

2017 Impact Report



Improving Community 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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Cover image: University of Wisconsin School of Medicine and Public Health students Dana Ley and Jason Davies lead youth in a healthy living activity during a *Prescription for a Healthy You* program at the Boys & Girls Club of Dane County.

A Message From the President

After another rewarding year, I'm more committed than ever to the work of the Wisconsin Medical Society Foundation. Why? Because of the strengths that set us apart.

Physician-led—Physicians comprise the majority of the Foundation's Board of Trustees, therefore it is primarily physicians who set our strategic goals and funding priorities and select our scholarship, fellowship and grant award recipients.

Independent—Our statewide reach is independent of a corporate service area, government agency or the medical alma mater of individual physicians.

Evidence-based—The Foundation supports physician-recommended public health programs, research and pilot projects that show high promise based on findings from scientific studies or expert opinions.

Trusted—Established by Wisconsin Medical Society physicians in 1955, the Foundation is a trusted home for donations to improve health and support activities vital to the profession of medicine.

Our mission of improving health and supporting future medical providers is more relevant today than ever. If you are not already a Foundation supporter, I hope this report will inspire you to get involved by making a tax-deductible donation today.



Claudia L. Reardon, MD
President



Claudia L. Reardon, MD, President

Supporting a Strong Physician Workforce

\$553,000 in tuition assistance to 140 students

“I am a Ladysmith, Wisconsin native and first-generation college student. I know how difficult things are for many people back home and this has reinforced my desire to help rural communities.”

— Scott Lee, fourth year medical student at the University of Wisconsin School of Medicine and Public Health and recipient of the John D. and Virginia Riesch Scholarship



To ensure a strong physician workforce, both today and for the future, the Foundation provides more than half a million dollars of annual tuition assistance through scholarships, student loans and fellowships, as well as year-round leadership and educational opportunities to shape the next generation of Wisconsin physicians.

Funding Student Fellowship Research

80 research projects funded by fellowship donations since 1998



Fellowship mentor Anna Palatnik, MD, of the Medical College of Wisconsin Department of Obstetrics and Gynecology, with medical student Mei Chen.

“Working with Doctor Palatnik has been an incredible learning experience because tobacco use is a health concern that involves all patient populations.”

—Mei Chen, second year medical student at the Medical College of Wisconsin

Wisconsin medical students gain research experience under the guidance of a physician mentor through the Foundation’s summer fellowship program. In 2017, five student fellows researched diverse topics related to urgent health needs in Wisconsin, including improved prenatal health interventions for homeless women, screening and referral practices for opioid use disorders, a comparison study of treatment offered to patients on government-funded health care plans, emergency physicians’ use of the Prescription Drug Monitoring Program and the effects of a best-practice alert on smoking cessation rates.

Past Foundation fellowship recipients presented their research locally and regionally in 2017, including two who published their findings in the Wisconsin Medical Society’s peer-reviewed journal *WMJ*.

Focusing on Mental and Behavioral Health

3,900+

patients will benefit directly this year from Foundation-funded mental health and substance use disorder programs



“I have had the privilege of working within the Aspirus telemedicine program and have been able to meet with and treat patients from a much larger area than would have been possible had it been necessary for me, or for the patient, to travel.”

—Sylvia J. Dennison, MD, FAPA, Medical Director of Behavioral Health at Aspirus, Inc.

To advance the health of the people of Wisconsin, the Foundation’s physician-led board identified priority areas of strategic focus, including increased access to mental and behavioral health care.

In support of that focus, Aspirus, Inc. in Wausau was awarded a Foundation grant that enabled them to expand mental health access in 16 rural central and northern Wisconsin counties through telemedicine. A Foundation grant also supported an accredited training for physicians focused on opioid prescribing guidelines during the Wisconsin Medical Society’s Annual Meeting.

Supporting Community Health and Wellness

31,808

individuals served through grants and public health outreach

“By teaching kids gardening skills and where their food comes from, we are instilling healthy habits from an early age. Watching kids find joy in harvesting their own vegetables is truly rewarding.”

—Kristen Brey, MSW, SSM Health

The Foundation’s grant program provides support for innovative, physician-led, community-based or statewide health education initiatives and research projects aimed at improving health in Wisconsin. This year’s grant recipients support healthy communities through such projects as school and community gardens, music therapy for the elderly, enhanced access to telepsychiatry in rural areas and professional translations of advanced care directive forms.



Bridge Lake Point Waunona Neighborhood Center staff member Natalie Hinahara teaches young beneficiaries of the Gardening for Lower Income Youth project, a recipient of a 2017 Foundation grant sponsored by SSM Health.

Improving Health in Key Areas

Mental and Behavioral Health

ASPIRUS, INC.

\$6000 grant to increase mental health access in central and northern Wisconsin through a telehealth program for behavioral health.



Photo by Greg Anderson

MADISON SYMPHONY ORCHESTRA

\$2500 grant to provide music therapy and reduce social isolation experienced by children and adults with developmental disabilities, special needs and long-term illnesses.

Early Interventions

CHILDREN'S HOSPITAL OF WISCONSIN FOUNDATION

\$10,000 grant for Reach Out and Read Wisconsin to enable more clinicians to deliver high-quality literacy messages to their patients and to use books as developmental surveillance tools.

Health Awareness



MARSHFIELD CLINIC HEALTH SYSTEM FOUNDATION

\$5000 for translated

materials to increase access to advance care planning information for non-English speaking people.

OUR LADY OF HOPE CLINIC

\$2250 grant for translation services to improve health literacy and reduce the risk of misunderstanding, misdiagnoses and inadequate informed consent.

SUMMER FELLOWSHIP RESEARCH

A study assessing the impact of a Prescription Drug Monitoring Program (PDMP) mandate on screening and referral for opioid use disorders.

SUMMER FELLOWSHIP RESEARCH

A study to characterize the Prescription Drug Monitoring Program's use by emergency physicians.

WISCONSIN MEDICAL SOCIETY

\$6694 grant for physician education highlighting areas for improvement in opioid prescribing practices during the Society's 2017 Annual Meeting.

SUMMER FELLOWSHIP RESEARCH

A novel intervention for improving prenatal health in homeless pregnant women.

SUMMER FELLOWSHIP RESEARCH

A study of the effect of a best-practice alert on the rate of smoking cessation among pregnant women.

SUMMER FELLOWSHIP RESEARCH

A study comparing treatment offered to patients on government-funded health care plans.

MEMORIAL MEDICAL CENTER FOUNDATION

\$4800 grant to support SANE (Sexual Assault Nurse Examiner) program educational outreach to the schools and community on sexual assault and where to go for assistance.

WISCONSIN SCIENCE FESTIVAL

Educational outreach to children and youth aimed at inspiring them to consider careers in medicine and health care.

Disease Prevention



BOYS & GIRLS CLUB OF DANE COUNTY

\$5000 grant to provide a suite of

healthy living programs including nutrition and wellness workshops, age-specific exercise classes and more for an underserved population.

BRIDGE LAKE POINT WAUNONA NEIGHBORHOOD CENTER

\$2500 grant to support a garden program that will allow diverse, economically challenged children and teens to learn how to grow, harvest and cook healthy food.

GROW LA CROSSE

\$2000 grant to fund a school garden program to address the national health crisis of childhood obesity on a local level by connecting children to healthy food and nature.

PRESCRIPTION FOR A HEALTHY YOU

Healthy living sessions for youth at Boys & Girls Clubs around the state.

LADD MEMORIAL HOSPITAL, DBA OSCEOLA MEDICAL CENTER AND AFFILIATE

\$4800 grant for a childhood obesity project to provide families with the information they need to change unhealthy patterns of eating, lead more active lives and understand any psychological barriers to living healthier lives.

RIVER VALLEY SCHOOL DISTRICT, RIVER VALLEY MIDDLE SCHOOL

\$2058 grant for a school garden to encourage children and families to eat healthier, take better care of the Earth and respect the environment.

SCHOOL DISTRICT OF ONALASKA – ONALASKA SCHOOL GARDENS

\$2000 grant to improve attitudes regarding consuming vegetables and increase knowledge of an alternate method for growing food.

A Strong Physician Workforce



WHITE COAT CAMPAIGN

A white coat and welcome for each first-year medical student in Wisconsin.

OPERATION: EDUCATION

A program bringing students and specialists together for medical career exploration.

SCHOLARSHIPS

\$135,500 in financial support to 55 students pursuing medicine and related health careers.

STUDENT LOANS

\$400,000 in student loans to assist 80 medical students in funding their education.

SUMMER FELLOWSHIPS

\$17,500 to support five medical students working with physicians on important public health research.

FINANCIAL LITERACY FOR MEDICAL STUDENTS, RESIDENTS AND YOUNG PHYSICIANS

Resources and guidance for a smoother financial transition into the profession.

WISCONSIN SCIENCE FESTIVAL

Outreach to children and youth encouraging them to consider careers in medicine and health care.

Fostering Community Engagement

3,340 youth and families engaged through Foundation outreach programs



The Foundation's *Prescription for a Healthy You* program is implemented annually at several locations across the state to encourage youth to consider careers in medicine and health care and to prevent chronic disease through healthy habits including healthy eating, getting active, drinking water and mindfulness to promote well-being. The Foundation proudly creates, supports and expands opportunities for Wisconsin youth and their families to make healthy decisions.

Corina Norrbom, MD, a family medicine physician and faculty navigator at Medical College of Wisconsin—Central Wisconsin (MCW-Central), introduced the Foundation's *Prescription for a Healthy You* program at the Boys & Girls Clubs of the Wausau Area. All 25 first-year MCW-Central students led fun, hands-on activities throughout the afternoon that reinforce healthy living messages for youth ages 7 to 14.

Recognizing Leaders

In addition to supporting leadership development opportunities, the Foundation celebrates current and future leaders through several student and physician awards.

The Superhero of Medicine Award recognizes outstanding physicians who live out the mission of the Foundation to an exemplary degree, going above and beyond to improve the health of their patients and community. The 2017 recipient, Heather Schmidt, DO, was nominated for her vision and tireless pursuit of meaningful impact for the community she serves. Doctor Schmidt is instrumental in leading Healthy Fond du Lac County 2020 efforts, the Walk With a Doc and Total Living programs and other disease prevention activities. She also has served as co-facilitator of the Wisconsin Medical Society's *Leading Healthy Work Systems* leadership program.



Other 2017 Award Recipients

- Amy Liepert, MD – Kenneth M. Viste, Jr., MD, Young Physician Leadership Award
- Sydney Hansen – Presidential Scholar Award
- Megan Mohnen and Jon Scholl – Doctors John H. and William J. Houghton Award

“Agnesian HealthCare is blessed with an amazing group of individuals with vision for a healthier community and creative solutions to address the social determinants of health. I am privileged to be a part of this team.”

–Heather Schmidt, DO, Health and Wellness Medical Director at Agnesian HealthCare

Honoring Donor Wishes With Action

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 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-GOODSELL 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 and will use those qualities in caring for patients as a physician.
- 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 have demonstrated empathy, a passion for learning and the desire to share their knowledge to educate 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, caring, courage and hard work despite adversity or obstacles.
- EDMUND J. AND ESTELLE D. WALKER SCHOLARSHIP – For medical students attending school in Wisconsin.
- MARATHON COUNTY SCHOLARSHIP – For medical students from Marathon County.

Award Funds

- WISCONSIN MEDICAL SOCIETY FOUNDATION 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. REZNICHEK, 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

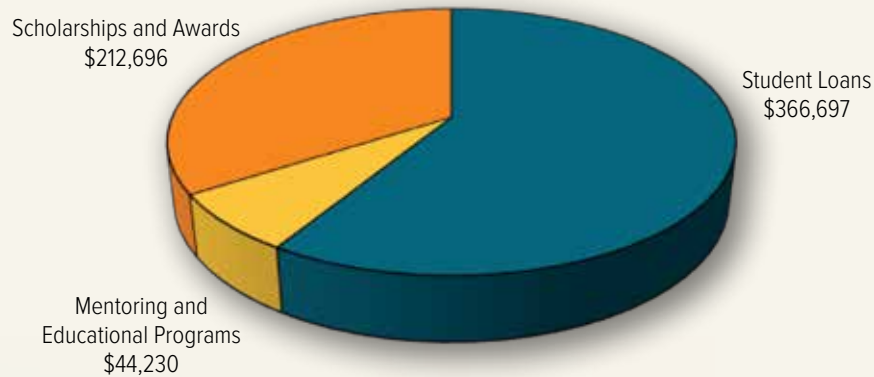
Medicine has been an important part of your life. Make it part of your legacy.

Establish a named fund with a tax-deductible gift today or through donations made over time. For a lasting impact, name the Foundation as a beneficiary in your will, trust, individual retirement account (IRA) or other estate plans. Provide your financial advisor with our legal name and Federal Tax ID number—Wisconsin Medical Society Foundation, Inc., #39-6045649.

Be sure to also contact the Foundation to receive recognition as a member of the 1841 Society, a group of valued supporters who are committed to securing the Foundation's future.

Your Investments at Work

Investments in Medical Education*



Investments in Public Health*

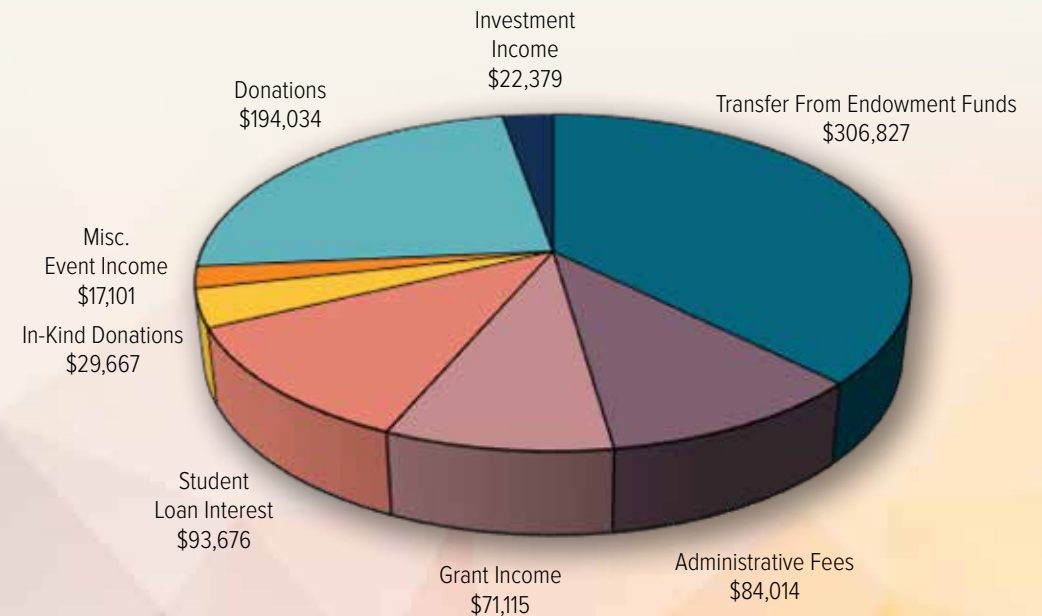


*Based on 2016 audited financial statements

Your Support is Vital

The Wisconsin Medical Society Foundation was established in 1955 as the foundation of the medical profession in Wisconsin, and your financial contributions and involvement are critical to developing future medical professionals and supporting public health programs in the state. Add your support using the enclosed envelope or make a tax-deductible donation online at www.wisconsinmedicalsociety.ejoinme.org/engage. To learn about volunteer or leadership opportunities with the Foundation, call Eileen Wilson at 608.442.3722 or e-mail eileen.wilson@wismed.org or visit the "How to Get Involved" page at www.wisconsinmedicalsocietyfoundation.org.

Sources of Revenue*



Net Assets as of December 31, 2016*

Unrestricted	\$1,932,218
Temporarily restricted	\$8,123,811
Permanently restricted	\$747,870
Total net assets	\$10,803,899

*Based on 2016 audited financial statements

Welcoming Students to the Medical Profession



These students at Medical College of Wisconsin-Milwaukee were among the 430 students who entered medical school in Wisconsin this year. Through the Wisconsin Medical Society Foundation's White Coat Campaign, every new student was provided with their first white coat and a note of welcome and encouragement from a physician. Be a part of the fun by sponsoring a white coat next spring!



**Wisconsin Medical Society
Foundation**

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