

Froedtert ThedaCare Health's Jacobson Recognized with WHA 2023 Distinguished Service Award

Nominated by health care and community leaders, Cathy Jacobson, CEO of Froedtert ThedaCare Health, was awarded WHA's 2023 Distinguished Service Award. The award was presented to Jacobson by WHA President and CEO Eric Borgerding during a leadership meeting at Froedtert Woodland Prime Campus in Menomonee Falls on March 27.



WHA President and CEO Eric Borgerding presents WHA's 2023 Distinguished Service Award to Cathy Jacobson of Froedtert ThedaCare Health.

WHA's annual Distinguished Service Award honors a senior health care executive who has demonstrated a long-standing and impactful commitment to advancing health care statewide and in their community.

In presenting the award to Jacobson, Borgerding said, "I want to add my voice to those who are personally grateful to Cathy for the impact she has had not only on the organizations we work for or represent, but for the influence she has had on WHA's development and growth. Many examples of this, some immediate, others realized months later. Her foresight, her wisdom and guidance has been truly invaluable. She has helped WHA navigate some very treacherous waters, steering us away from rocks only she could see at the time," Borgerding said. "Cathy has been the kind of member leader that makes us proud of what we do."

Jacobson has been a member of the WHA Board of Directors since 2013 and was Chair in 2017. She also is the current chair of WHA's Audit Committee and serves on the WHA Budget Committee.

WHA congratulates Jacobson for her impactful contributions to improving Wisconsin's health care and her steadfast involvement in WHA. WHA will make a \$500 donation to the charity of her choice.

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