



**Scenic Bluffs**  
COMMUNITY HEALTH CENTERS

2025  
**COMMUNITY IMPACT  
REPORT**

*SERVING CRAWFORD, GRANT, LA CROSSE, MONROE,  
SAUK, AND VERNON COUNTIES IN WISCONSIN*

# ABOUT SCENIC BLUFFS

Scenic Bluffs Community Health Centers is a non-profit, community-based healthcare provider in western Wisconsin. As a Community Health Center, we not only provide healthcare within our doors, but also focus on reducing health barriers throughout the communities we serve.

Scenic Bluffs provides a comprehensive range of services, including primary medical, dental, behavioral health and pharmacy services, in addition to complementary therapies such as chiropractic and acupuncture. With strong partnerships in area school districts, Scenic Bluffs provides school nursing, oral health and behavioral health services to students in schools across the region. Scenic Bluffs has health centers in Cashton, Norwalk, La Crosse and a dental clinic in Reedsburg.

## WHAT IS A COMMUNITY HEALTH CENTER?

Scenic Bluffs is part of a network of more than 1,500 Federally Qualified Health Centers (FQHCs), also known as Community Health Centers (CHCs), nationwide. CHCs play a crucial role in increasing access to primary care by reducing barriers such as cost, lack of insurance, distance and language for patients, among others.

CHCs are community-based and patient-directed organizations that deliver comprehensive, culturally competent, high-quality primary health care services. Health centers integrate access to primary health services in areas where economic or geographic barriers limit access to affordable healthcare.

## OUR HISTORY

Since 1994, Scenic Bluffs has provided affordable, accessible healthcare to people in western Wisconsin.



In the early 1990's, Scenic Bluffs began as an idea from

community members who recognized the need for more accessible healthcare in the region. In 1992, the wheels were set in motion with "Project WATCH", a 37-foot-long bus that was converted into a mobile rural health clinic. It became apparent quickly that the region would benefit from full-time care being offered.



Driven by the determination of local community members, a grant proposal

was crafted to establish a Community Health Center in Cashton. In 1993, the grant was approved, with Scenic Bluffs officially opening its doors in 1994.

Scenic Bluffs now services patients in six counties across Wisconsin- including Crawford, Grant, La Crosse, Monroe, Sauk and Vernon.

Delivering accessible,  
patient-centered primary care,

*supporting healthier  
people & communities*

# A MESSAGE FROM OUR CEO

Dear Friends and Community,

The past year has been one of uncertainty and political turbulence—national conversations often felt distant from the realities faced by the people who walk through our doors every day. Yet here at Scenic Bluffs, something steadier kept happening: we showed up for one another, we showed up for our patients and we kept growing.

In 2025, more than 11,000 patients trusted us with their care—parents, grandparents, neighbors—each with a story, each deserving dignity and access to health care. Growth, for us, isn't about numbers alone. It's about a mother who sees a dentist for the first time in years, a senior able to access care close to home, a family reached through our school-based services because someone believed their rural community mattered enough to invest.



**"Together, we are building a healthier future—one that is rooted in compassion, driven by excellence and centered on community."**

- Kim Hawthorne, CEO



This progress happened during years of preparation and quiet determination. As plans took shape for our mobile health unit, as we opened our new dental clinic in Reedsburg and our integrated clinic in the REACH Center in La Crosse, as partnerships deepened, our staff carried the weight of change with resilience and heart. Through every challenge, they brought compassion to their work and stability to our patients.

None of this would be possible without you—our donors, partners, advocates, and supporters. Your belief in community-based care makes it possible for Scenic Bluffs to remain a place of deep trust when trust can feel fragile elsewhere.

As we look ahead, we remain grounded in what matters most: meeting people where they are, expanding access, and building a healthier future together—one patient, one family, one act of care at a time.

With deep gratitude,

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

Kim Hawthorne, CEO



# Spotlight:

## BEHAVIORAL HEALTH AND SUBSTANCE USE SERVICES

Our Behavioral Health department supports individuals and families navigating mental health challenges, substance use disorders and everyday stressors. By integrating behavioral health into our primary care model, we reduce stigma, improve coordination and ensure care is accessible in a trusted setting. Of our 10 counselors, 6 provide substance use services rooted in compassionate, evidence-based care that supports recovery and reduces barriers through whole-person care.

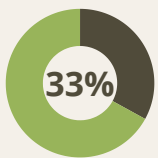
Scenic Bluffs also serves as a training site for future behavioral health professionals—strengthening the rural workforce and building a sustainable pipeline of providers. In 2025, Scenic Bluffs trained 9 Behavioral Health interns.



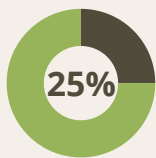
Dr. Debra Murray

Dr. Debra Murray, PsyD, CSAC, ICS, Clinical Director of Behavioral Health, received the La Crosse YWCA's 2025 Empowering Women Award for her work advancing access to behavioral health and substance use services and her dedication to improving the lives of individuals across our communities.

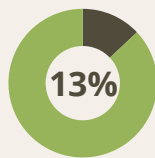
### 1,108 BEHAVIORAL HEALTH PATIENTS SERVED



Children & Adolescents

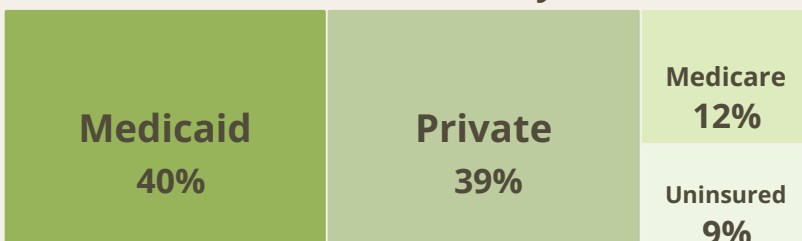


School-Based Patients



Substance Use Care Provided

### Behavioral Health Payer Mix



### CRAWFORD COUNTY TREATMENT COURT PARTNERSHIP

"Scenic Bluffs has made a meaningful impact on our Treatment Court by bringing consistent, accessible treatment into our program. While I could reflect on how things operated before, what matters most is the progress we're seeing now.

Their providers go above and beyond to prioritize our participants in scheduling, and they maintain regular, clear communication with me. This allows me to keep our team informed with timely updates and ensures we stay aligned in supporting each participant's needs.

This strong collaboration helps us bridge the ongoing gaps that come with living and working in a rural community, allowing us to connect participants with additional supports more effectively. Many of their providers have also committed to further training to deepen their understanding of Treatment Court, which speaks to their dedication.

Their commitment is truly top-notch, and I am grateful every day for the Scenic Bluffs team."

-Susan Hilger, Justice Programs Coordinator

# CONNECTING OUR COMMUNITIES TO CARE & RESOURCES

**41,253**

Patient Visits

**11,090**

Patients Served

**52**

Schools Served

**6**

Counties

**4**

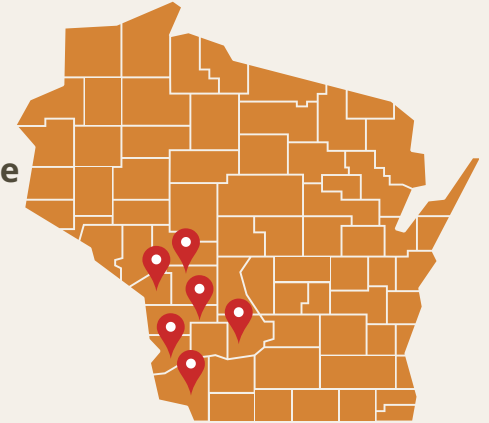
Clinics

## PATIENT VISITS BY SERVICE

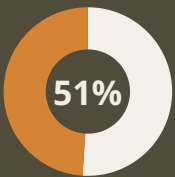
Dental	18,237
Medical	10,094
Behavioral	8,354
Substance Use Services	1,231
Complementary	1,846
Enabling	1,491

## WHERE OUR PATIENTS ARE FROM

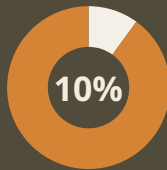
- 35%: Monroe
- 23%: Vernon
- 19% La Crosse
- 15% Sauk
- 4% Crawford
- 3% Other
- <1% Grant



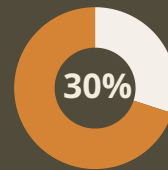
## PATIENT DEMOGRAPHICS



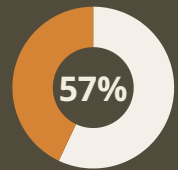
Children and adolescents



Best served in language other than English



Children utilizing Medicaid



100% below the Federal Poverty Level

## SCHOOL-BASED CARE

Scenic Bluffs provides nursing, behavioral health, and oral health services directly within local schools, removing barriers related to travel and reducing missed hours of school and work. We partner with Wisconsin Seal-A-Smile to provide oral health services to families at no cost. In Sauk County, Scenic Bluffs also partners with the Sauk County Health Department to expand access to these services.

**18**

School districts served with nursing, behavioral health or oral health services.

**52**

Individual Schools receiving nursing, behavioral health or oral health services.

**3,864**

Students receiving school-based behavioral health and oral healthcare



# IMPROVING HEALTH IN AND BEYOND OUR WALLS

## 90.24 LBS OF MEDICATION SAFELY DISPOSED

In partnership with the Monroe County Safe Community Coalition and Cashton Police Department, Scenic Bluffs maintains a permanent medication drop-box in Cashton. This provides a safe way to dispose of unused medications and helping prevent misuse.



## HELP TEAM DEPARTMENT

Scenic Bluffs has a dedicated Help Team focused on removing barriers to care. Team members assess social determinants of health, assist with health insurance enrollment and connect patients to a variety of community resources and support programs.



## 19,423 LBS OF ELECTRONICS SAFELY RECYCLED

Scenic Bluffs' Technolog-E Recycling event, supported by the Town of Portland, Village of Cashton and Dynamic Lifecycle Innovations, offers free electronics recycling for community members. Since 2016, we've kept 216,000 pounds of electronics out of landfills.

## 7,640 SUPPORT VISITS

1,850

Enrolled in sliding-fee scale (Healthy Neighbor Plan)

1,085

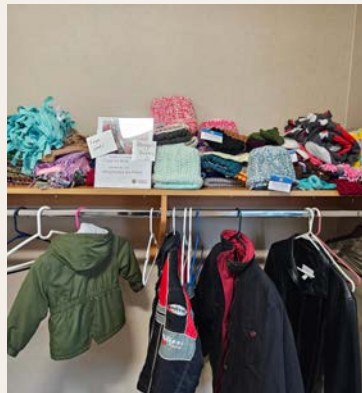
Assisted with prescription assistance programs

1,016

Individuals & families enrolled in health insurance

## WARM CLOTHING DISTRIBUTED TO HUNDREDS

Thanks to valued partnerships with Coulee Region RSVP and Cashton Area Knights of Columbus, Scenic Bluffs distributed more than 120 coats and hundreds of mittens, hats, scarves, and other winter essentials, helping keep patients and community members warm through winter.



## COMMUNITY HEALTH EDUCATION

As a Community Health Center, Scenic Bluffs is committed to promoting health and wellness beyond our clinic walls. In addition to CPR and First Aid certification, we offer education on diabetes management, tobacco cessation, fall prevention, cardiac risk reduction, senior exercise and healthy lifestyles. We also provide customized classes for schools, businesses and community organizations—empowering our communities to live healthier, safer lives.

174 PEOPLE CERTIFIED IN CPR & FIRST AID



# Spotlight:

## 340B PATIENT PHARMACY

Scenic Bluffs' 340B Pharmacy Program is a vital tool in supporting patient health—making medications more affordable while reinvesting resources back into patient care. In 2025, we filled 22,074 340b scripts in our patient pharmacy.

Through 340B savings, we provided over 1,000 uninsured and underinsured patients with low-cost medications, totaling nearly \$119,000 in value. These savings have a direct and meaningful impact—helping patients access life-sustaining medications like insulin at a fraction of the cost, often reducing monthly expenses from hundreds of dollars to under \$50.

In addition to lowering costs, 340B supports comprehensive, patient-centered care by expanding access to services such as medication packaging, mail delivery, and chronic disease management support. It also allows our care teams to spend more time focused on patients rather than financial barriers.

By stretching limited resources further, the 340B program enables Scenic Bluffs to improve health outcomes, reduce disparities, and reinvest in essential services that strengthen the health of our rural communities.



### 340B SUCCESS STORY

A Scenic Bluffs patient with uncontrolled Type 2 diabetes (A1C above 10%) struggled to afford insulin after losing insurance.

Through the 340B savings, we were able to enroll the patient in our in-house savings program, reducing insulin costs from over \$400 per month to under \$50.

With access to medication and support from diabetes educators and quarterly group-visits for chronic conditions, the patient is now managing their condition and has reached their A1C goal.

## FINANCIAL SUMMARY

**\$14.0M**

Operational  
Spending

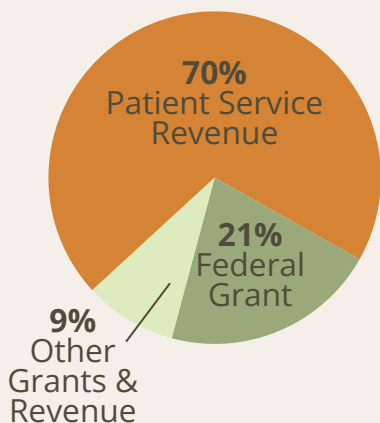
**\$10.0M**

Patient  
Revenue

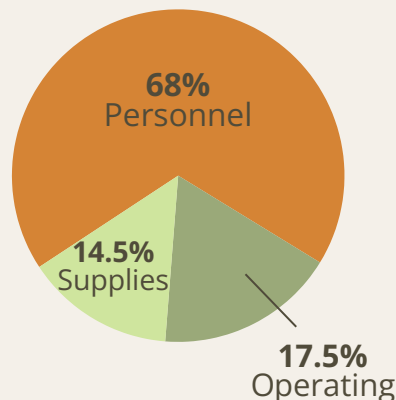
**\$1.6M**

Sliding-Fee  
Discounts

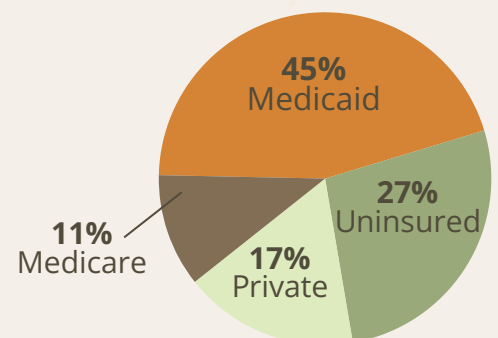
### Patient Revenue



### Expenses



### Payer Mix



# TRAINING FUTURE HEALTHCARE PROFESSIONALS

Scenic Bluffs is committed to building the future healthcare workforce, supporting students from high school through residency.

We partner with Viterbo University to train behavioral health interns and with Western Technical College to expand continuing education for dental and medical assistants. The Wisconsin DHS Allied Health Professional Grant has been instrumental in strengthening this pipeline.



## 31 STUDENTS TRAINED

In Pharmacy, Nursing, Dental Assisting, Interpreting, Family Medicine, and Behavioral Health, among others.

## 9 ACADEMIC PARTNERSHIPS

Supporting workforce development through collaborations with high schools, technical colleges, and universities.

## FROM TRAINING TO PRACTICE: BEHAVIORAL HEALTH

“Starting as a student intern at Scenic Bluffs was a unique and transformative experience. I came from a background in substance use counseling, but working alongside my supervisor exposed me to children and adolescents, expanding my understanding of what therapy can look like across the lifespan.

During my internship, I quickly came to value the integrated care model—being able to collaborate directly with primary care providers and support patients more holistically. Serving rural and underserved communities is especially meaningful to me, as I grew up in a small town nearby.

After completing my internship, I was grateful for the opportunity to join Scenic Bluffs as a Behavioral Health Provider. The transition felt seamless because of the strong mentorship and relationships I had built. Today, I enjoy working with a wide range of patients and continuing to grow while serving communities that feel like home.”



**Kayla Kaczorowski**  
MS, CSAC, LPC

## SHAPING A FUTURE IN RURAL ORAL HEALTH

“Through the Scenic Rivers AHEC CHIP internship at Scenic Bluffs, I was able to see a completely different side of healthcare—one that focuses on prevention, education, and community connection. As a pre-dental student, this experience helped me better understand how oral health fits into the bigger picture of whole-person care, especially in rural communities.

I had the opportunity to work on outreach initiatives, develop educational materials, and participate in community events serving a wide range of populations. These experiences strengthened my passion for improving access to care and showed me how impactful community-based healthcare can be.

My time at Scenic Bluffs played a significant role in my decision to pursue both dentistry and public health. I’m excited to continue this path and work toward serving rural and underserved communities in the future.”



**Megan Kelly (right) attending Homeless Connect in La Crosse with other outreach staff.**

# Spotlight:

## HEALTHCARE IN OUR COMMUNITIES

### EXPANDING ACCESS TO IMMUNIZATIONS



**Penny Funk,**  
RN

Scenic Bluffs is committed to meeting people where they are—bringing essential healthcare services directly into the communities we serve. In 2025, that commitment was exemplified through the leadership of Clinical Director, Penny Funk, RN, MSN, who was named Wisconsin’s Immunization Champion by the CDC and Association of Immunization Managers—one of just 46 honorees nationwide.

Since joining Scenic Bluffs in 2024, Penny has expanded vaccine access across rural western Wisconsin by reducing barriers like cost and transportation. In 2025, she helped lead 28 community-based vaccine events, providing 329 vaccines to 228 individuals who may not have otherwise received care.

Her work has transformed outreach at Scenic Bluffs, turning community events into opportunities to deliver essential healthcare services beyond the clinic walls and strengthening partnerships across the region.

### COMMUNITY OUTREACH & ENGAGEMENT

At Scenic Bluffs, we believe healthcare doesn’t begin and end in the clinic—it lives in the communities we serve. That’s why we are committed to bringing education, resources, and services directly to individuals and families across our region.

Throughout the year, our team partners with schools, libraries, businesses, and local organizations to provide hands-on education and outreach. From dental health programs in schools and Head Start classrooms to nutrition classes, CPR trainings, and wellness presentations, we tailor our approach to meet the unique needs of each community.



We are proud to participate in community health fairs, school events, senior programs, and mental health and substance use initiatives—creating opportunities for meaningful connection and prevention-focused care. We also host an annual 5K, along with other programming based on community needs.

In 2025, Scenic Bluffs expanded these efforts by launching a dedicated Outreach and Enrollment team. This team works directly in the community to help individuals navigate health insurance options, enroll in Medicaid or Marketplace plans, and connect to vital programs like FoodShare, Well Woman services, and other local resources.

By meeting people where they are, Scenic Bluffs continues to remove barriers, build trust, and support healthier communities throughout rural western Wisconsin.



# CELEBRATING THE IMPACT OF OUR DONORS AND GRANTORS

Because of the generosity of our donors and grant partners, Scenic Bluffs has been able to expand care, strengthen programs, and reach more individuals and families across our region in 2025. Time and time again, it's the kindness of local individuals and partners that reminds us what community truly means.

We'd like to highlight just a few of these stories:

The friends and family of Mason Mageland—including Mike Mageland, Nevi Fest Memorial, and Seneca Farmers Market—provided a generous donation in his memory to our Behavioral Health Department. This support has expanded our outreach into local schools, where our team is connecting with students on mental health and suicide prevention, participating in wellness fairs, and delivering presentations across the region.



When we identified a need for warm winter items for children, local quilters—including Diane Dombrowski, Connie Bakken, Crystal Treu of Sparta's Quilt Corner, members of the La Crosse Quilting Guild, and others—came together to donate handmade baby quilts. Their generosity ensures children leave our clinics not just cared for, but comforted.



Sparta Theisen's "More for Your Community" Grant helped us upgrade CPR training equipment to offer more classes and better serve our communities.



Thanks to Mayo Clinic, Compeer Financial, and the Public Service Commission of Wisconsin, our mobile dental unit, Scenic Smiles, is now equipped and ready to bring care directly to communities.



Todd and Shar Weibel shared a meaningful gift—a memorial bench honoring Rich and Mary Weibel—creating a space of rest for patients and families.

While these are just a few stories of the support we receive, we are grateful to all of our donors and grantors who continue to make our work possible. Every donation—big or small—makes a difference and we are deeply thankful for your support.

## Support our Work

If you'd like to be part of supporting our work, please contact [grants@scenicbluffs.org](mailto:grants@scenicbluffs.org) or visit [www.scenicbluffs.org/donate](http://www.scenicbluffs.org/donate).



# THANK YOU TO OUR SUPPORTERS

## SCENIC BLUFFS BOARD OF DIRECTORS

We extend our sincere gratitude to our Board of Directors and committee members for their leadership that helps shape the future of our organization. As an FQHC, we operate under a patient-majority governing board—meaning more than half of our board members are also patients, directly reflecting the communities we serve.

Meeting regularly, our board provides strategic direction, establishes policies and ensures that decisions are made in the best interest of our patients and community. Their insight, lived experience, and commitment to our mission are essential to delivering accessible, patient-centered care.



## DONORS AND GRANT PARTNERS



- Hetti Brown
- Ivan Munguia
- Judi Zabel
- Kwik Trip, Inc
- La Crosse Community Foundation
- La Crosse Quilting Guild
- Liz Kleba
- Matthew Bersagel-Brale
- Mayo Clinic Health System
- MedShare
- Melvin Schmitz
- Michael Windle
- Mike Brueggen
- Mike Mageland
- Nancy Wedwick
- National Association of Community Health Centers
- Paul Gerber
- PEW Charitable Trust
- Public Service Commission of Wisconsin
- Quilt Corner
- Reach Out & Read
- Reedsburg Butterfest
- Sandi Canelo
- Sonya Lenzendorf
- Sparta Theisen's
- The Hamilton Family Foundation
- The Roots & Wings Foundation
- Todd and Shar Weibel
- Town of Jefferson
- Town of Portland
- United Way
- Village of Cashton
- Walmart
- Wisconsin Department of Health Services
- Wisconsin Primary Health Care Association

- America's Toothfairy
- American Heart Association
- Andre Paquette
- Becky Gretebeck
- Bob Sanders
- Centers for Disease Control and Prevention
- Community Foundation of Southern Wisconsin
- Compeer Financial
- Diane Dombrowski
- Diane Young
- Dustin Hundt
- Edgar Maya
- Emily Hayes
- Health Resource and Services Administration
- Heather Young





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, La Crosse and Reedsburg, 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 communities.



### **Cashton**

Scenic Bluffs  
238 Front Street  
608-654-5100



### **Norwalk**

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



### **La Crosse**

Scenic Bluffs  
212 11<sup>th</sup> St S  
608-785-2550



### **Reedsburg Dental**

Scenic Bluffs  
1950 N. Dewey Ave  
608-917-1350



### **Mobile & School Services**

In communities and  
schools across western  
Wisconsin

**Coming to Prairie du Chien in 2026!**

## **CONTACT US :**



**608-654-5100**



**info@scenicbluffs.org**



**www.scenicbluffs.org**



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