

# COMMUNITY IMPACT REPORT 2022



**Scenic Bluffs**  
COMMUNITY HEALTH CENTERS

## **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.

## **Mission**

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

## **Values**

Compassion,  
Community &  
Excellence

## **2022 Board of Directors**

Ann Klinkner, President

Becky Gretebeck, Vice President

Sara Cook, Treasurer

Karine Brueggen, Secretary

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# A LETTER TO OUR COMMUNITIES

With a theme of transformation and reinvestment, 2022 was a transitional year for our Health Centers. Our focus was reinvesting in our people, reinvesting in our facilities and reinvesting in our communities. As we began the year, we committed to improve operational efficiency, quality and satisfaction, and our workforce by recruiting and retaining the right people for the right roles. To further advance our mission of reducing health disparities, we put a strong focus on rebuilding our dental practice, which provides vitally needed services in our region, along with reinvesting in our employees, who are crucial to living our mission of serving our communities and their unmet needs. As we enter 2023, we are happy to see progress made in all of these areas.



As one of the few providers that accepts Medicaid and Medicare insurance for dental services, the demand for our appointments is great. We worked diligently to rebuild our dental practice in a group practice model, recruiting providers who are passionate about the mission of Scenic Bluffs and the unique needs of our communities. In the past year, we have welcomed three full-time dentists, with three more joining us in the summer of 2023. We also welcomed several dental assistants, dental assistant aides and dental hygienists. We continue to recruit dental providers and focus on growing our team to meet the needs of our communities. We are looking to the future with optimism of our growing availability for dental services throughout Crawford, Monroe, La Crosse and Vernon Counties.

Our facilities also saw needed reinvestment. At our Cashton Health Center, we completed construction to our Annex building, which serves as a drive-in medical bay, maintenance shop and horse barn for our Amish patients. Our Norwalk Health Center also saw extensive renovation that focused on updating the facility and restructuring the layout to improve patient flow. This restructuring increased space for medical, behavioral health, massage therapy and chiropractic services. Patient support services, such as health educators, interpreters and Scenic Bluffs' Help Team are also partners in our Norwalk team. In addition to clinical and patient support services, the Norwalk Health Center also received renovations to the kitchen area attached to the community space, which will be utilized for a future community food pantry. Health Center hours and services will be expanded as the demand for services continues to grow. We know our community members deserve access to health services and resources in a comfortable, modern space, and we were grateful for the opportunity to complete this much needed update.

This work is essential to our future as a Community Health Center. For 29 years, Scenic Bluffs has focused on providing high-quality, comprehensive healthcare that addresses multiple factors of health. We're invested in the health of our communities and aim to connect patients to care and resources within and beyond our walls. 2023 promises to be an exciting year of continued growth for Scenic Bluffs. Our focus is to improve access across all of our departments, while reducing barriers that our patients often face, such as lack of health insurance, transportation and affordability of healthcare. We are proud to do this work and look forward to continuing to serve in 2023.

Wishing you joy and health in 2023,

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

Kim Hawthorne, MBA, FACHE  
Chief Executive Officer

# CONNECTING PATIENTS TO CARE & RESOURCES



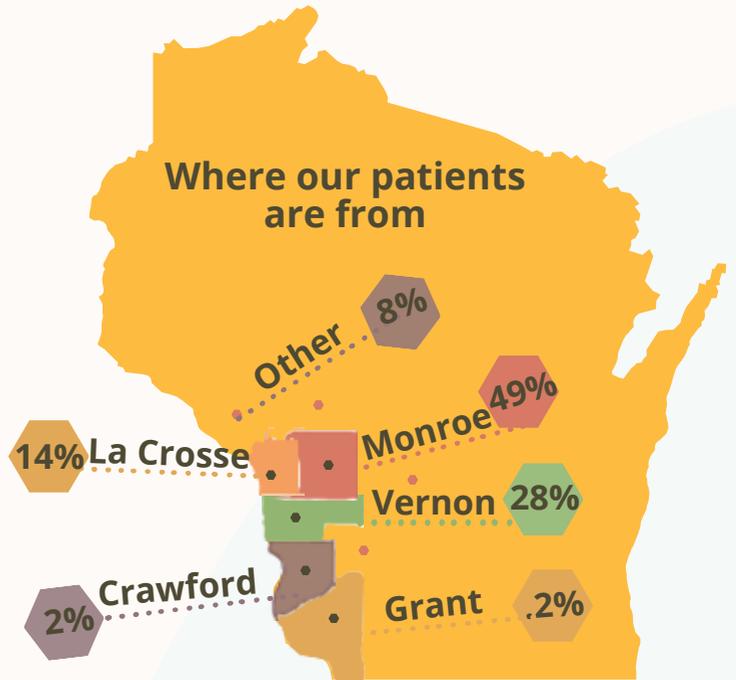
5,927 Patients Served

39% Children and adolescents

Best served in language other than English 14%

5% From local Amish communities

Earn incomes below the Federal Poverty Level 44%



## COVID-19 Response

964  
COVID-19  
vaccines  
given

976  
COVID-19  
tests given

We are nationally recognized for high-quality care



# IN AND BEYOND OUR WALLS



## School Services and Partnerships

24

Students trained from 10 area schools and universities

1,061

Mobile oral health visits provided to 913 students at 7 area school districts and 5 Head Start programs

122

Students served by school-based behavioral health visits in 7 area school districts

3

School districts served by school nursing services

## We are centered in community health



201

Individuals enrolled in health insurance



124

Individuals certified in CPR and First Aid



13,502

Pounds of electronics recycled



291 lbs

Medication safely disposed of in drop-box

Everything about a person's health is connected, & 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 & dental health, as well as a pharmacy.

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

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

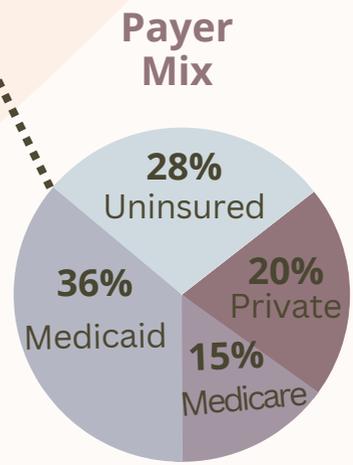
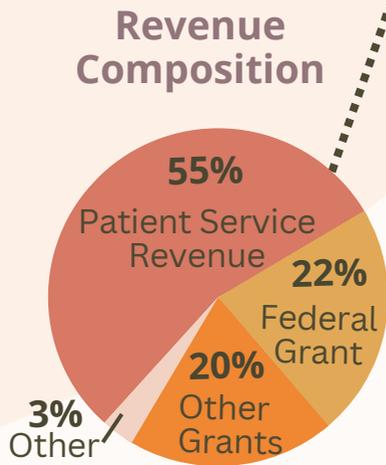
We partner with schools to provide school-based nursing, dental & behavioral health services.

We are a hub for community health resources like health insurance, FoodShare, transportation, & more.

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

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

# INVESTING IN THE HEALTH OF OUR COMMUNITIES



## WORKFORCE DEVELOPMENT

**18**

**Academic Partnerships**  
for training health care professions

### Fields of Study

- Human Services
- Dental Assistant
- Family Medicine
- Health Information Technology
- Registered Nurse
- Pharmacist
- Family Nurse Practitioner

**24**

**Students Trained**  
by our health care professionals



Our staff participate in more than 50 local groups, coalitions & boards that are focused on improving health in our communities.



Proud supporter of local organizations & school programs through sponsorships and donations.

# 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:

## Donate

For more information, visit [scenicbluffs.org/donate](https://scenicbluffs.org/donate)

## Volunteer

For more information, visit [scenicbluffs.org/volunteer](https://scenicbluffs.org/volunteer)

## Advocate

For more information, visit [scenicbluffs.org/advocacy](https://scenicbluffs.org/advocacy)

## Serve

For more information, visit [scenicbluffs.org/board](https://scenicbluffs.org/board)

# THANK YOU TO OUR 2022 SUPPORTERS

- Advance America
- AmazonSmile
- Amy R Schanhofer
- Ann Klinkner
- Becky Gretebeck
- Forward Path Logistics
- Givio Charitable
- Great Rivers United Way
- Green Bay Packers Foundation
- Health Resources & Services Administration
- Hetti Brown
- Hundt Implement
- Jill Peterson
- Judi Zabel
- Karine Brueggen
- Kerry Sullivan-Flock
- Lee Nerison
- Kwik Trip, Inc
- Matthew Bersagel-Braley
- Melvin Schmitz
- Michael Windle
- National Association of Community Health Centers
- Organic Valley
- Paul Gerber
- Sara Cook
- Scenic Rivers Area Health Education Center
- Sonya Lenzendorf
- The Roots and Wings Foundation
- The Weitzman Institute
- Town of Jefferson
- Town of Portland
- Walgreens- Sparta
- Walmart- Sparta
- Walmart- Mormon Coulee
- Wisconsin Alliance of Health Insurers
- Wisconsin Department of Health Services
- Wisconsin Primary Health Care Association

# 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 helps 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, Norwalk and La Crosse, along with services in several local school districts.

## 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



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