



**Improving Health  
Supporting Our Physician Workforce**



Wisconsin Medical Society  
Foundation

## Our Mission

Advance the health of the people of Wisconsin by:

- Supporting a well-trained physician workforce
- Supporting projects vital to scientific medicine and public health

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On the cover: Medical student Sarah Brown with her husband Trevor and son Elian. Brown is a student at the University of Wisconsin School of Medicine and Public Health and 2016 recipient of the Rukmini and Joyce Vasudevan Scholarship. (See page 10)

## A Message From the President



Claudia L. Reardon, MD, President

“Being involved with the Foundation keeps me in touch with what I love about the profession of medicine.”

Improving health and helping to ensure a well-trained medical workforce in Wisconsin—that is what your tax-deductible donation to the Wisconsin Medical Society Foundation supports.

The Foundation provides more than a half million dollars in tuition assistance and several leadership opportunities for medical students each year. I have personally benefited from a Foundation award and from the mentorship and guidance of several incredible physician members of the Wisconsin Medical Society. Now, serving as president of the Foundation’s Board of Trustees, I’m very proud to help offer similar opportunities to many more students each year.

Beyond nurturing the next generation of medical professionals, the Foundation also supports many physician-led initiatives focused on a variety of important health topics as described in this report.

Through my donations and participation in Foundation programs, I can impact health on a broader scale and help shape the medical leaders of the future.

Join me as a Foundation supporter by making a tax-deductible donation today. I encourage you also to contact Foundation staff to learn about the many ways you, too, can actively participate at our programs and events.

Claudia L. Reardon, MD  
President

## Early Interventions

# 30

Reach Out and Read early literacy programs in clinics across the state supported by a Foundation grant.



“It gives us such joy to see the smiles on the faces of our patients when we present them with a book. Thank you for helping to make that possible.”

—Marshfield Clinic Weston Center Pediatric Department

Reach Out and Read assesses and encourages brain development at a critical stage in life by promoting early childhood literacy. Early life interventions, such as Reach Out and Read, promote cost-effective, evidence-based long-term health outcomes.

Poverty is an important social determinant of health. Because Foundation support has enabled a variety of free clinics, tribal clinics and those in rural and inner city locations to offer a Reach Out and Read program, a high percentage of low-income children have benefited. Expanding this and other early intervention programs to clinics and other community settings across the state helps to turn the page on health disparities.

## Mental Health and Addiction

# 3825

Individuals directly served through Foundation-funded mental health and addiction outreach programs.

“As physicians we are leaders in the communities we serve, and as leaders, we feel it is our responsibility to be proactive against the heroin/opioid epidemic.”

—Bruce Kraus, MD, member of the Project CLEAN Ad Hoc Medical Staff

To improve outcomes and offer hope in the areas of mental health and addiction, the Foundation supports programs that raise awareness and improve access to services.

With assistance from the Foundation, Columbus Community Hospital implemented Project CLEAN to raise awareness and prevent drug abuse. The Foundation also is partnering with Safe Communities Dane County Madison on a pilot project to make recovery coaches available in emergency departments, a model that has proven effective at guiding overdose patients into treatment. And, in Clark County, a Foundation grant to Memorial Medical Center is increasing access to behavioral and mental health.



## Disease Prevention

# \$264,895

The value of the Foundation's 2016 investment in community-based disease prevention in Wisconsin.\*

“Better posture, walking better, less pain, weight loss, sleeping better, feeling better, curbed appetite—participating in Walk with Ease three times a week has made a big difference.”

—Carol Yunk



Programs that provide tools to help people succeed in making healthy lifestyle choices set them on a path of lifelong wellness. Whether school and community gardens or cooking classes or physical activity programs like Walk with Ease, Foundation-funded disease prevention programs include proven strategies to change behaviors and reduce long-term health care costs.

\*Based on the return estimate of \$6.20 for every \$1 spent as documented in the Wisconsin Department of Health Services publication *The Epidemic of Chronic Disease in Wisconsin: Why it Matters to the Economy and What You Can Do to Help*, available at <https://www.dhs.wisconsin.gov/publications/p0/p00238.pdf>.

## Health Awareness

# 4105

The number of youth reached through Foundation healthy living programs.



“Reaching kids while they are young is so important to help them stay healthy. This program [Prescription for a Healthy You] has some great activities to encourage healthy living.”

—Michael Mann, student at the University of Wisconsin School of Medicine and Public Health and coordinator of the La Crosse Prescription for a Healthy You program

The Foundation is proud to create, support and expand opportunities for Wisconsin youth to make healthy decisions. One such program—*Prescription for a Healthy You*—expanded again this year to include events in Wausau, Green Bay, La Crosse, Madison and Milwaukee. Another educational activity—the Foundation's booth at the Wisconsin Science Festival—brings together physician and medical student volunteers for a day of public engagement, health education and medical career exploration.

Through grant support, we also are helping to increase awareness and education on other health issues including advance care planning, the safe use of medications, gun safety counseling and more.

# Improving Health in Key Areas



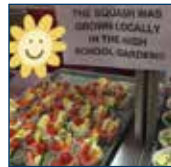
## Early Interventions

- **Reach Out and Read Wisconsin**  
\$10,000 grant for expansion to 30 clinics across the state, promoting reading for brain development
- **Wisconsin Literacy, Inc.**  
\$10,000 grant to educate parents through the book *What To Do When Your Child Gets Sick*
- **Summer Fellowship Research**  
A comparison of the accuracy of mass casualty triage schemes in a pediatric population

## Mental Health and Addiction

- **Community Hospital, Inc.**  
\$5000 grant supporting Project CLEAN on opioid abuse prevention and education
- **Memorial Medical Center**  
\$6000 grant to increase mental health resources for youth in Clark County
- **Safe Communities of Madison-Dane County**  
\$7500 grant for an opioid addiction recovery intervention in the emergency room
- **Summer Fellowship Research**  
Analysis of opiate overdoses following incarceration

- **Summer Fellowship Research**  
Implementation of a physician educational intervention on use of the Wisconsin Prescription Drug Monitoring Program



## Disease Prevention

- **YMCA La Crosse**  
\$6445 grant for an evidenced-based physical activity and arthritis self-management program
- **Tri 4 Schools**  
\$2500 grant for an after-school program that helps kids train to complete a triathlon and develop healthy habits
- **School Garden Grants**  
A total of \$11,594 in grants to support school gardens and related healthy living education at Allis Elementary School in Madison, Fox Prairie Elementary School in Stoughton, Galesville Elementary School, Northside Elementary/Coulee Montessori Charter School in La Crosse, Sparta Area School District and Antigo High School
- **Summer Fellowship Research**  
A study and advocacy project educating and raising awareness of skin cancer among outdoor workers
- **Summer Fellowship Research**  
A study of a fruit and vegetable prescription program's impact on low-income shoppers' utilization of farmers markets in the Milwaukee area



## Health Awareness

- **Wisconsin Women's Health Foundation**  
\$6921 grant to train advance care planning facilitators and create an ongoing learning community to support them through the Wisconsin Medical Society's Honoring Choices Wisconsin initiative
- **Wisconsin Literacy, Inc.**  
\$5000 to support educational workshops for senior citizens to increase understanding of medication labeling
- **Wisconsin Medical Society**  
\$9550 to sponsor a CME-accredited forum on health care innovations that optimize the delivery of care
- **Wisconsin Science Festival**  
Reaching out to children and youth to inspire them to consider careers in medicine and health care
- **Summer Fellowship Research**  
Presentation-based intervention to improve the frequency of gun safety counseling
- **Summer Fellowship Research**  
Evaluation of a performance summary-based feedback mechanism to improve quality of out-of-hospital CPR
- **Summer Fellowship Research**  
Development and implementation of a prognostic nomogram for patients with operable pancreatic cancer treated with neoadjuvant therapy

- **Prescription for a Healthy You program**  
Healthy living sessions for youth at Boys & Girls Clubs around the state (See page 7 and back cover)



## A Strong Physician Workforce

- **White Coat Campaign**  
Providing a white coat and welcome for each first-year medical student in Wisconsin
- **Operation: Education**  
Bringing medical students and specialists together for career exploration
- **Scholarships**  
\$193,000 in financial support to 70 students pursuing medicine and related health careers
- **Student Loans**  
\$350,000 in student loans to assist medical students with funding their education
- **Summer Fellowships**  
Opportunities for medical students to work with physicians on important public health research
- **Financial Literacy for Medical Students, Residents and Young Physicians**  
Providing resources and guidance for a smoother financial transition into the profession
- **PEOPLE Program Internship**  
An educational and leadership development opportunity for a high school student from the Menominee tribe

## A Strong Physician Workforce

**\$543,000** in tuition assistance awarded to 121 students in 2016.

“The Wisconsin Medical Society Foundation’s commitment to support students as we complete our training has a profound impact on our lives. Thank you for investing in my education and my future.”

—Sarah Brown



To help ensure a strong physician workforce—both today and for the future—the Foundation provides more than a half million dollars of tuition assistance each year, in addition to leadership and educational opportunities.

New this year, the Foundation is partnering with the Wisconsin Medical Society, Wisconsin Medical Society Insurance and Financial Services and corporate supporters to offer a financial literacy program aimed at helping students navigate financial and legal considerations as they transition to resident and practicing physician.

## Recognizing Excellence

**10** The number of future medical leaders recognized with the Kenneth M. Viste, Jr., MD, Young Physician Leadership Award since its inception.



2016 Viste award recipient Alicia Arnold, MD, (center) with members of the Viste family at the Foundation’s Annual Fundraising Dinner and Silent Auction.

Foundation awards recognize and encourage high potential medical students and physicians who are already influencing health and the medical profession in Wisconsin.

The Kenneth M. Viste, Jr., MD, Young Physician Leadership Award recognizes future leaders who have demonstrated a commitment to patients, community and the profession of medicine. The 2016 recipient was Alicia Arnold, MD, of Eau Claire. Another past Viste Award recipient, Dipesh Navsaria, MD, MPH, MSLIS, was presented with the 2016 Superhero of Medicine Award for his tireless work in the area of early literacy and brain development.

Medical students Caitlin Regner and Kathryn Nix received the 2016 John H. and William J. Houghton Awards and Anupriya Dayal was honored as a future medical leader with the Wisconsin Medical Society Presidential Scholar Award.

# Financing the Future

Named funds administered by the Foundation provide close to \$600,000 in scholarships, student loans and funding for health initiatives annually. We are honored to be entrusted with these gifts and take great care in selecting the most effective use of funds and the best qualified recipients.

## Scholarship Funds

- Victor A. Baylon, MD, Scholarship – For medical students and clinical laboratory scientists from Racine or Milwaukee counties
- General Scholarship – For medical students attending school in Wisconsin
- Goodman-Goodell Scholarship – For students from the Portage area expressing an interest in pulmonary medicine or general family practice
- Robert Jason Gore Scholarship – For a medical student who embodies the values of chivalry, honor and loyalty
- Amy Hunter-Wilson, MD, Scholarship – For American Indian students who pursue education as doctors of medicine, nurses or related clinical health fields
- Dr. John and Virginia Riesch Scholarship – For a medical student and nursing student attending UW-Madison who has demonstrated empathy, a passion for learning and the desire to share their knowledge with colleagues and patients
- Catherine M. Slota-Varma, MD, Scholarship – For medical students with leadership in organized medicine and a desire to pursue primary care in Wisconsin
- Rukmini and Joyce Vasudevan Scholarship – For female medical students who have demonstrated compassion, courage and hard work despite adversity
- Edmund J. and Estelle D. Walker Scholarship – For medical students attending school in Wisconsin
- Waukesha County Scholarship – For high school seniors in Waukesha County pursuing education toward a medical or nursing degree
- Marathon County Scholarship – For medical students from Marathon County

## Award Funds

- Wisconsin Medical Society Presidential Scholar Award – To recognize future medical leaders in Wisconsin
- Drs. John H. and William J. Houghton Award – To recognize a fourth-year medical student for outstanding scholastics and leadership
- Kenneth M. Viste, Jr., MD, Young Physician Leadership Award – Presented to a young physician who demonstrates commitment to patients, community and the medical profession
- Superhero of Medicine Award – To recognize a Wisconsin physician who goes above and beyond the call of duty

## Health Initiative and Research Funds

- Henry A. and Irene S. Anderson Endowment
- Marion Brown Orthopedic Research Project Fund
- James and Clara Joss Research Trust
- Charles W. Landis, MD, Endowment
- Medical and Health Education Fund
- PIC Wisconsin Fund

## Student Loan Funds

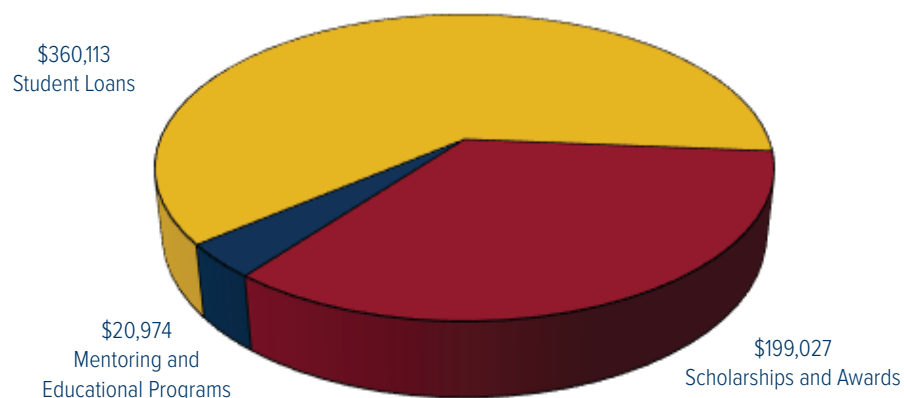
- Albert Popp, MD, Student Loan Fund
- Brown County Student Loan Fund
- C.G. Reznicek, MD, Student Loan Fund
- Dane County Student Loan Fund
- Danforth Memorial Student Loan Fund
- General Student Loan Fund
- Grant County Student Loan Fund
- W.B. Hildebrand Memorial Student Loan Fund
- Drs. Reginald H. Jackson, Jr. and Sr. Student Loan Funds
- Marion Brown Student Loan Fund
- Marathon County Student Loan Fund
- Marinette County Student Loan Fund
- Outagamie County Student Loan Fund
- Racine County Auxiliary Student Loan Fund
- Sheboygan County Student Loan Fund
- Ruth Stoerker, MD, Memorial Student Loan Fund

Contact the Foundation to learn how you can establish a named fund with a tax-deductible gift made now or over time.

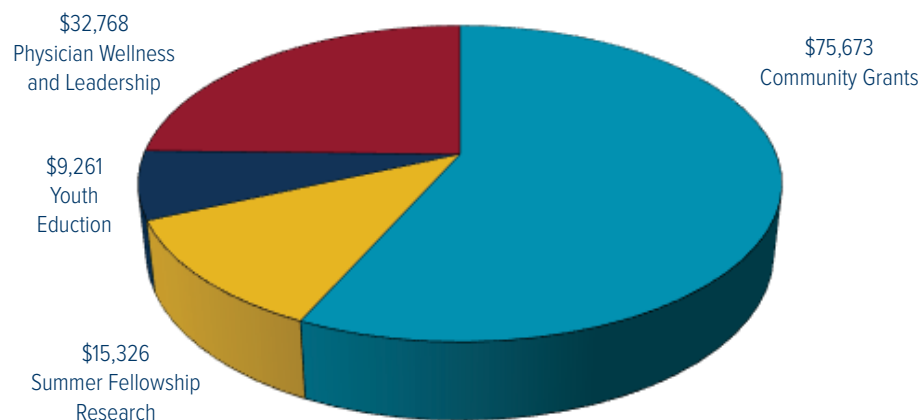
To name the Foundation as a beneficiary in your will, trust, individual retirement account (IRA) or other estate plans, speak with your financial advisor and provide them with our legal name and Federal Tax ID number—Wisconsin Medical Society Foundation, Inc., #39-6045649.

## Your Investments at Work

### Investments in Medical Education



### Investments in Public Health



Net Assets as of December 31, 2015\*

Unrestricted .....	\$ 1,825,524
Temporarily restricted .....	\$ 7,608,698
Permanently restricted .....	\$ 843,870
<b>Total Net Assets .....</b>	<b>\$10,278,092</b>

\*Based on 2015 audited financial statements

## How to Get Involved

Financial contributions and physician involvement are vital to our programs and activities. Please add your support or contact us to share your talents and leadership in some of the following ways.

- Participate in the White Coat Campaign
- Represent your specialty at Operation: Education
- Be a Summer Fellowship mentor
- Attend our Annual Fundraising Dinner and Silent Auction, held each spring
- Inspire youth at *Prescription for a Healthy You* or the Wisconsin Science Festival
- Serve on the Foundation Board of Trustees or a committee
- Help secure the Foundation's future by becoming a member of the 1841 Society
- Pay tribute to a colleague or loved one with a donation in their honor
- Be "in the know" as a Foundation ambassador for your community

For more information about any of these opportunities, call Eileen Wilson at 608.442.3722 or e-mail [eileen.wilson@wismed.org](mailto:eileen.wilson@wismed.org).

## Our leadership

### Board of Trustees

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 R. Curtis Burgess, Treasurer  
 Catherine Coyle, RN, MSN, PhD  
 Byron Crouse, MD  
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 Sue Yi, Student, University of Wisconsin School of Medicine and Public Health

### Staff

Eileen Wilson, Executive Director  
 Elizabeth Ringle, Program Coordinator  
 Henry Thompson, Outreach Coordinator  
 Lori Koffarnus, Administrative Assistant



# Fostering the Next Generation of Leaders



Students from the Medical College of Wisconsin joined student volunteers from other health professions to lead healthy living sessions at the Foundation's *Prescription for a Healthy You* program at the Boys & Girls Club Camp Whitcomb-Mason in the Milwaukee area. During a career exploration panel, the students encouraged young participants to consider careers in medicine and health care. Also in Madison, La Crosse, Wausau and Green Bay, the program reached more than 1100 youth in 2016.



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330 East Lakeside Street  
Madison, WI 53715



Toll-free 866.442.3800 • E-mail: [foundation@wismed.org](mailto:foundation@wismed.org)  
[www.wisconsinmedicalsocietyfoundation.org](http://www.wisconsinmedicalsocietyfoundation.org)