

FOCUS

NEWS AND VIEWS ON DANE COUNTY HEALTH • WINTER 2004

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COMMUNITIES

A Strong Foundation Enhances Margin of Excellence for Hospital, Retirement Services



The history of philanthropy at Meriter goes back to its founding when Minnie Hobbins (right) raised the funds to build Madison's first permanent hospital (above).



the investment of philanthropy,” says Patty Franson, Meriter Foundation president.

The history of philanthropy at Meriter actually goes back to its founding in the late 1890s and early 1900s when Minnie Hobbins, with the help of the Madison Women’s Club and Attic Angels, raised the funds needed to build a permanent Madison hospital. Since then, financial gifts and bequests to Meriter Foundation

have helped provide Meriter with a margin needed to enhance its mission of excellence.

Support comes in all sizes—from \$5 contributions to million dollar gifts from former patients or residents in gratitude for care received, or from people whose belief in Meriter as a community asset leads them to include the organization in their charitable gift or estate

planning. In 2003, individuals accounted for 56 percent of the sources of contributions to the Foundation, 23 percent came from corporations and 10 percent from estates.

Anne Saeugling, a Meriter employee for 21 years (most of those in Guest Services) gives to Meriter Foundation in yet another fashion, through bi-weekly payroll deductions. Saeugling encourages other Meriter staff to consider “giving back” financially to the

Most of us have mental “wish lists”—things we hope to accomplish, places we want to visit, goals we strive to reach, people we hope to positively influence.

When it comes to Meriter Hospital and Meriter Retirement Community, their wish lists are defined by how they can continually improve our community’s health.

That’s where Meriter Foundation comes in. Since 1970, Meriter Foundation has had the role of raising, investing,

granting and stewarding gifts on behalf of Meriter Hospital and Meriter Retirement. The generosity of donors has been an investment in the margin of excellence at Meriter.

“Our role is to bring together dreams and possibilities—the vision that our donors have of making our corner of the world an even better place, and the unique capabilities of Meriter Hospital and Meriter Retirement to achieve extraordinary care and service through

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Mary Celnicker and Bob Westervelt, co-chairs of the recent Grow Among Friends campaign, are shown here in front of the donor wall that honors the individuals, businesses and foundations that contributed over \$4.6 million to the campaign.

organization they support around the clock through their diverse professions and skills. Her favorite “cause” is the Meriter Children’s Center, which provides day care services to Meriter employees’ children ages six weeks to six years.

“Giving to Meriter Foundation validates my belief in what this organization does and stands for,” says Saeugling. “It’s difficult for me to think I could have made it through those times years ago, without the day care resources being so nearby.”

Donors touch lives throughout the health-care spectrum at Meriter. The Foundation raises funding for programs such as Meriter’s intensive care unit for critically ill infants. Gifts to the Foundation helped Meriter to build the new Child and Adolescent Psychiatric Hospital that opened in 2004. Gifts to Seal Dane and the Pohle Dental Clinic and Residency Program help children—including those with developmental disabilities—receive much-needed dental care and services.

Physicians affiliated with Meriter and healthcare clinicians throughout the organization benefit as well. Recent projects include separate 12-week classes in teaching basic and medical Spanish to 40 staff physicians—another way the Foundation funds medical education, programs and services that address unmet community needs.

Dr. Jerry Hisgen, vice president of medical affairs at Meriter, says foundation funding made the Spanish classes become reality. “The training should improve our physicians’ ability to communicate with the area’s growing Hispanic population. I feel it will greatly benefit untold numbers of people in our community.”

Since opening its first facility in the mid-1970s, Meriter Retirement has been enhanced through the community’s generosity. Philanthropy helped Meriter to open Meriter Terraces, the community’s first assisted-living facility with dementia and Alzheimer’s disease care. Without philanthropy, the benevolent care program would not be possible. Through it, residents who

outlive their financial resources will continue to have a home at Meriter.

Moreover, through the Foundation’s recent “Grow Among Friends” campaign, donors contributed more than \$4.6 million to create extraordinary space in the new MainGate facility, including an aquatic/fitness center, auditorium, great room, chapel, hobby shop and cultural arts room.

Bob Westervelt co-chaired the Grow Among Friends campaign. A long-time supporter of Meriter Foundation and Retirement Services, he was proud of how community support of the foundation broadened through the appeal. He is hopeful that people will continue to find ways to support community-based health care and retirement programs at Meriter.

“The Madison community has been awfully good to me and my family. I looked at this as an opportunity to give something back,” says Westervelt, who also served nine years on the Meriter Retirement Services board of directors. “The facility study committee saw that our older adult population here in Madison and Dane County had great needs that needed to be addressed. It was an honor to be able to take a lead role in helping fulfill those needs. People are delighted with the changes and improvements they’ve seen in the facilities at Meriter Retirement.”

Learn more about the role of philanthropy at Meriter by visiting the Foundation's new website. At www.meriterfoundation.com, you will find information about current funding priorities as well as answers to your gift- and estate-planning questions.

To contact the Meriter Foundation, please call (608) 267-5300 or send an e-mail to foundation@meriter.com.

Making a World of Difference

For some Meriter employees, serving the community isn't limited to providing care inside the hospital walls, or even within south central Wisconsin. For them, it also includes giving up vacations to serve in impoverished areas around the world.

For example, Telecommunications Manager Connie Cone and Occupational Therapist Carol Harm recently traveled to Johannesburg, South Africa where they spent two weeks at the Kapok Community Settlement Camp, Ennerdale. While there, they helped set up a soup kitchen, planted gardens and shared skills, such as massage, meditation and T'ai Chi. They report that these seemingly simple acts were

welcomed in an area where the unemployment rate is 40 percent, about one in four people is HIV-positive, and it's a really good day when there is enough food for more than one meal.

The women didn't arrive at the camp empty-handed. They brought much-needed items including clothing, shoes, medicines, and two refurbished laptop computers.

Cone recalls that the gifts were well received and appreciated, especially the medicines and laptop computers donated by Meriter Hospital, noting that, "The computers are being used to teach basic computer skills to individuals at the camp as well as for administrative purposes of the outreach programs."

Harm recalls, "The children were so excited to get black shoes because it meant they could continue to go to school. Uniforms are required, but shoes are very expensive. To them, school is a privilege, not a right."

For Karen Klemp, RN, of Meriter's neonatal intensive care unit, mission work is a family project. She is often joined by her husband, Rick, and their three children on two-to-three week missions that take them to all parts of the globe.

In mission work, says Klemp, you must have to have a willingness to do whatever is needed most. She explains by listing the ways she has been asked to help.

"In Jamaica, I taught CPR and provided nursing care in a pediatric hospital. In Africa, I taught CPR, cared for patients with AIDS, saw patients in a clinic and visited schools and orphanages. While in India, I worked with a group called Youth with a Mission (YWAM) to provide supportive and spiritual care for abandoned street children; I also visited and prayed with

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- KAREN KLEMP, RN

patients who had AIDS and leprosy. My work in Guatemala has included building, and working in, a school."

What motivates people to continue with these trips? It's simple, says Klemp, "Although they are poor in material things, the people I've met have shown me what it is to be rich in spirit and joy. I share the wealth of our country through donated medical supplies, but they give back the riches of their strong faith and commitment to daily prayer."

Harm adds, "My heart is still in Africa with the people, especially the kids. I think about them every day and continue to work on ways to support them from a distance. I can't forget the orphans, including the 12-year-old girl who was raising her four younger siblings ... but I also remember the hug of the teenaged boy who I thought would never let go, the joy on the faces of the children as they interacted with us, and the music in a land where everybody, and I mean everybody, sings!"



Carol Harm, Karen Klemp and Connie Cone proudly wear clothing and jewelry from countries they've visited while Harm demonstrates her skill at playing an African drum.

Meriter News in Brief

Meriter Medical Clinic Welcomes New Physician

The internal medicine physicians of Meriter Medical Clinic, Middleton - Drs. Ken Felz, Irene Mirkin and Paul Nemovitz - are welcoming a new physician, Dr. Christopher Nestleroad, to their practice. Dr. Nestleroad, a University of Wisconsin Medical School graduate, provides adult primary care services at the 7780 Elmwood Avenue clinic. To reach the clinic, call (608) 267-5670.

Meriter Nurses Included in New Book

Two Meriter Hospital nurses - Lynne Dresen and Eva Dye - were contributors to *Reclaiming the Passion: Stories that Celebrate the Essence of Nursing*, a recently published book about defining career moments that rekindled a passion for nursing. Author Kristin Baird compiled the collection of short memoirs in which scores of nurses from across the country recall personal moments of self-discovery.

Meriter Opens Home Health Retail Store

If you have home medical equipment/supply needs, the knowledgeable professional staff at Meriter's new Home Health retail store showroom will be happy to assist you. Located at 2180 W. Beltline Highway, Madison (between the Fish Hatchery & Todd Drive exits), the handicap-accessible store is open 8 a.m. to 5 p.m., Monday through Friday. For more information, call (608) 327-3770 or toll free 1-800-236-1052.

New Laser Treatment Eliminates Varicose Veins - Without Surgery

Millions of people across the country suffer from varicose veins. Living with the condition can be embarrassing, uncomfortable, or even debilitating.

Until recently, the only treatment option was surgery, a solution many patients find very painful - and one that requires a lengthy recovery time.

Meriter Hospital now offers a laser treatment for varicose veins that helps patients look and feel better fast. Endovenous laser treatment (EVLT) is a minimally invasive procedure that leaves no scar, has a short and relatively pain-free post-operative recovery period, and is performed under local anesthesia.

Anne Reddy, MD, a UW-Health interventional radiologist based at Meriter Hospital, says, "EVLT is done as an outpatient procedure, and takes about an hour. A thin laser fiber is inserted into the damaged leg vein through a tiny incision, usually near the knee. Targeted laser energy is delivered, causing the vein to close so that blood can no longer flow through it."

After the treatment, blood flow is naturally redirected to healthy veins lying deeper in the leg. The sealed vein shrinks down and is eventually absorbed by the body.

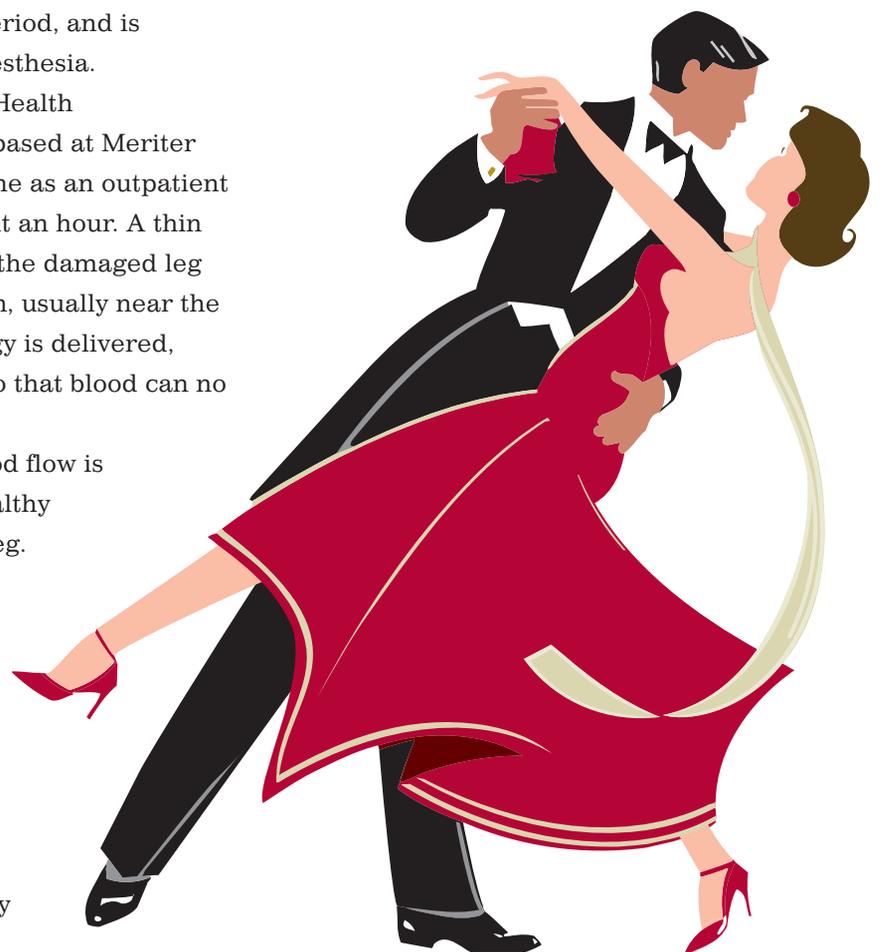
Patients are up and walking as soon as the procedure is over and can resume normal activities immediately. "This is especially important for my

patients who are in the workforce," Dr. Reddy notes.

Published clinical studies show that EVLT has a 98 percent initial success rate with excellent long-term results.

Many insurance companies help cover the cost of the laser treatment. Meriter will work with patients and their insurance companies to obtain coverage or set up a payment plan, if necessary.

For more information about EVLT, or to schedule a consultation with Dr. Reddy, call Meriter Hospital at (608) 267-6288.

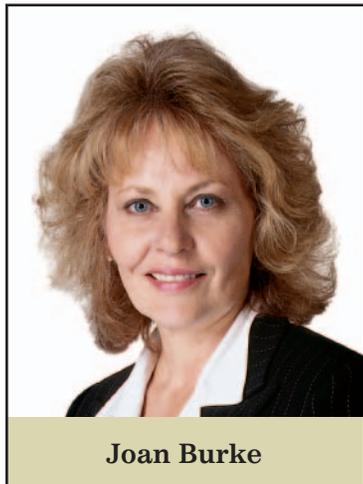


**FOR MORE INFORMATION ABOUT ENDOVENOUS LASER TREATMENT, OR TO SCHEDULE
A CONSULTATION WITH DR. ANNE REDDY, CALL MERITER HOSPITAL AT (608) 267-6288.**

Board Profile: Joan Burke

I am ...

Joan Burke, President of First Business Trust & Investment Services. I have served on the Meriter Foundation Board for two years.



Joan Burke

I'm married to Dale Burke who is the Assistant Police Chief for the University of Wisconsin-Madison. We have two children, a 25-year-old son who lives in Boston, and a daughter who is completing an undergraduate degree in Political Science at UW-Madison.

Meriter is unique because ...

In a time of nursing shortages, Meriter continues to attract and retain top quality nurses. That says a lot about the organization. Meriter is also unique because of its Centers of Excellence and Women's Health programs.

I joined the Meriter Foundation Board because ...

Access to quality health care is such an important issue in our community. When I looked at the not-for-profit boards that I served on a few years ago, I realized that I had limited exposure in the health care field and wanted to learn more about it. In addition, I knew that Meriter must be a well-respected organization to attract the caliber of people already serving on the board.

One of the most gratifying things this board has accomplished during my tenure is ...

Building the new Child and Adolescent Psychiatry Hospital. It was a remarkable accomplishment, and I am very proud of the Meriter leaders who stepped up and said this is something that has to be done. I am also proud of Meriter's commitment to children's health through initiatives such as the Dental Residency Program that provides care for the underserved, and Seal Dane, the school-based dental sealant program

that served over 2,000 area children last year. That level of commitment will continue next year with the expansion and modernization of the Neonatal Intensive Care Unit.

The thing about Meriter that makes me proud is ...

Meriter's leaders are committed to "always doing what's right."

Five years from now, I see Meriter ...

Embracing philanthropy as a vibrant component of the heart and soul of Meriter, true to its origins over one hundred years ago when a group of civic-minded women got together to raise the money to build Madison's first hospital. Philanthropy plays a key role in every significant, successful health care organization today, and it will be an even bigger part of Meriter's success story in years to come as we celebrate the generosity of our community and what we can accomplish together.

Meriter Wellness Educator is Local Hero

Meriter Wellness Educator Marcia Pollock was recently named a Local Hero as part of the BMW Ultimate Drive®, an event that supports the Susan G. Komen Breast Cancer Foundation in its mission to eradicate this life-threatening disease. She was honored with a plaque and had her photograph displayed on the signature BMW car.

Pollock was diagnosed with Stage III breast cancer in 1998. She recalls, "At first, I was scared and angry, and I was at a loss as to how to tell my two college-

aged children. Their father had died of colon cancer. It definitely was not fair!"

For more than a decade before her diagnosis, Pollock had been practicing a healthy lifestyle, especially focusing on the mind/body connection. She believes it played a role in her recovery.

"A mastectomy, chemotherapy, radiation, tamoxofin, acupuncture, supplements, guided imagery, nutrition, friends to laugh with, and a support group all contributed to my recovery," she adds.

In her role as wellness educator, Pollock teaches other people with life-threatening and chronic illnesses to focus on their mind/body connections to find methods that will serve them best in their quest to return to health.

Her cancer experience has confirmed Pollock's belief that life is a gift. "Thanks to western and integrative medicine, my family now includes a daughter-in-law and granddaughter I might never have known," she explains.



MERITER'S MISSION IS:

to heal this day
to teach for tomorrow
to embrace excellence always
to serve our communities —
for a lifetime of quality health care.

FOCUS

Editor: Elizabeth J. Kast
Contributor: Steve Gasser
Design: Debbie Grosenick

Focus is published three times per year by:

Meriter Health Services, Inc.
Marketing Department
202 South Park Street
Madison, WI 53715

To view this edition electronically, visit the Meriter Newsstand by clicking the Healthy Living icon at www.meriter.com

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Accreditation Affirms Meriter's Commitment to Safety and Quality

By demonstrating compliance with the Joint Commission on Accreditation of Healthcare Organization's national standards for health care quality and safety, Meriter Hospital, Ambulatory Services and NewStart (Meriter's comprehensive chemical dependency rehabilitation program) recently earned the Joint Commission's Gold Seal of Approval™.

"We sought accreditation for our organization because we want to demonstrate our commitment to patient safety and quality care," says Meriter Hospital Chief Operating Officer Robert

Coats. "We view obtaining Joint Commission accreditation as another step toward achieving excellence."

"Above all, the national standards are intended to stimulate continuous, systematic and organization-wide improvement in an organization's performance and the outcomes of care," says Kurt Patton, executive director, Hospital Accreditation Program, Joint Commission. "The community should be proud that Meriter is focusing on the most challenging goal - to continuously raise quality and safety to higher levels."

The award of accreditation is for a three-year period ending May 2007.

Founded in 1951, the Joint Commission on Accreditation of Healthcare

Organizations seeks to continuously improve the safety and quality of care provided to the public through the provision of health care accreditation and related services that support performance improvement in health care organizations.

For more information about the quality and safety of patient care at Meriter, please visit our website at www.meriter.com. Click on Commitment to Quality, which is listed under the "About Meriter" tab.

