



# 2025 *Community Benefits Report*



WISCONSIN HOSPITALS ARE

**MORE** than  
Health  
Care

*Helping our communities grow  
stronger and healthier every day.*



# Wisconsin Hospitals: More than Health Care

## A Message from WHA President and CEO Kyle O'Brien

Wisconsin's hospitals and health systems have always been there—24 hours a day, seven days a week—to deliver high-quality, accessible health care. But their commitment goes far beyond the bedside. They are more than health care—they are community anchors, economic engines and trusted partners in building a healthier, more resilient Wisconsin.

In 2024, Wisconsin hospitals provided \$2.2 billion in community benefits, a testament to their deep-rooted dedication to the people they serve. These contributions include charity care, subsidized services, health professions education and investments in behavioral health, housing and transportation—services that shape the social and economic conditions that influence health outcomes.

Hospitals are stepping up where other systems fall short. Whether it's expanding behavioral health services, supporting substance-use recovery efforts or delivering occupational health programs, Wisconsin hospitals are filling gaps and strengthening communities. They are not just providers of care—they are pillars of stability, compassion and opportunity.

As Wisconsin competes to attract and retain talent, access to high-quality health care is a key driver of economic competitiveness. Hospitals collaborate with employers to keep workforces healthy and productive, ensuring families can thrive in every corner of the state.

Yet, this vital work is under pressure. Rising costs, workforce shortages and inadequate reimbursement from government and commercial payers continue to strain hospital finances. In FY2024, one in four hospitals reported they are operating with negative margins. At the same time, hospital uncompensated care increased by nearly 30%. These financial challenges threaten not only health care access, but also the broader community benefits hospitals provide.

Despite these headwinds, hospitals remain committed to the Wisconsin communities they are privileged to serve. They continue to reinvest in their communities, often without recognition. Some question the value of their tax-exempt status, but the reality is clear: removing that status would increase health care costs by hundreds of millions of dollars and reduce access to essential services.

This year's Community Benefits Report showcases stories from across Wisconsin—organized by region—that highlight how hospitals are more than health care. These examples reflect the creativity, compassion and commitment of hospital teams working to improve lives every day. Local business and community leaders serving on hospital boards also share firsthand perspectives on how hospitals help build the social and economic foundations of their communities.

We invite you to explore the report, share these stories and learn how your local hospital is making a difference. An interactive version is available at [www.wha.org/CommunityBenefits](http://www.wha.org/CommunityBenefits), and we'll be sharing highlights on social media using #WIHospitals and #MoreThanHealthCare.

Thank you for recognizing all that Wisconsin's hospitals and health systems do to build stronger, healthier communities—today and for generations to come.



Kyle O'Brien,  
WHA President/CEO



# Community Benefit Fiscal Year 2024 Financial Summary

## Community Benefits

Charity Care at Cost	\$220,088,355
Medicaid Shortfalls	\$1,317,492,410
Losses on Other Public Programs	\$36,030,090
Subsidized Health Services	\$105,091,279
Nursing Home Losses	\$15,142,548

## Benefit Category

Community Health Improvement Services	
<i>Community Health Education</i>	\$29,883,774
<i>Community-Based Clinical Services</i>	\$14,252,505
<i>Health Care Support Services</i>	\$39,800,190
<i>Social &amp; Environmental Improvement Activities</i>	\$282,250
Total Community Health Improvement Services	\$84,218,719
Cash or In-Kind Donations	\$40,480,689
Loss on Health Professions Education/Workforce	\$381,741,537
Loss on Research	\$25,905,620
Community Building Activities	\$7,340,034
Community Benefit Operations	\$5,803,486

<b>Total Community Benefits*</b>	<b>\$2,239,334,767</b>
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\* WHA follows CHA Community Benefit Guidelines, which excludes Medicare shortfalls and bad debt expense from the community benefit calculation. In fiscal year 2024, the statewide estimate for Medicare shortfalls was \$3,637,652,468 and bad debt at cost was \$296,337,046.



Scan the QR code  
to read the full report!

# Hospital Tax-Exempt Status is Critical to Meeting Community Health Needs

Nearly all of Wisconsin's hospitals are non-profit, tax-exempt organizations. This status is not just a financial designation—it's the foundation of how hospitals reinvest in their communities. When patients pay for services at a non-profit hospital or a health system-affiliated clinic, those dollars are reinvested to improve care quality, expand access and support essential services that would otherwise be unavailable in a purely market-driven system.

***Unlike for-profit insurers that distribute profits to shareholders, Wisconsin's non-profit hospitals reinvest their margins into community needs and a health care workforce to care for you.***

Wisconsin hospitals also use their non-profit, tax-exempt status to stretch their resources for services that would otherwise never be delivered at a loss in a "free market." Wisconsin hospitals are the ultimate health care safety net for their communities. They manage increasingly complex patient care every day in their emergency departments and inpatient units, serving patients 24 hours a day, regardless of their ability to pay.

Over the years, many layers of government—including local municipalities—have reduced the services provided to their residents, meanwhile hospitals across the state have consistently stepped in to fill the void.

In 1997, Congress repealed the Boren Amendment which allowed state governments to set Medicaid reimbursement for hospitals based on something other than their actual costs. As a result, Medicaid reimbursement rates for hospitals plummeted as state budgets became tight. In recent years, WHA has worked with elected officials to increase Medicaid reimbursement rates for hospitals, but Medicaid losses in Wisconsin remain substantial—at \$1.3 billion.

Every so often, a legislator or an interest group becomes critical of hospitals "earning" their tax-exempt status. They will argue that losses from Medicaid shouldn't count towards hospital community benefits. Hospital Medicaid losses are a measure of systematic government underfunding that hospitals absorb to ensure care for vulnerable populations. While state Medicaid programs are critical funding sources for healthcare, they do not cover the cost of providing care and depend on hospitals to care for patients regardless of payer source—a clear community benefit.

***Removing hospital tax-exempt status will increase the cost of health care by hundreds of millions of dollars in Wisconsin, reduce access to care, or both.***

Data reinforces the value non-profit hospitals bring. A [2025 report](#) published by the American Hospital Association and Ernst & Young found that **hospitals deliver \$11 in community benefits for every dollar in federal tax exemption**, an increase from \$10 in prior-year analyses. These benefits include uncompensated care, subsidized services, health education and public health initiatives.

Protecting the tax-exempt status for our state's non-profit hospitals is critical to maintain access to care that otherwise would not exist in the community. The stories in this report illustrate how hospitals put their not-for-profit tax exemptions to work to improve the health of people all over Wisconsin.

If you would like more information about how your local hospital is impacting community needs beyond the stories in this report, be sure to read their Community Health Needs Assessment on your local hospital's website.





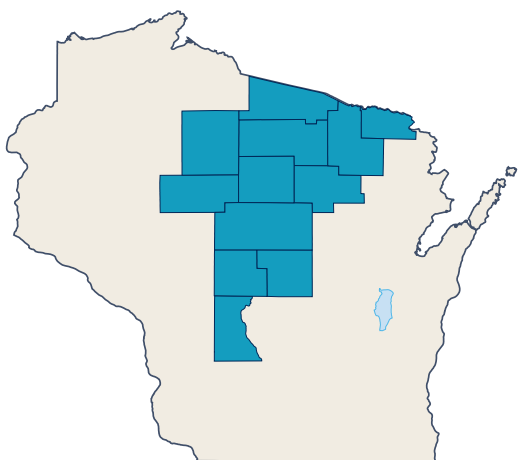
# Highlighting Wisconsin Hospitals' Community Impact

The 2025 Community Benefits Report showcases how Wisconsin hospitals make a difference beyond patient care. Hospitals partner with community groups, educational institutions and businesses to strengthen local economies, create opportunities for future health care professionals and support the well-being of individuals and families alike.

Underscoring this vital role, hospital board members who also serve as local business leaders share firsthand insights on how hospitals help strengthen the social and economic foundations of our communities.

Beyond these perspectives, you will find more than 140 hospital stories—organized by region—highlighting the initiatives that drive positive change across Wisconsin. To explore these stories, visit our website at [WHA.org/CommunityBenefits](https://WHA.org/CommunityBenefits).

## North Central Region



**Total Region Community Benefits:**  
**\$163,614,305**

Emergency Department Visits: 163,841  
Births: 3,986  
Individuals Served: 358,838

Aspirus Health  
Aspirus Eagle River Hospital  
Aspirus Langlade Hospital, Antigo  
Aspirus Medford Hospital & Clinics, Inc.  
Aspirus Merrill Hospital  
Aspirus Rhinelander Hospital  
Aspirus Stevens Point Hospital  
Aspirus Tomahawk Hospital  
Aspirus Wausau Hospital  
Aspirus Wisconsin Rapids Hospital & Clinics  
Howard Young Medical Center, Woodruff  
Marshfield Medical Center - Marshfield  
Marshfield Medical Center - Minocqua  
Marshfield Medical Center - Park Falls  
Marshfield Medical Center - Weston  
Marshfield Medical Center-River Region at Stevens Point  
Mile Bluff Medical Center, Mauston

“Aspirus Health Care plays a vital role in the health and well-being of our communities. Access to high-quality care close to home brings peace of mind to families and neighbors alike. Whether within the hospital or out in the community, Aspirus supports Wisconsin by providing rewarding careers and investing in local partnerships that make a difference. Aspirus isn’t just a health care provider—it’s a trusted neighbor helping our communities grow and thrive.

**Judy Smolark**

Retired Director/Health Officer at Neenah Dept. of Public Health and Board Chair, Aspirus North Division Hospitals and Clinics

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See hospital stories at [WHA.org/CommunityBenefits](https://WHA.org/CommunityBenefits).

“Aspirus Health Care is dedicated to improving the lives of everyone in our communities. Their work—from expanding access to care to supporting local initiatives like the Fruit and Vegetable Prescription (FVRx) Program that helps connect families with fresh, local produce—ensures that residents have what they need to live healthier lives.

**Jeannie Worden, Ed.D.**

President, North Central Technical College and Vice Chair, Board of Directors, Aspirus Health



Photo courtesy of Aspirus Stevens Point Hospital

“Backed by a tradition of more than 100 years of quality health care and related research, the team at Marshfield Clinic Health System – now a proud part of Sanford Health – look forward to another century of caring for people and communities in rural Wisconsin and Upper Michigan. Through its investments in excellent staff, facilities, equipment and cutting-edge research, MCHS is rising to the national challenge of making rural America healthier and economically resilient.

**Tom Still**

Retired President, Wisconsin Technology Council and Board Member, Marshfield Clinic

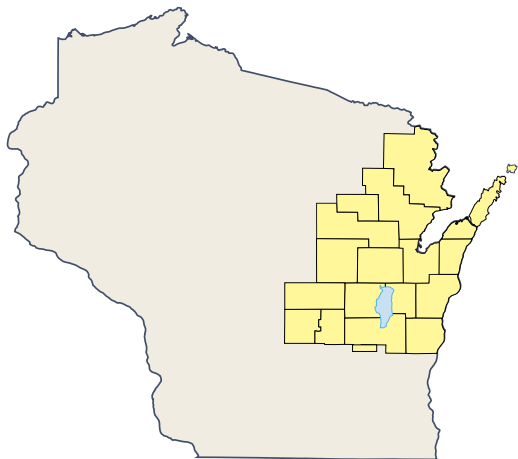


Photo courtesy of Marshfield Medical Center



Photo courtesy of Mile Bluff Medical Center

# Packerland Region



**Total Region Community Benefits:**  
**\$292,169,581**

Emergency Department Visits: 389,834  
Births: 11,129  
Individuals Served: 680,183

Ascension Calumet Hospital, Chilton  
Ascension NE Wisconsin - Mercy Campus, Oshkosh  
Ascension NE Wisconsin - St. Elizabeth, Appleton  
Bellin Health Oconto Hospital, Oconto  
Children's Wisconsin - Fox Valley Hospital, Neenah  
Emplify Health by Bellin  
Froedtert Holy Family Memorial, Manitowoc  
Froedtert ThedaCare Health, North Region  
HSHS Wisconsin  
SSM Health Ripon Community Hospital  
SSM Health St. Agnes Hospital, Fond du Lac  
SSM Health Waupun Memorial Hospital

See stories at [WHA.org/CommunityBenefits](https://www.wisconsinhealth.org/CommunityBenefits).

“Door County Medical Center is a vital cornerstone of our community, providing essential healthcare services that ensure the well-being and safety of all residents. By offering comprehensive medical care, emergency services and specialized programs, the hospital plays a crucial role in maintaining the health and quality of life for everyone in Door County.”

**Brad Andrae**

Owner, Therma-Tron-X (TTX) and Board Member,  
Door County Medical Center



**HSHS**  
**Community**  
**Connect**

“As a Catholic healthcare ministry, our commitment to community benefit is rooted in our mission to reveal and embody Christ’s healing love for all people. We are called to understand and respond to the real needs of our neighbors, guided by data, informed by community voices and strengthened through collaboration. By working with our partners, we create lasting, measurable impact that promotes health equity, uplifts the vulnerable, and advances the common good. HSHS is investing \$270 million in the Green Bay community to expand our services; this is not only our responsibility as a health system, but also our expression of Mission in action.”

**Dennis Langenberg**

Board Chair, HSHS St. Vincent and St. Mary’s Board of Directors





Photo courtesy of SSM Health Ripon Community Hospital

“ ‘How can I help?’ This is a common question for a health care provider to ask a patient, but it is also a question that animates our employees’ lives outside of work. It results in employees leading scout troops and leading United Way campaigns; serving as presidents of school boards and volunteering an afternoon a week in a classroom; building homes for the homeless and tutoring the disadvantaged. The empathetic question of “How can I help?” continues after the end of their workday. The motivation “to help” is part of healthcare employees’ DNA...part of the fiber that not only builds great health care systems but also builds strong communities.

**John Dykema**

President, Campbell Wrapper Corporation and Circle Packaging Machinery, Inc. and Board Chair, Emplify Health/Bellin-Gundersen Health System

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“ From urban to suburban to rural, Froedtert ThedaCare strives to be the trusted health partner for the people in our diverse communities across Wisconsin. The commitment to creating easy access to high-quality care is good for individuals and families, the local economy and our state as a whole.

**Charles (Chuck) Dallas**

Vice President, Cornerstone Business Services and Board Chair, North Region, Froedtert ThedaCare

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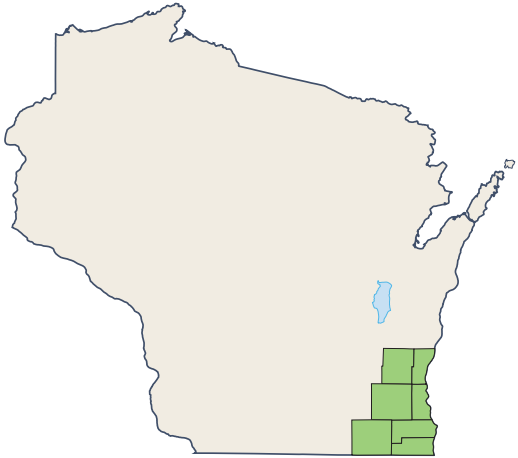


Photo courtesy of Froedtert ThedaCare, North Region



Photo courtesy of SSM Health Waupun Memorial Hospital

# Southeastern Region



**Total Region Community Benefits:**  
**\$1,093,474,628**

Emergency Department Visits: 752,140  
Births: 20,262  
Individuals Served: 1,229,465

Ascension All Saints Hospital, Racine  
Ascension Columbia St. Mary's Hospital Milwaukee  
Ascension SE Wisconsin Hospital - Elmbrook Campus, Brookfield  
Ascension SE Wisconsin Hospital - Franklin Campus  
Ascension SE Wisconsin Hospital - St. Joseph Campus, Milwaukee  
Ascension St. Francis Hospital, Milwaukee  
Ascension Wisconsin  
Aurora Health Care, Milwaukee  
Children's Wisconsin  
Children's Wisconsin - Milwaukee Hospital  
Froedtert Community Hospital - New Berlin  
Froedtert Hospital, Milwaukee  
Froedtert Menomonee Falls Hospital  
Froedtert ThedaCare, North Region  
Froedtert West Bend Hospital  
Milwaukee Health Care Partnership, Milwaukee  
ProHealth Oconomowoc Memorial Hospital  
ProHealth Waukesha Memorial Hospital

**See stories at [WHA.org/CommunityBenefits](https://www.wisconsinhealth.org/CommunityBenefits).**

**“** Ascension Wisconsin's hospitals answer God's call to bring health, healing and hope by delivering a wide range of excellent, high quality healthcare, and providing vital care outside their walls through myriad programs and services that address social determinants of health, aimed at closing equity gaps and creating healthier communities.

**Ted Balistreri**

Owner, Sendik's Food Markets and Board Member, Ascension Wisconsin

**”**

**“** In addition to providing highly specialized pediatric care, Children's Wisconsin offers preventative care and wraparound services that focus on the whole child and keeping kids out of the hospital. Children's Wisconsin really is indispensable to the health and well-being of our kids – and to our ability as business leaders to recruit and retain young, talented professionals with families.

**Linda Benfield**

Managing Partner at Foley & Lardner LLP and Vice Chair and Chair-elect of the Children's Wisconsin Board

**”**



Photo courtesy of Ascension SE Wisconsin Hospital-Elmbrook Campus





Photo courtesy of Aurora Health Care



Photo courtesy of Ascension All Saints Hospital

**“** Being responsible for the health and well-being of nearly 40% of the state’s population, Froedtert ThedaCare has a bold vision – to transform health care for everyone, every day. This requires prediction and prevention, as well as advanced care excellence. It also means partnering with our communities to educate, train and provide care for all. Froedtert ThedaCare delivers nearly \$450 million annually in community benefit as part of these efforts.

**Judson (Jud) Snyder**

US Chief Human Resource Officer, BMO Financial Corp and Board Chair, Froedtert ThedaCare

**”**

**“** Children’s Wisconsin brings so much value to our state beyond the nationally recognized care they provide. The extensive work Children’s does in partnership with schools, businesses, government agencies and other non-profit organizations helps build strong communities where families have access to the resources they need to thrive.

**Patrick Hammes**

Managing Principal at Hammes Partners and Board Chair, Children's Wisconsin

**”**



Photo courtesy of the Milwaukee Health Care Partnership



Photo courtesy of ProHealth Oconomowoc Memorial Hospital

## Southern Region



**Total Region Community Benefits:**  
**\$445,120,681**

Emergency Department Visits: 374,409  
Births: 10,343  
Individuals Served: 772,977

Aspirus Divine Savior Hospital & Clinics, Portage  
Grant Regional Health Center, Lancaster  
Gundersen Boscobel Area Hospital and Clinics  
Gundersen Moundview Hospital and Clinics, Friendship  
Lafayette Hospital + Clinics, Darlington  
Marshfield Medical Center - Beaver Dam  
Prairie Ridge Health, Columbus  
Reedsburg Area Medical Center  
Sauk Prairie Healthcare, Prairie du Sac  
SSM Health - Wisconsin, Inc.  
SSM Health Monroe Hospital  
SSM Health St. Clare Hospital - Baraboo  
SSM Health St. Mary's Hospital - Madison  
SSM Health St. Mary's Hospital - Janesville  
Stoughton Health  
UnityPoint Health – Meriter, Madison  
UW Health, Madison  
Watertown Regional Medical Center

**See stories at [WHA.org/CommunityBenefits](https://www.wisconsinhospitalassociation.org/CommunityBenefits).**

**“** *The Edgerton Hospital and Health Services continue to provide excellent quality of health care to our communities. I am proud of our dedicated staff and volunteers who contribute to that positive reputation from those served and who work more like a family than a business. There is also a significant impact on the economic health of our community as one of the largest employers of our area.*

**Norm Fjelstad**

Retired, Superintendent of Edgerton School District; Instructor at UW-Madison and Cardinal Stritch University and Chair, Edgerton Hospital Board of Trustees

**“** *Stoughton Health provides care that extends far beyond the hospital walls. From supporting and offering wellness programs, to collaborating with local coalitions and organizations like the Stoughton Senior Center, their commitment to improving the quality of life for residents of all ages truly strengthens the fabric of our community.*

**Cindy McGlynn**

Director, Stoughton Senior Center and Board Member, Stoughton Health

**“** *We are proud of our ability to bring academic medicine to the people of Wisconsin as part of our Mission to advance the health of our communities through excellence and discovery, so each person is inspired to live their unique, best life. For the communities we serve, this means even greater access to the latest diagnostic and treatment options, ground-breaking clinical trials and advanced medical technology – all without having to leave the state.*

**Steve Brenton**

Retired President and CEO, Wisconsin Hospital Association and Board Member, Froedtert Hospital



“SSM Health plays a vital role in strengthening the social and economic fabric of our community. Beyond providing exceptional care, SSM Health is an active partner in driving community well-being by investing in workforce development, supporting local initiatives and working alongside others to build a strong foundation for future growth. Their commitment to both health and opportunity reflects the belief that thriving communities start with people who are cared for and supported.”

**Olivia Otte**

Executive Director of Green County Development Corporation and Board Member, SSM Health Wisconsin

“The Richland Hospital and Clinics serves a vital role in our small community. The members of our community rely on local healthcare by local people. We have experts to help with emergencies and ongoing health needs. The hospital and clinic staff make up a significant part of our local economy and they support the community in so many ways including our schools and local businesses. We are truly grateful to have the hospital and clinic here in Richland Center.”

**Laura Melby**

Assistant VP, Branch Manager at The Peoples Community Bank and Board Chair, The Richland Hospital

“Watertown Regional Medical Center is committed to supporting the people of Watertown and the surrounding communities with the expansion of our Urology and Orthopedic service lines. Likewise, the recent expansion of our Senior Behavioral Health Unit enhances specialized care for older adults across Wisconsin. Beyond our hospital walls, we collaborate with community organizations on initiatives like Welcome Baby and Every Child Thrives to strengthen families and promote lifelong health.”

**Kathy Wagner**

Retired Principal at Watertown Unified School District and Chair, Watertown Regional Medical Center



Photo courtesy of Reedsburg Area Medical Ctr.



Photo courtesy of Grant Regional Health Center



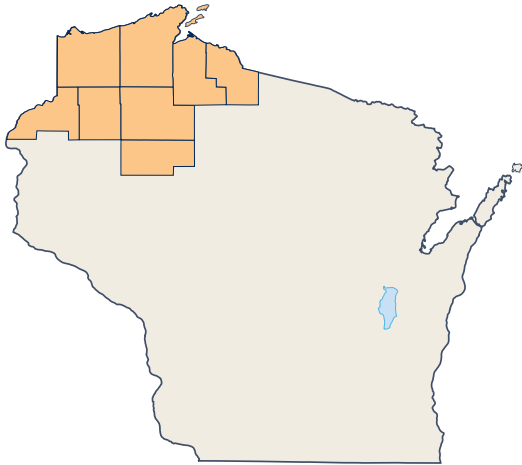
Photo courtesy of Gundersen Moundview Hospital

“Prairie Ridge Health (Prairie), Columbus, is more than just a medical facility that serves the health care needs in the Columbus, Beaver Dam, Marshall and Sun Prairie area. Being one of the larger employers in the area, Prairie provides a great work/life balance for their staff who in turn, live in the area and support the local businesses and economy. With health being very important, Prairie provides services to the community such as: Occupational Health Services to local businesses to assist their staff in maintaining a healthy life style; involvement in the local school systems discussing healthy life choices and providing information to students about medical careers; and offering classes, seminars and information to local residents on such items as CPR and skin cancer, to name a few. Prairie is not just *in* the community; they are **part** of the community going outside of the walls to help build a strong healthy community.”

**Randall Bobholz**

President and CEO, Farmers and Merchants Union Bank, and Board Member and Treasurer, Prairie Ridge Health

# Vikingland Region



**Total Region Community Benefits:**  
**\$29,101,085**

Emergency Department Visits: 51,111  
Births: 376  
Individuals Served: 93,159



Photo courtesy of Burnett Medical Center

Burnett Medical Center, Grantsburg  
Essentia Health  
Marshfield Medical Center, Ladysmith  
Spooner Health, Spooner  
Tamarack Health Ashland Medical Center  
Tamarack Health Hayward Medical Center

See stories at [WHA.org/CommunityBenefits](https://WHA.org/CommunityBenefits).

“Essentia Health is not only an exceptional integrated health care system, but also an economic pillar in the communities it serves. With an 84% rural geographic footprint, Essentia is committed to delivering health care to rural communities in innovative ways. Whether it’s expanding the use of mobile mammography units to bring preventative care to underserved communities or standing up a walk-in care clinic in Spooner, Essentia invests in the health and future of the communities it serves through meaningful partnerships all while supporting good-paying, family-sustaining jobs in Wisconsin.”

**Tony Sertich**

President and CEO of the Northland Foundation and Board Member, Essentia Health

“Our hospital is a great economic benefit to our community. It provides good paying jobs for our community, supports our schools, donates to our non-profits and provides volunteers at our local events. Our Community Board Members and Leadership Team are committed to making the Spooner area a great place to live and work.”

**Jamie Morales**

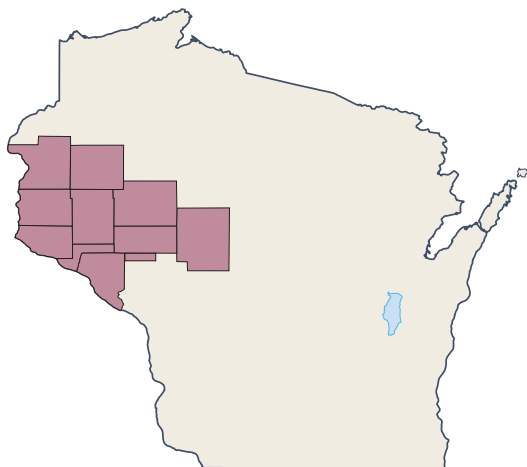
Business Banking Manager at Community Bank and Board Chair, Spooner Health

“As a community-based health system in Northern Wisconsin, it’s rewarding to see how Tamarack Health has been meeting the needs of the residents in the communities we serve. We recognized the need to sustain and expand obstetric services, and we continue to address the primary care shortage in our region. Our successful recruitment of primary care providers, our expansion projects with new clinics in Cable, Hayward, and, soon to be Ashland, and our partnerships with regional healthcare organizations ensure there are no gaps in patient care.”

**Chris Iverson**

Board Chair, Tamarack Health

# West Central Region



**Total Region Community Benefits:**  
**\$56,712,351**

Emergency Department Visits: 153,296  
Births: 3,738  
Individuals Served: 314,436

AdventHealth Durand  
Aspirus Stanley Hospital  
Cumberland Healthcare  
HealthPartners  
Marshfield Medical Center - Eau Claire  
Marshfield Medical Center - Neillsville  
Marshfield Medical Center - Rice Lake  
Mayo Clinic Health System - Chippewa Valley  
Mayo Clinic Health System - Eau Claire  
Mayo Clinic Health System - Northland  
Mayo Clinic Health System - Oakridge  
Mayo Clinic Health System - Red Cedar  
St. Croix Health, St. Croix Falls  
Western Wisconsin Health, Baldwin

*See stories at [WHA.org/CommunityBenefits](https://www.wisconsinhealth.org/CommunityBenefits).*

“Having Cumberland Healthcare in our community is a tremendous asset. It not only ensures access to high quality health care close to home but also plays a critical role in keeping rural healthcare alive. For our families, friends and neighbors, it means knowing that when we need care, we can find it from people who truly know and care about us. Cumberland Healthcare isn't just a hospital; it's part of who we are as a community and provides peace of mind .

**Matt Gores**

Financial Advisor, Edward Jones and Board Chair, Cumberland Healthcare

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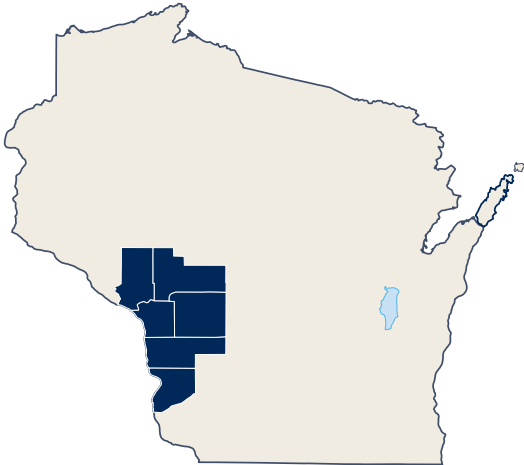


Photo courtesy of Cumberland Healthcare



Photo courtesy of Mayo Clinic Northland

# Western Region



**Total Region Community Benefits:**  
**\$161,142,127**

Emergency Department Visits: 96,497  
Births: 2,742  
Individuals Served: 233,788

Gundersen Health System, La Crosse  
Gundersen Lutheran Medical Center, La Crosse  
Tomah Health, Tomah

**See stories at [WHA.org/CommunityBenefits](https://www.wisconsinhealth.org/CommunityBenefits).**

**“** *Emplify Health System is a lynchpin in the success of the communities we serve. In addition to providing necessary physical and mental care, Emplify Health also plays a key role in corporate citizenship. Emplify Health by Gundersen is the largest employer in our region with very attractive salaries, wages and benefits for the important services that we provide. Those salaries multiply several times in driving total community economic impact. Excellent healthcare attracts businesses and contributes to vibrant and thriving communities. Hospitals and healthcare systems are a key economic engine in their communities and a key determinant of community culture. Charitable contributions, volunteer work and the spirit of caring for the community at-large helps define the character of community.*

**Jerry Arndt**

Retired Senior VP, Gundersen and Board Vice Chair,  
Emplify Health Bellin-Gundersen Health System

**”**

**“** *At Emplify Health by Gundersen Hillsboro, we're proud to provide comprehensive care - from our emergency department to our regional clinics - with trusted providers close to home. We're equally committed to strengthening the economic health and vibrancy of our communities through strategic partnerships, local initiatives and innovative care that improves patient outcomes.*

**Dr. Ann Brandau-Hynek**

Director of Counseling and Case Management, Western Technical College, and Board Chair, Emplify Health by Gundersen-Hillsboro

**”**

**“** *As the Chairperson of the Emplify Health by Gundersen, Whitehall, Area Board of Directors, I see every day how our hospital strengthens our community far beyond patient care. We provide good jobs, attract and retain families and businesses and serve as an anchor for local economic growth. A strong hospital means a strong community — one where people want to live, work and invest. Our value extends well beyond our walls, and that's something we're deeply proud of.*

**Beth Lisowski**

Middle School/High School Principal at Blair Taylor School District and Board Chair, Emplify Health by Gundersen-Whitehall

**”**



“Beyond the exceptional healthcare services and cutting edge medicine provided by Mayo Clinic Health System, the hospital provides an economic engine to the La Crosse community. Many types of businesses benefit including restaurants, hotels, convenience stores, construction firms, landlords and the list goes on and on. The impacts from the secondary business that Mayo provides to the area are important factors to the business health of our community.

**Paul Borsheim**

President Borton Construction, Inc. and Member of Advisors Circle, Mayo Clinic Health System, La Crosse

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Photo courtesy of Tomah Health

“Mayo Clinic Health System serves our community not only as a premier health center for our urban and rural individuals and families, it also provides a stable and dependable employer for our residents, a strong partner for local businesses with the purchase of goods and services and an outstanding supporter of nonprofit organizations who take care of our most vulnerable.

**Mary Jo Werner**

Retired Partner at Wipfli LLP and Member of Advisors Circle, Mayo Clinic Health System, La Crosse

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“As one of the larger employers in our community, Tomah Health is known as a quality place to work, while serving the health needs of our city and surrounding area. It's a vital part of our mission.

**B. Scott Nicol**

Retired Dentist and Board Chair, Tomah Health

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Photo courtesy of Emplify Health by Gundersen

WISCONSIN HOSPITALS ARE

**MORE** than Health Care

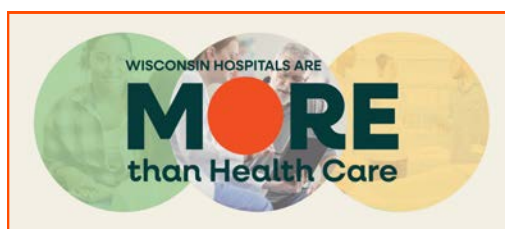
*Helping our communities grow stronger and healthier every day.*

## Summary

**More than Health Care**, a statewide campaign launched in May 2025, recognizes the encompassing nature of hospitals by:

- Highlighting the far-reaching impact of Wisconsin hospitals beyond their walls
- Showcasing real stories from community members who experience the broad benefits provided by hospitals throughout the state

## Creative



## Join us in the campaign!

How can your hospital, health system or organization promote the **More Than Health Care** message?

- WHA has created a [toolkit](#) that includes the following promotional items for your use:
  - Key messaging
  - [Customizable Canva graphic templates](#), including a page with the campaign logos and colors
  - Sample social media copy
  - Sample email copy
- We also encourage your organization to send your stories demonstrating the ways your hospital, health system or organization supports the campaign's message to [khopman@wha.org](mailto:khopman@wha.org). Stories sent to WHA will be featured on the **More Than Health Care** webpage and WHA's social media channels. See examples of submitted stories at [www.wha.org/mthc](http://www.wha.org/mthc) and below.



### No-Cost Employee Health Care

Door County Medical Center – Sturgeon Bay

Door County Medical Center's Personal Health Team program allows employers to prepay for employee office visits, promoting early treatment and healthier employees and their dependents. This cost-effective model benefits employers, employees and DCMC by reducing healthcare expenses and improving access to care.



### Collaborative Partnership for Mobile Mammography

Mayo Health System – Oakridge, Osseo

Mayo Clinic Health System (MCHS) staff in Osseo and Mondovi organized a mobile mammography screening event with support from the Wisconsin Well Woman program. Through this collaboration, MCHS was able to serve patients who might have encountered barriers to receiving mammograms.



### Free Lead Testing for Milwaukee Children, Families

Children's Wisconsin – Milwaukee

In partnership with the MacCanon Brown Homeless Sanctuary on Milwaukee's near-north side, Children's Wisconsin has been testing children for lead poisoning. Through more than a dozen events, Children's has tested more than 125 children. Approximately one-third of the children tested had elevated blood lead levels.

## Contact us

For more information, contact:

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