



COMMUNITY
IMPACT REPORT
2021



Scenic Bluffs
COMMUNITY HEALTH CENTERS
CENTERED IN COMMUNITY HEALTH

OUR MISSION

Delivering accessible, patient-centered primary care, supporting healthier people and communities.

OUR VISION

Scenic Bluffs Community Health Centers is the provider of choice with a nationally recognized reputation for excellence in individual primary care and building healthy communities.

Scenic Bluffs

COMMUNITY HEALTH CENTERS



OUR VALUES

Compassion, Community
& Excellence

A LETTER TO OUR COMMUNITIES

As we begin our 28th year of serving the community, we also begin a new chapter at Scenic Bluffs. In her 18 years as CEO, Mari Freiberg progressed our organization from humble beginnings, to where it is today—serving nearly 9,000 individuals in almost 26,000 appointments in 2021. I am honored to have been selected to lead this organization as the next CEO and support our team into the future.



Although we are in a transitional year, we are looking forward with optimism as we lay the foundation for continued growth and success. One of the areas of focus this year is our dental department. As one of the few providers that accepts Medicaid or Medicare insurance for dental services, the demand for our services is great. We are diligently working to rebuild our dental practice with new staff arriving this summer. We continue to recruit a team of dentists, hygienists and assistants who are passionate about the mission of Scenic Bluffs and the unique needs of our communities.

In addition to our dental department reset, we continue to focus on serving our communities and their unmet needs. As a designated Patient Centered Medical Home (PCMH), our model of care puts patients at the forefront of care. We partner with patients and their families to understand how to best serve them, while supporting them in learning to actively manage their health. We offer a wide-range of services—primary, complementary and social support—to care for the whole person and provide care options from within and beyond our walls. We continue to hear stories of being a trusted partner with our patients, especially when they are feeling their most vulnerable. Our purpose is to serve in those moments—providing comfort, resources and care to those who are sick-- as well as helping develop skills to build health throughout the communities we serve.

This work is essential to our role as a Community Health Center. We know everything about a person's health is connected, and we want our care to reflect that. As a healthcare hub, our work is always evolving to better understand and address health and social barriers our community members face. Our focus is not only on clinical care, but also on issues such as transportation, language, nutritious food availability, safety at home and social connections. We are proud to do this work and look forward to continuing to make a difference in 2022.

Taking care of those who take care of you is also a primary focus this year. In the third year of COVID-19, burnout and exhaustion are a reality for many, especially those in the healthcare field. We want to take care of the people who are taking care of our communities—our employees. The work of Health Center staff is vital and caring for their well-being is equally as important. This year, our focus is continued investment in their professional development, well-being, comfort, and security.

I look forward to this transformational year and thank those that have given me such a warm welcome in my role as CEO. We hope you will stop in to see us in 2022.

Wishing you health and happiness,

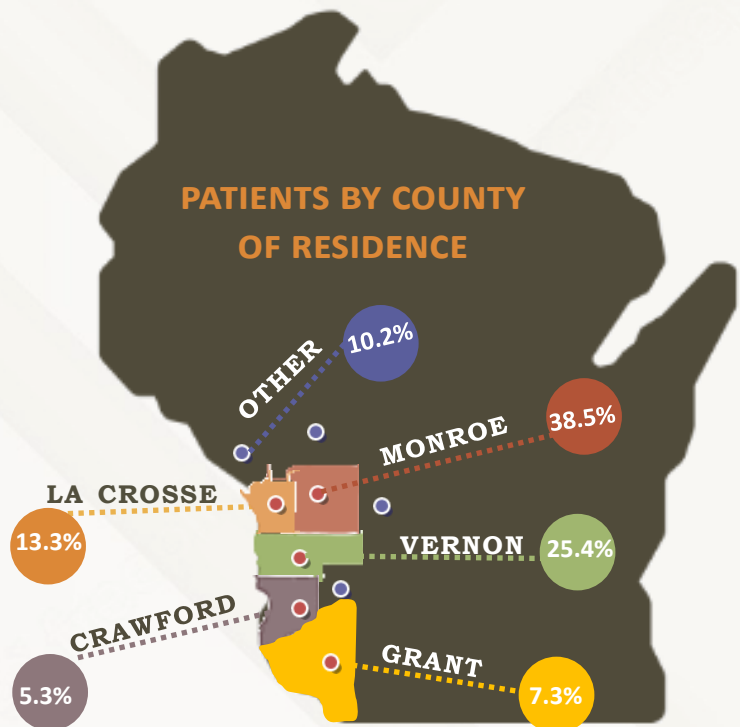
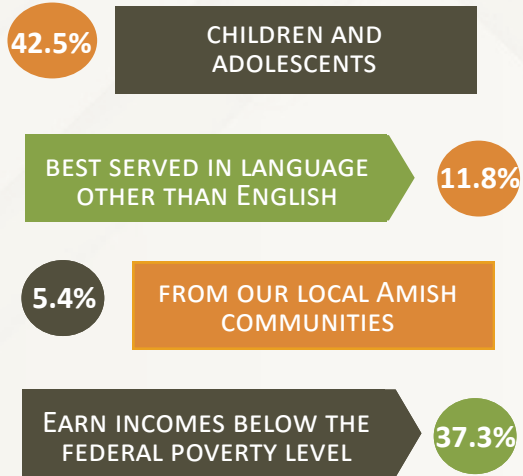
A handwritten signature in black ink that reads "Kim Hawthorne". The signature is fluid and cursive, written over a light grey circular background.

Kim Hawthorne, MBA, FACHE
Chief Executive Officer

CONNECTING PATIENTS TO CARE & RESOURCES



8,904 PATIENTS



WE ARE NATIONALLY RECOGNIZED FOR HIGH QUALITY CARE



IN & BEYOND OUR WALLS

SCHOOL-BASED SERVICES & PARTNERSHIPS

20 STUDENTS TRAINED FROM 8 AREA SCHOOLS AND UNIVERSITIES

STUDENTS SERVED THROUGH MOBILE ORAL HEALTH PROGRAM **730**

6 BEHAVIORAL HEALTH SERVICES IN LOCAL SCHOOL DISTRICTS

SCHOOL NURSING SERVICES IN LOCAL SCHOOL DISTRICTS **3**



6,344
COVID-19 VACCINES
GIVEN TO 2,983
PATIENTS



785
COVID-19 TESTS
PROVIDED FOR
PATIENTS



15,642
POUNDS OF
ELECTRONICS
RECYCLED FOR
COMMUNITY



143LBS
MEDICATION SAFELY
DISPOSED OF IN OUR
MEDICATION
DROP-BOX



253
INDIVIDUALS ENROLLED
IN HEALTH INSURANCE



393
BOOKS GIVEN TO
CHILDREN DURING
VISITS

**EVERYTHING ABOUT
A PERSON'S HEALTH
IS CONNECTED, AND
SO IS OUR CARE.**

Our care is based on forming relationships with our patients and helping them meet their personal health goals.

We focus on primary care for physical, mental and dental health, as well as a pharmacy.

We also offer complementary therapies like chiropractic, massage therapy, and acupuncture.

Our providers work with trusted partners to refer for specialty care or other needs.

We partner with local school districts to provide school-based nursing, dental and behavioral health services.

We are a hub for community health resources like health insurance, Foodshare, transportation, housing and more.

Our interpreters are available to make sure patients are informed and comfortable with their care.

We offer a sliding fee scale program and flexible payment plans to make care affordable.

WE ARE CENTERED IN COMMUNITY HEALTH



31
HEALTH EDUCATION
CLASSES FOR AREA
SCHOOL DISTRICTS



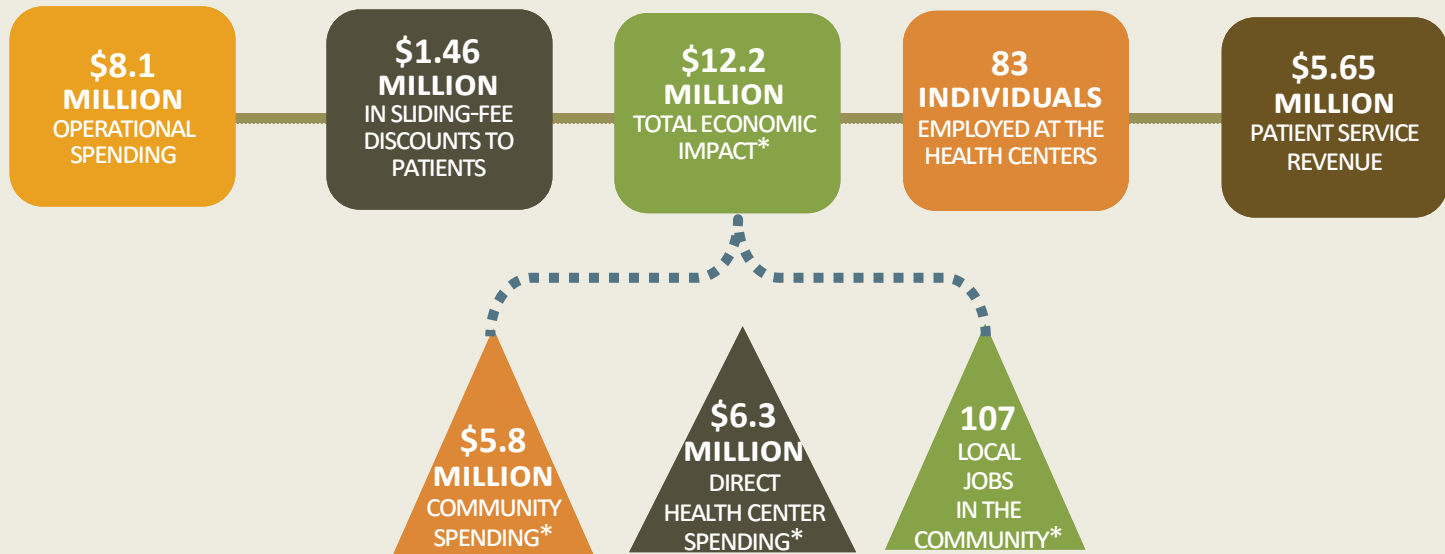
38
CPR/FIRST AID
CERTIFICATIONS
FOR COMMUNITY
MEMBERS



208,760
ACTIVE MINUTES
CLOCKED IN OUR
HEALTHY STRIDES
COMMUNITY ACTIVITY
PROGRAM

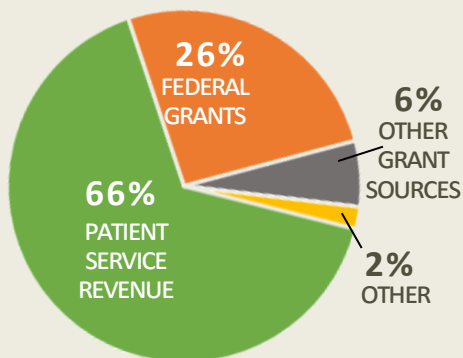
INVESTING IN THE HEALTH OF OUR COMMUNITIES

FINANCIAL OVERVIEW



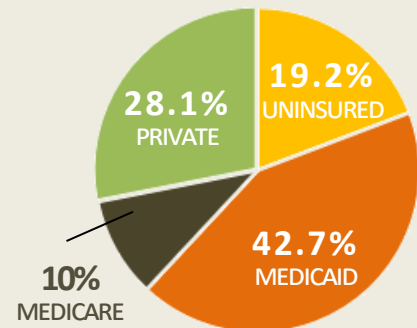
*FROM 2018 CAPITAL LINK ECONOMIC IMPACT STUDY

REVENUE COMPOSITION



PROUD COMMUNITY SUPPORTER OF LOCAL ORGANIZATIONS AND SCHOOL PROGRAMS THROUGH SPONSORSHIPS AND DONATIONS.

PATIENT PAYMENT SOURCE



OUR BOARD OF DIRECTORS

Ann Klinkner, President

Becky Gretebeck, Vice President

Sara Cook, Treasurer

Karine Brueggen, Secretary

Hetti Brown

Emily Hayes

Lee Nerison

Jennifer Rhudy

Melvin Schmitz

Judi Zabel

Matthew Bersagel-Braley

Jill Peterson

Kerry Sullivan-Flock

HOW TO SUPPORT OUR WORK

Scenic Bluffs Health Center, Inc. is a nonprofit 501c3. Donations to our organization support and allow us to further meet our mission of providing accessible, patient-centered primary care, supporting healthier people and communities.

Our donors and supporters play an important role in helping us meet that mission as they ensure we can continue to provide essential support services like our Help Team and our Read to Me program. Donations allow us to continue to look for growth opportunities so that we can improve access to more of our communities and neighbors. We are proud of the work of our staff in ensuring patients have had positive experiences with our services.

We hope that you will consider the valuable work of Scenic Bluffs as you consider your end-of-the-year giving opportunities. Below are ways to support us:

- Mail donations to: Scenic Bluffs Community Health Centers, 238 Front Street, Cashton, WI 54619
- Secure address for online credit card donations: www.scenicbluffs.org/Donate
 - Volunteer with us, or serve on our Board or various committees

For questions or more information, contact us at 608-654-5100

THANK YOU TO OUR 2021 SUPPORTERS

- ALL OF US RESEARCH PROGRAM
- AMAZONSMILE DONORS
- ANN KLINKNER
- ARLYS ZELLMER
- BECKY GRETEBACK
- CASHTON LIONS CLUB
- DAVID AND LORNA PETERSON
- DAVID AND SHERRIE SEIDEL
- DERRICK MASHAK
- EDGAR MAYA
- EMILY HAYES
- ESSENTIAL HEALTH CLINIC
- GREAT RIVERS UNITED WAY
- HETTI BROWN
- JENNIFER RHUDY
- JILL PETERSON
- JUDI ZABEL
- KARINE BRUEGGEN
- KERRY SULLIVAN-FLOCK
- LAURA MYERS
- LEE NERISON
- MARINA ABT
- MATTHEW BERSAGEL-BRALEY
- MELVIN SCHMITZ
- PAUL GERBER
- RACHEL ZELLMER
- RHODA MILLER
- SARA COOK
- SCHANHOFFER FUNERAL HOME
- SPARTEK
- STEVE AND KARLA ZEMAN
- THEISEN'S MORE FOR YOU COMMUNITY FUND
- TOWN OF JEFFERSON
- TOWN OF PORTLAND
- US HEALTH RESOURCES & SERVICES ADMINISTRATION; BUREAU OF PRIMARY HEALTH CARE
- WISCONSIN AREA HEALTH EDUCATION CENTERS
- WISCONSIN ALLIANCE OF HEALTH INSURERS
- WISCONSIN DEPARTMENT OF HEALTH SERVICES
- WISCONSIN PRIMARY HEALTH CARE ASSOCIATION

A LITTLE MORE ABOUT US

As a Community Health Center, Scenic Bluffs knows the importance of providing healthcare within our doors, while also building strong and healthy communities. Our mission is rooted in reducing health barriers in the communities we serve. We offer a wide range of primary care services and offer support services to assist and guide individuals with day-to-day needs.

We are an independent, non-profit healthcare provider, caring for western Wisconsin. We offer care to individuals throughout the region, with a service area that includes Monroe, Vernon, Crawford, Grant and La Crosse counties. Our staff not only provides clinical care, but help link individuals with resources that allow them to stay healthy, and to lead and support initiatives for healthy communities. Scenic Bluffs has locations in Cashton and Norwalk, with select services available at sites in La Crosse and Viroqua

SCENIC BLUFFS SERVICE LOCATIONS

Cashton

Scenic Bluffs
238 Front Street
608-654-5100

Norwalk

Scenic Bluffs
200 W. North Street
608-654-5100

La Crosse Dental

Scenic Bluffs
2030 7th Street
608-654-5100

La Crosse Behavioral Health

At St. Clare Health Mission
916 Ferry Street
608-654-5100

Viroqua

At Vernon Memorial Healthcare
407 South Main Street
608-654-5100

