



**Scenic Bluffs**  
COMMUNITY HEALTH CENTERS

# COMMUNITY IMPACT REPORT

## 2024

*Serving Monroe, Vernon,  
Crawford, Grant, Sauk  
and La Crosse Counties*



An aerial photograph of a rural farm scene. In the foreground, a large red barn with a white roof and a tall silver silo are visible. The barn is surrounded by green grass and a dirt road. In the background, there are rolling hills, some fields, and more farm buildings under a clear sky.

# VISION AND MISSION

## MISSION

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

## 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.



# A LETTER TO OUR COMMUNITIES



2024 held a special significance for Scenic Bluffs Community Health Centers—marking 30 years of service to our communities. Since opening our doors in 1994, we have remained steadfast in our mission to provide accessible, high-quality health care for all, and this milestone gave us a unique opportunity to celebrate with the people and partners who make our work possible. We were honored to reflect on the growth, resilience and impact that Scenic Bluffs has had over the past three decades. From expanding services and locations to deepening our commitment to whole-person care, we've continued to evolve to meet the needs of the people we serve. While we reflected on our past, we also reinforced our focus on the future of healthcare in our region. The needs of our communities continue to grow, and we are committed to growing with them.

This year we laid the groundwork for expanding our reach and enhancing our services—whether through new access points, increased behavioral health support or innovative care models that remove barriers to care. Through a partnership with the Sauk County Health Department, we were thrilled to expand our care into Sauk County and increase access to preventive dental care for children through our School Oral Health Program. Our Behavioral Health department also experienced notable growth and became a training site for future behavioral health professionals, thanks for the Allied Health Professional Education and Training Grant from the Wisconsin Department of Health Services, building a stronger pipeline for behavioral health providers in rural healthcare settings.

None of this would be possible without the dedication of our staff, the trust of our patients and the collaboration of our partners. As we look ahead, we remain committed to strengthening our impact, advancing health equity, and ensuring that every person who walks through our doors receives the care and support they deserve.

Thank you for being a part of our journey. We are excited for what the future holds and look forward to another year of serving, growing, and innovating together.

Warm regards,

A handwritten signature in black ink that reads "Kim Hawthorne". The signature is written in a cursive, flowing style.

Kim Hawthorne, CEO

# CONNECTING OUR COMMUNITIES TO CARE & RESOURCES

## PATIENT VISITS

38,632

### Dental



17,760

### Medical



10,493

### Behavioral Health



6,954

\*676 SUD VISITS

### Complementary Therapies



1,963

### Enabling

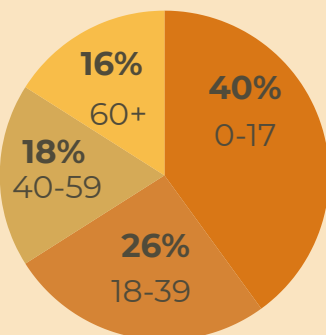


1,462

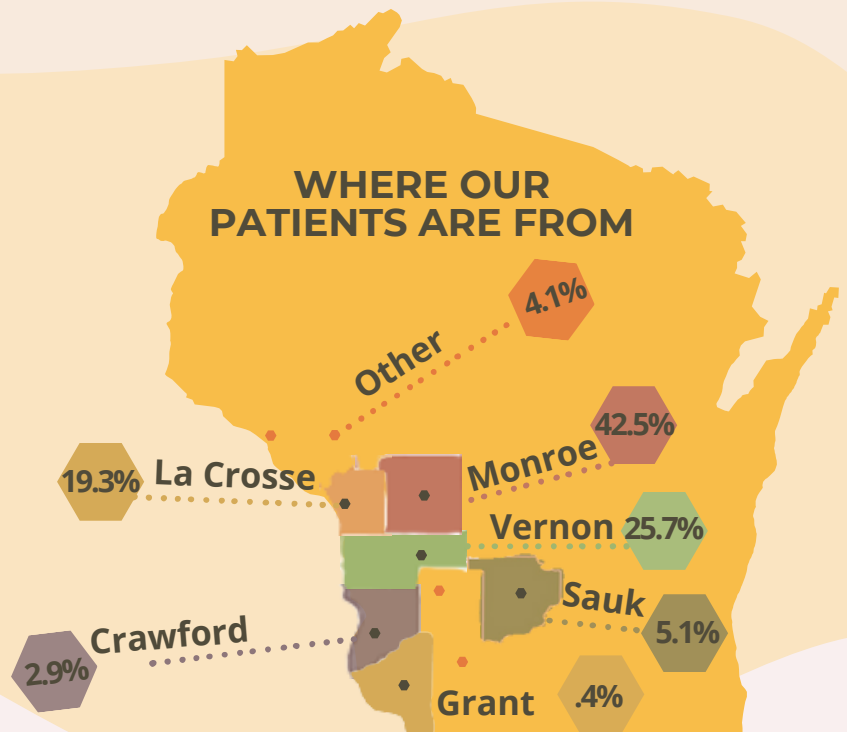
## PATIENTS SERVED

9,585

### PATIENTS SERVED BY AGE GROUP



## WHERE OUR PATIENTS ARE FROM



40%

Children & Adolescents

52%

Earn incomes 100% below the FPL

13%

Best served in language other than English

5%

From local Amish community

## EXPANDING CARE ACCESS

36%

Increase in patients served (VS. 2023)

35%

Increase in patients visits (VS. 2023)

27 schools

Added to our school-based care sites

EXPANDED SERVICE AREA

Sauk County was added to our care service area



# IN AND BEYOND OUR WALLS

**30  
YEARS**

**CARING FOR OUR  
COMMUNITIES**

**WE ARE CENTERED IN COMMUNITY HEALTH**



**411 PEOPLE**  
Enrolled in  
health insurance



**143 PEOPLE**  
Certified in CPR  
and First Aid



**14,847 LBS**  
Electronics  
recycled



**142 LBS**  
Medication  
safely disposed

## **SCHOOL SERVICES AND PARTNERSHIPS**

**50**

Schools served with  
school-based services in  
15 school districts

**133**

Patients served through  
school-based care

**2,037**

Students served by the  
School Oral Health Program



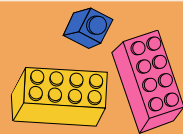
### **Warm Winter Program**

Keeping patients warm  
through winter by  
providing free hats,  
mittens & blankets in  
winter months.



### **Reach Out & Read**

Promoting early literacy  
by providing books for  
children at Well-Child  
visits. We also provide  
books to dental patients.



### **Prescription for Play**

Highlighting and educating  
on the value of play in  
healthy development by  
providing duplo kits at  
Well-Child visits.



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

**85**

Outreach  
Events

Connected with our  
communities providing health  
education and presentations,  
vaccines, blood pressure  
checks and more!



Proud supporter of local  
non-profits & school  
programs through  
sponsorships and  
donations.

# INVESTING IN THE HEALTH OF OUR COMMUNITIES



**\$13.5M**  
Operational  
Spending

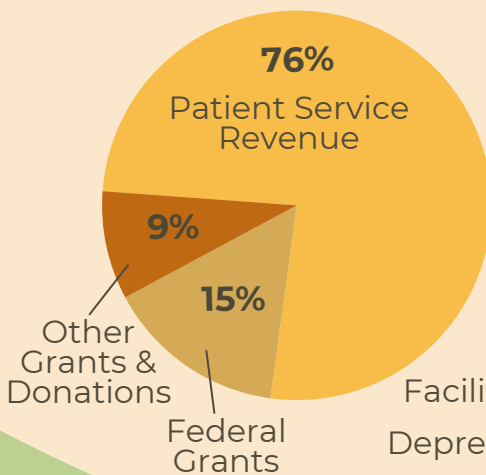


**\$2.7M**  
Sliding-fee discounts  
to patients

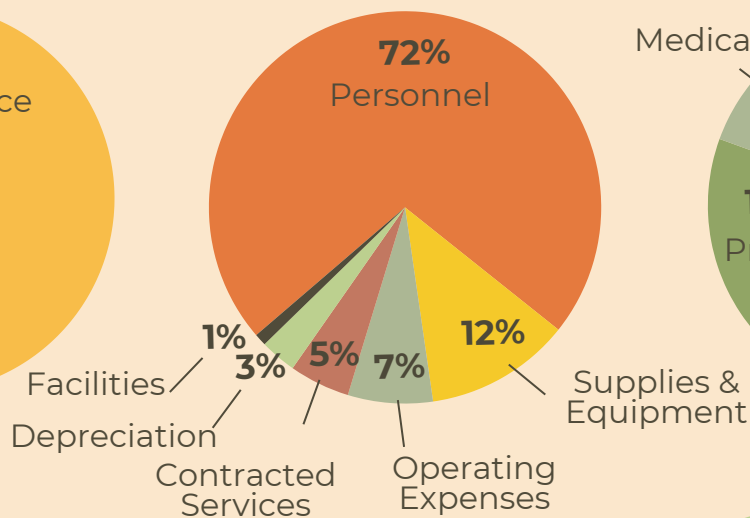


**\$9.4M**  
Patient service  
revenue

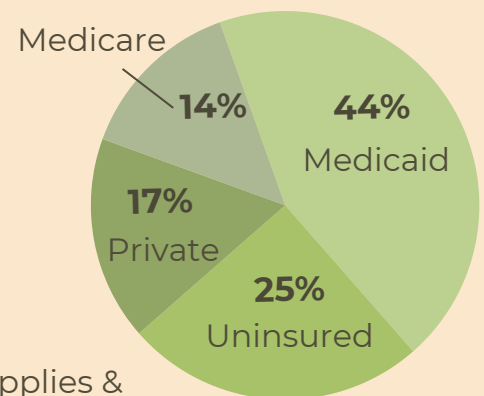
## Revenue



## Expenses



## Payer Mix



**10**

## Academic Partnerships

for training health care  
professions



**30**

## Students Trained

by our healthcare  
professionals



# THANK YOU TO OUR SUPPORTERS



**\$984K**  
received in  
grants &  
donations to  
support services



**15 programs**  
And services  
supported with  
grants &  
donations

Grants & donations allowed us to expand and sustain programs, such as:

Self-Monitoring  
Blood Pressure  
Program

Community  
E-Recycling

Mobile Dental  
Clinic

Telemedicine  
Equipment

Community CPR  
Training Classes

Reach Out &  
Read Program

Behavioral  
Health Services

Operational  
Support

## THANK YOU FOR SUPPORTING US IN 2024

- American Heart Association
- America's Toothfairy
- Andre Paquette
- Andrew Hopp
- Ann Klinkner
- Arnie Degenhardt
- Bailey's Diner
- Becky Gretebeck
- Becky Pieper
- Bob Sanders
- Brittany Kuderer
- Chelsea Schroeder
- Compeer Financial
- Dustin Hundt
- Edgar Maya
- Emily Hayes
- Great Rivers United Way
- Hannah Stamm
- HRSA
- Hetti Brown
- Ivan Munguia
- Jodi Brueggen
- Jordan Demoran
- Judi Zabel
- Karine Brueggen
- Kwik Trip, Inc
- Laurie Logan
- Liz Kleba
- Matthew Bersagel-Braley
- Mayo Clinic
- Melvin Schmitz
- Michael Windle
- Mike Brueggen
- NACHC
- Olivia Haye
- Paul Gerber
- PEW Charitable Trust
- Public Service Commission
- Reach Out & Read
- Sandi Canelo
- Scenic Rivers AHEC
- Scott Sebranek
- Sonya Lenzendorf
- Taylor Johnson
- The Roots and Wings Foundation
- The Weitzman Institute
- Theisen's Sparta
- Town of Jefferson
- Town of Portland
- Trisha Mlsna
- Valorie Dodge
- Village of Cashton
- Walmart DC- Tomah
- Walmart- La Crosse
- Wisconsin DHS
- Wisconsin Primary Health Care Association



Scenic Bluffs Community Health Centers is a nonprofit, community-based provider serving western Wisconsin. We deliver care across Monroe, Vernon, Crawford, Grant, Sauk, and La Crosse counties.

With locations in Cashton, Norwalk, and La Crosse, and services in area schools, our team offers more than clinical care — we connect individuals to the resources they need to stay healthy and support stronger, healthier communities.



#### **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**

REACH Center  
212 11th St S  
608-654-5100



#### **Mobile & School Services**

In communities and  
schools across western  
Wisconsin

## **CONTACT US :**



**608-654-5100**



**[info@scenicbluffs.org](mailto:info@scenicbluffs.org)**



**[www.scenicbluffs.org](http://www.scenicbluffs.org)**



**238 Front Street, Cashton, WI 54619**

