, Franciscan Healthcare sends a physician representative on each flight. With 10 flights, Freedom Honor Flight has honored approximately 1,000 veterans locally.

The trip is all in one day, spending several hours at the World War II Memorial, and visiting other Washington D.C. landmarks such as the Korean War Memorial, Vietnam Wall, Lincoln Memorial, the Marine Corps War Memorial and others as time permits. Freedom Honor Flight receives no government funding and depends entirely on generous donations. By sending a physician on each flight, Franciscan Healthcare helps to ensure as many veterans – many of who have health issues – reach their memorials as possible.

Honoring Doctors Day with Food Pantry Donations

Physicians such as Pam Hanson, M.D., from our Holmen Clinic are dedicated members of our communities. In honor of all our physicians, Mayo Clinic Health System - Franciscan Healthcare donated $3,500 to area food shelves this past March on Doctor’s Day.

“We are thankful every day for the care that our doctors provide to our patients and communities in Wisconsin, Iowa and Minnesota,” said David Rushlow, M.D., Chief Medical Officer. “Sharing our good fortune with those who are in need is a natural extension of our mission.” National Doctors Day works to identify and celebrate the accomplishments and efforts of all physicians.
Be inspired. Get connected. Walk MS.

As part of our dedication to health care research, Franciscan Healthcare is proud to sponsor the annual MS Walk. Chances are everyone in the Coulee Region knows someone affected by MS. What if we could connect every person living with MS? Every person who cares about someone with MS. Every family affected by MS. Everyone who has seen what this disease can do.

The funds support life-changing programs and cutting-edge research. They give hope to the more than 10,000 children, women and men in Wisconsin who have been diagnosed with MS. They also provide reassurance to everyone who loves and cares for each of them.

In 2012, nearly 700 people participated in the three-mile walk, which raises awareness and money. More than $1.5 million was raised through Walk MS events in Wisconsin last year, making it the largest fundraiser supporting the National MS Society-Wisconsin Chapter. Nearly $100,000 of that came from the La Crosse event.

Being a good community citizen

Being a good corporate citizen is part of our heritage. With more than 3,300 staff members, we are one of the largest employers in the region so we have a great responsibility to positively impact the local quality of life and the economy. In 2012, the organization made investments to community-sponsored efforts in excess of $285,000.

- **The Franciscan Healthcare Foundation** committed more than $1 million to enhance medical care in our region. Contributions helped people across a wide spectrum; from premature infants to the frail elderly; from cancer and stroke patients to those diagnosed with diabetes, heart disease and other types of chronic illness. In the past five years the Foundation has awarded more than $11 million to support those with medical needs.

- **Franciscan Healthcare Auxiliary** has provided funds for St. Clare Health Mission, scholarships for health careers, WAFER Food Pantry, local charities and projects that help to strengthen, promote and build our community. The Auxiliary continues to be a strong supporter of people who are underserved, contributing more than $120,000 in 2012 and almost half a million dollars over the past five years for a variety of philanthropic activities.

- **Health Tradition Health Plan** investments supported community wellness events, food drives and early detection programs.

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**Our Sparta Location**

opened its doors to its first patient in the new Emergency Department in January 2012. Prior to opening, staff members such as Neil Schaitel (left) welcomed area residents to an Open House to describe the benefits of the new 7,000-square foot Emergency Department, including a 64-slice CT scanner, two state-of-the-art trauma rooms, eight exam rooms as well as an ambulance garage.
2012 was a busy year! A few accomplishments

- With the addition of Matthew Sherrill, M.D., MCHS now offers **plastic and reconstructive surgery services**. Dr. Sherrill provides surgical repair of congenital deformities and hand injuries, post-surgical reconstruction such as breast, head and neck as well as cosmetic procedures.

- Dermatologic Surgeon Michael Colgan, M.D., now offers **MOHs surgery**, a precise surgical technique for removing skin cancer. When performed by an experienced surgeon like Dr. Colgan, MOHs surgery offers the highest rate of cure with minimum damage to surrounding healthy tissue.

- New mammography and bone density screening **mobile imaging vans** make it easier for patients to receive needed screenings as they bring the services closer to where people work and live.

- The **Cancer Center** was named one of 106 nationwide recipients of the Outstanding Achievement Award as presented by the American College of Surgeons' Commission on Cancer (CoC) based on a review of care provided by the Cancer Center.

- Our **Lactation Services** expanded into the clinic setting to better support nursing mothers following the birth of their baby.

- We now provide year-round **complimentary mammogram screenings** to uninsured women ages 40-64 at all nine of our locations.

- The **Neurodiagnostics and Sleep Disorders Center** was accredited by the American Board of Registration of Electroencephalographic and Evoked Potential Technologists (ABRET) through July 2, 2017. The accreditation is based on an evaluation of the technical quality of EEG tests performed in the Center. This is the second five-year accreditation for the Center.

- The **St. Clare Health Mission** was named one of 106 nationwide recipients of the Outstanding Achievement Award as presented by the American College of Surgeons’ Commission on Cancer (CoC) based on a review of care provided by the Cancer Center.

- We were named the recipient of the 2011 “Forget Me Not Care Partner Award” at the 22nd Annual Alzheimer’s Association Celebration of Excellence Luncheon. The award recognizes organizations, agency or institution that has chosen the development of exceptional programs and or services that benefit the Alzheimer’s community.

- **Health Tradition receives A+ rating** - The Wisconsin Department of Health Services awarded one of two “grade A’s” in the State of Wisconsin to Health Tradition Health Plan in its annual health maintenance organization (HMO) Forward Health report card. Health Tradition received top scores in four out of six areas. The Wisconsin Department of Health Services uses the report card to rate the state’s 15 HMOs in their service of BadgerCare Plus members.

- **Web Health Awards** – Out of 600 entries, two productions from Mayo Clinic Health System – Franciscan Healthcare and Health Tradition Health plan were selected as winners of the 14th Annual Web Health Awards. “Health Savvy: When and How to Manage Illness and Injury At Home” received a Gold Award. “Wealth Savvy: Getting the Most from Your Health Care Dollar” received a Silver Award.

- We were recognized by the Department of Defense with a **Patriot Award** for extraordinary support of one of our associates – Major Karen McGuire, 4203rd US Army Hospital, Nashville, TN, United States Army Reserve.

- The St. Clare Health Mission, Boys and Girls Club, YWCA Casa for Kids program, Franciscan Healthcare Auxiliary Programs and Bluff Country Family Resources were all recipients of the $71,000 in funds raised at the 26th annual **Tiny Tim Gala Benefit**, Festival of Trees and Jingle Bell Brunch.

- The American Medical Writers Association (AMWA) recognized the book Nursing Management: Principles and Practice. Cancer Center and Dermatology Director, Diane M. Otte, RN, MS, wrote Chapter 13 of the book.

- **Teddy bear donations** bring smiles and comfort to sick kids. University of Wisconsin - La Crosse Volunteering Within Club collected over 70 teddy bears and donated them to our pediatric department.

- We donated a **wheelchair to the Children’s Museum** to help those who aren’t as mobile as the kids move around the three-floor building.

- In its first 12 months of operation the aluminum recycling collection point on the La Crosse campus recycled 2,137 pounds of cans. Proceeds from the collection generated $1,405.84 for Safe Path, the Franciscan Healthcare domestic abuse and sexual assault assistance program.

Visit us at: mayoclinichealthsystem.org