Realizing Our Vision

2008 REPORT TO THE COMMUNITY

Columbia St. Mary's
A Passion for Patient Care
Columbia St. Mary’s, a healthcare provider founded in response to identified community needs, is sponsored by Ascension Health, a Catholic national health system, and Columbia Health System, a non-sectarian community health system.

Columbia St. Mary’s exists to make a positive difference in the health status and lives of individuals and our community, with special concern for those who are vulnerable.

At Columbia St. Mary’s we are committed to providing high-quality, accessible, values-driven programs and services with equal attention to the physical, spiritual, and emotional dimensions of health.

**Mission Statement**

**Core Values**

**Respect**
A high regard for the worth, dignity and uniqueness of each person.

**Commitment to Excellence**
A commitment to the highest standards delivered with competence and pride.

**Integrity**
Honesty, openness and sincerity.

**Creativity**
Actions that are marked by innovation, flexibility, openness to change, and imagination.

**Service**
Connecting with another person through an act of assistance or benefit.
Dear Friends,

The strength of our future rests on the foundation of our past.

In 2009, Columbia St. Mary’s will celebrate the 100th anniversary of Columbia Hospital and the historic East Facility that once operated as St. Mary’s Hospital Milwaukee. In 1909, the founding leaders of both Columbia and St. Mary’s hospitals had a vision to provide the highest quality health care to this community—a vision that has grown immensely stronger over the century.

Today, Columbia St. Mary’s remains a premier healthcare provider throughout southeastern Wisconsin. We are taking healthcare to new levels—implementing innovative patient safety and quality initiatives, partnering with regional healthcare providers to reduce costs while expanding services and establishing programs within our community to manage chronic disease.

Our accomplishments this past year to provide Healthcare That Works, Healthcare That Is Safe, and Healthcare That Leaves No One Behind are extensive. You’ll read about these impressive initiatives in the pages ahead.

We extend our sincere appreciation to the medical staff including Columbia St. Mary’s Community Physicians and Madison Medical Affiliates, the leadership team, staff, volunteers, donors, and business and community leaders for their ongoing support of our mission to transform health care.

We have a great deal to be proud of as a result of our founders’ efforts. While these are challenging times we are committed to keeping our patients safe, providing effective, efficient care, and, above all, being good stewards of community resources.

An exceptional patient experience is the criteria by which a great health system is measured. It is that standard which will guide our future.

Leo P. Brideau
President & Chief Executive Officer

Christopher L. Doerr
Board Chair

Christopher Doerr and Leo Brideau share a vision to ensure Columbia St. Mary’s remains a vital part of our community for the next 100 years and beyond.
Video-assisted thoracic surgery, also known as VATS, is an extraordinary advance in lung cancer treatment.”

Dr. Daryl Pearlstein

VATS lobectomy, a minimally-invasive technique to treat lung cancer, has many advantages over traditional open-chest surgery. Dr. Daryl Pearlstein, a thoracic surgeon, has been asked to train cardiothoracic surgeons around the country to learn this innovative procedure.

The healthcare landscape in Milwaukee has changed dramatically in the past year. New technologies and services are being offered, more and more physician practices are aligning with area health systems and healthcare costs continue to increase.

At Columbia St. Mary’s, we are actively engaged in responding to the challenges and opportunities that present themselves within the marketplace. Simultaneously, we are committed to providing value-driven, safe, quality and efficient care for our patients.

Forefront on our mind is ensuring a family-and patient-centered experience among our four hospitals and 53 clinics – from the tiniest of infants in our Neonatal Intensive Care Unit to older adults having a joint replacement.

From the front-door experience to patient services, our staff demonstrates each day that we are guests in our patients’ lives.

Now in its seventh year, Joint Camp remains a comprehensive, patient-focused program for people undergoing total hip or knee replacement surgery. Columbia St. Mary’s was the first health system in Milwaukee to offer this innovative program. Pictured: Orthopaedic Surgeon Dr. William Smith performs a follow up exam for patient, Gene Braun, following knee replacement surgery.
Endocrinologist Dr. Antonio Gofron is one of 36 physicians who practice at Madison Medical Affiliates. Madison Medical is located at Cathedral Square in downtown Milwaukee and at all three Columbia St. Mary’s hospital locations.

“Having Columbia St. Mary’s hospitals located along the North Shore is a tremendous benefit for our patients who live and work downtown. The quality care combined with the added convenience is second to none.”

Dr. Antonio Gofron

“Meeting Community Needs

Our efforts to support Healthcare That Works are extensive.

From the opening of the new patient bed tower at Columbia St. Mary’s Hospital Ozaukee to the unveiling of our new Cancer Center within Water Tower Medical Commons on Milwaukee’s east side, Columbia St. Mary’s continues to meet the needs of our patients and their demand for high-quality services close to where they live and work.

Our business development strategies support initiatives that grow our services yet avoid duplication – allowing us to remain good stewards of community resources while still meeting the community’s needs.

Several efforts led the way this past year, most notably within the key service areas of Cardiovascular and Neurosciences.

The establishment of Columbia St. Mary’s Hospital Ozaukee as a Regional Cardiovascular Center and the new dual source 64-slice Computed Tomography (CT) machine – the first of its kind in southeastern Wisconsin – are ensuring high quality, accessible care for our patients. The 64-slice CT is twice as fast as other CT machines – capturing images of a beating heart in seconds without the need for heart-slowing medications like other machines.

Sub-specialty areas within Neurosciences that include a new Sleep Center led by Dr. JoAnna Galezowska, and a Pain Management Program under the medical direction of Dr. Oscar Wille, broadened our commitment to identify the region’s best medical staff to lead our services.

From our urgent care centers in the community to robotic-assisted surgery in our hospitals, Columbia St. Mary’s is changing the healthcare landscape for the better.

“We are committed to providing the highest quality, most accessible cardiovascular services in collaboration with southeastern Wisconsin’s leading cardiologists and cardiovascular surgeons. As part of our vision, we’re partnering with Coulis Cardiology in Sheboygan to provide the Sheboygan community with a state-of-the-art Regional Cardiovascular Center at our Mequon hospital.”

Tom Dohmeier, Executive Director of Cardiovascular Services

Pictured: Dr. Louis Coulis, Coulis Cardiology, and Dr. James Pawlak, the Marsho Family Medical Group of Sheboygan.

Photo by James Bronik
Prospect Medical Commons, which opened in 2005 across from Columbia St. Mary’s Hospital Milwaukee, provides medical specialties from internal medicine to state-of-the-art minimally-invasive surgery. Dr. James Linn, Obstetrics/Gynecology; Dr. Marcia Radke, Internal Medicine; and Dr. David Sandock, Urologist, are three of 40 physicians from Columbia St. Mary’s Community Physicians who practice at the clinic.

“Our patients are partners in their care. We want to make certain that they have the knowledge to make informed decisions and then tailor our care for each patient.”

Dr. Marcia Radke

Dermatology is one of many medical specialties provided at Madison Medical Affiliate’s four locations. Madison Medical, an affiliate of Columbia St. Mary’s, also offers Allergy & Immunology, Endocrinology, Gastroenterology, Gynecology, Internal Medicine, Pulmonary Medicine, and Surgery. Pictured: Dermatologist Dr. Jack Maloney.

“Skin cancer is the most common form of cancer. When diagnosed and treated early, even the most deadly type of skin cancer, melanoma, is usually curable.”

Dr. Jack Maloney

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“You never get a second chance to make a first impression, especially in the emergency department where seconds count.”

Jimmy Ellis, Director of Emergency Services

Despite technological advances and sophisticated drugs, patients who visit an emergency department still require a caring, compassionate touch that can only be delivered by caregivers. This past year, Columbia St. Mary’s initiated a First Impressions campaign within its emergency departments, redoubling our efforts to ensure an exceptional patient experience.

“As Co-Medical Directors of Cedar Mills Medical Group, we are proud to be part of Columbia St. Mary’s, providing high-quality patient-centered care to the residents of Ozaukee County.”

Dr. Kevin Goniu and Dr. Daniel Hagerman

Dr. Kevin Goniu, Internal Medicine, and Dr. Daniel Hagerman, Pediatrician, are two of nine physicians who practice at Cedar Mills Medical Group in Cedarburg. Cedar Mills Medical Group is among the 53 medical clinics within Columbia St. Mary’s Community Physicians located throughout Milwaukee, Ozaukee, Washington and Sheboygan counties. The clinics offer services from primary care and obstetrics/gynecology to robotic-assisted surgery.

Dr. Kevin Goniu, Director of Emergency Services, ER Supervisors Deena Smaniotto and Nancy Klett with Dr. Howard Croft, Medical Director.
“I’m told that I died twice that night. But I’m still here because of all the people that helped me and because God wants me to be here.”
Megan White, patient

Dr. Andrew Feiring, shown with patient Alfred Lubar, is internationally recognized for his innovative vascular work utilizing drug-eluting stents.

“The results from our four-year study found that patients who were treated with drug-eluting stents had lower rates of amputation below the knee than patients who did not receive those stents.”
Dr. Andrew Feiring

Megan White is a walking, talking miracle. At least, that’s what her mother likes to say. The 23-year-old was admitted on January 4, 2008, to Sacred Heart Rehabilitation Institute’s Coma Recovery program with a traumatic brain injury after being hit by a snow plow. Pictured: (left to right) Jackie Lojce, PT; David Voss, TR; Megan White, John Heinle, OT, and Pam White, Megan’s Mom.

Photo by John Roberts

Photo by James Rozmuk
Aerial snapshot of the construction of Columbia St. Mary’s Hospital Milwaukee. The new hospital will open in January 2010.

Photo courtesy of Rick Ryerson, Ryerson Aerial
“If a patient anywhere in the hospital is suddenly in trouble we’re able to respond immediately.”

Katie Muhle, RN

Mistakes, errors, and incidents that nearly became errors. Don’t talk about them, quietly report them, fix them over time. That’s the past.

Create an entire hospital culture around preventing errors - talk about them openly, report them, fix them immediately, become a national model for patient safety. This is the present and the future.

Bold problems require bold solutions. Columbia St. Mary's medical staff, leadership team and staff have joined forces to create the safest hospital in the Midwest.

We’re creating a culture where everyone from the operating room staff to the receptionist in the lobby has patient safety on the forefront of their mind.

"If a patient anywhere in the hospital is suddenly in trouble we’re able to respond immediately."

Katie Muhle, RN

Families are partners in care. When a recent patient was in respiratory distress, her daughter called 2222 - the phone number for the hospital’s Rapid Response Team (RRT), who rushed to her aid. Katie Muhle, an RN in the Intensive Care Unit, was involved with this and other RRT calls. Signs are posted in all patient rooms with the RRT number. Linked beepers alert the team members simultaneously.

Wendy Wise, RN, and Mark Shetyn, PCA, showcase a state-of-the-art patient room within the new ICU at Columbia St. Mary’s Hospital Ozaukee. The rooms include large windows overlooking the wetlands, family areas, improved work space for caregivers and offer advanced technology and equipment such as bed lifts, computerized charting and easier access to medical equipment. The environment, together with the organization’s commitment to preventing medical errors, establishes a comprehensive culture of safety for patients.

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**Patient Guiding Principles**

**Keep me safe.** From a patient’s perspective it’s really that simple. They know that, unfortunately, despite the best intentions of highly-skilled professionals within the complex hospital environment, things can go wrong.

**Heal me.** Patients expect that healthcare leaders, physicians and staff know what they’re doing – that they have the knowledge, research and skills to treat them while providing exceptional comfort and care.

**Be nice to me.** Treat patients with care, dignity and respect. From a patient’s point of view, it should be very straightforward. Explain to me what you’re planning for my care and treat me the way you would want to be treated.

These three guiding principles are the core of Columbia St. Mary’s efforts to establish a comprehensive culture of safety for our patients. Borrowing innovative strategies from other highly-complex industries – aviation, nuclear power plants, and submarines – Columbia St. Mary’s has as its goal to be the safest health system in the Midwest and the nation.

We’re not content with the status quo and are committed to establishing a culture preoccupied with preventing failure. Being constantly aware of what could go wrong while simultaneously changing human behavior is the way to prevent errors from occurring in the first place. It’s a novel strategy that is being shared with the entire Columbia St. Mary’s organization — 5,600 employees and 1,200 medical staff.

The approach is unprecedented in health care. Columbia St. Mary’s is leading the way to ensure that everyone, 365 days a year, has a role in providing the highest quality health care to our patients and their families.

From Rapid Response Teams to the Patient and Family Advisory Council to “time-outs” in the operating room and the design of our patient rooms, Columbia St. Mary’s, in partnership with leading national strategists, is transforming how hospitals create a safe environment for patients.

“**The members of the Patient and Family Advisory Council are the voices of the patient experience.**”

Tom Rampulla

Shirley Stone, seated right, community liaison and chairperson of the Columbia St. Mary’s 15-member Patient and Family Advisory Council, is pictured during a planning meeting at her home with Tom Rampulla, Director of Quality Measurement, Kari Cincotta, Patient Relations Coordinator, and Maria Hill, Executive Director of Clinical Excellence. Among their many projects, the Council is currently developing a new patient handbook and providing input on the new hospital building project.

Photo by James Rentak
Health is a human right that should be enjoyed by everyone.

Columbia St. Mary’s has reinforced its commitment to serve those who are vulnerable, strengthening existing partnerships and forming new ones to build innovative programs in the community.

Leading this movement are physicians and staff who are, more than ever, leaving the exam room and practicing in our neighborhoods. Bold initiatives such as the Community-based Chronic Disease Management Program (CCDM) at a local food pantry, free vouchers for uninsured women who need mammography, Smart Smiles School-based Oral Health Program and the Riverwest Health Initiative demonstrate that we’re living our mission to serve those in need.

Supporting these and many other initiatives is the Milwaukee Health Care Partnership, a collaboration of health systems and the city’s four federally-qualified community health centers that work together to improve access to health care. Columbia St. Mary’s is proud to be a founding member of the Partnership.

Healthcare That Leaves No One Behind

“The free dental program, which now treats 3,000 children each year, provides dental care and preventative services in a non-threatening environment – their own schools.”

Liz Nelson

Dr. Jim Sanders, Director of Community Medicine-CSM Family Residency Program, and Bill Solberg, Director of Community Services at Columbia St. Mary’s, are shown on the playground of the COA Youth and Family Center. Columbia St. Mary’s works in partnership with COA and many other organizations as part of the Riverwest Health Initiative to help area individuals and families in need.
“I never would have been able to have a mammogram if not for the free voucher program and Julia.”

Dora Chambers

“A lot of people fall between the cracks; they don’t qualify for anything. Those are the people we try to serve at the clinic.”

Brenda Buchanan, RN

Brenda Buchanan provides a free blood pressure check for Terell Cistrunk, a patient of the Community-based Chronic Disease Management Program at the New Life Food Pantry Clinic. The staff help people who may not have a physician and who suffer from chronic diseases such as hypertension and diabetes. The program is sponsored by Columbia St. Mary’s and made possible by a grant from the Healthier Wisconsin Partnership, an endowment program of the Medical College of Wisconsin.

Parish Nurse Julia Means, RN, is pictured with Milwaukee resident Dora Chambers (left) at Columbia St. Mary’s River Woods Outpatient Clinic. Chambers, 64, was able to get her mammogram through a Mammogram Voucher program sponsored by Columbia St. Mary’s and the Susan G. Komen for the Cure Foundation Milwaukee affiliate. Columbia St. Mary’s is a pilot site for the National Cancer Institute Community Cancer Centers Program which seeks to expand cancer research and deliver the latest, most advanced cancer care to a greater number of Americans in the communities in which they live.
Columbia St. Mary’s Foundation

Columbia St. Mary’s Foundation is committed to helping our hospitals and clinics go “above and beyond” what you would expect of a health care system.

The Foundation Funds:

Advanced Treatments and Technologies. Advanced treatments and technologies ensure you and your family have access to state-of-the-art equipment, up-to-date procedures and innovative therapies.

Exceptional Patient Experience. Equipment and programs that create an exceptional patient experience decrease patient stress levels and help patients’ physical, emotional and spiritual healing.

Community Impact. These are programs that offer continuing education opportunities and access to quality healthcare services through more than 35,000 patient visits at our free health clinics and community benefit programs.

Looking Ahead

Columbia St. Mary’s Foundation will continue to provide significant support for hospital programs and services through our Beyond Medicine Campaign. Focus areas will include:

• Supporting the Regional Cardiovascular Center at Columbia St. Mary’s Hospital Ozaukee.
• Growing healing gardens for patient, visitor and caregiver stress reduction.
• Providing full-spectrum cancer care at Columbia St. Mary’s Milwaukee and Ozaukee hospitals.
• Funding $1 million for the National Cancer Institute’s Community Cancer Centers Program at Columbia St. Mary’s.
• Ensuring $5 million of community benefit programs will help the most vulnerable in our community.
• Fulfilling needs to complete construction of the new Columbia St. Mary’s Hospital Milwaukee.

Continued support of this Campaign will help us meet these goals and provide you and your family with access to the level of health care you need and want.

Your gift is an investment in the future of health care. The dividends improve the lives of Columbia St. Mary’s patients, their families and our community.

Advanced Treatments and Technologies

Columbia St. Mary’s was the first health care system in Wisconsin to utilize the 3D da Vinci® Surgical Robot. This advanced surgical system allows for better visualization, smaller incisions and, ultimately, quicker recovery times and better outcomes for patients. The da Vinci Surgical Robot was funded by Columbia St. Mary’s Foundation.
Social Worker Bill Mullooly is pictured with John, a patient at St. Ben’s Clinic for the Homeless. For 27 years St. Ben’s Clinic has provided respectful, comprehensive primary and preventative health care to patients, serving as an essential safety net to those who are homeless. St. Ben’s Clinic is funded by Columbia St. Mary’s Foundation.

Cancer patients undergoing radiation treatment benefit from SkyCeilings™ and SkyWindows™ photographic illusions of real skies that create a visually striking environment and offer a relaxing focal point for long treatments. SkyCeilings™ and SkyWindows™ were funded by Columbia St. Mary’s Foundation.

Exceptional Patient Experience

Community Impact

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• Recipient of the American College of Surgeons Commission on Cancer Outstanding Achievement Award for excellence in providing quality care to cancer patients. Columbia St. Mary’s was one of only three cancer programs in Wisconsin to be accorded this designation.

• Wisconsin Hospital Association Global Vision Community Benefit Award for the Blanket of Love program recognizing prenatal care and parenting education in the African American community.

• Leo Brideau, President & CEO, received the Ascension Health Healthcare That Leaves No One Behind Award recognizing the work of Health Ministry executive leaders and their associates who have developed strategic efforts to improve access to health care in their communities.

• American Diabetes Association awarded Education Recognition to the Diabetes Self-Management Program at Columbia St. Mary’s Hospital recognizing high educational standards provided to people with diabetes.

• Columbia St. Mary’s Hospital received designations of Two Stars and Higher Efficiency as a UnitedHealth Premium Total Joint Replacement Center and Surgical Spine Specialty Center. The designation demonstrates that Columbia St. Mary’s meets or exceeds nationally recognized standards of care.

• Recognized in the Top 100 of Verispan’s annual Top 100 Integrated Health Networks.

• Columbia St. Mary’s Hospital received the American Diabetes Association awarded the Guidelines Performance Achievement Bronze Award for providing quality care for stroke patients.

• Columbia St. Mary’s named Most Wired Hospital in Hospitals & Health Networks Magazine recognizing an investment in the latest technology to ensure the highest standards of patient quality and safety.

• Wisconsin Committee for Employer Support of the Guard and Reserve (ESGR), an agency of the Department of Defense, presented Columbia St. Mary’s Hospital Ozaukee with the ESGR’s Patriot Award for its support of Lt. Col. Gregory Downs MD and the Guard and Reserve.

• Columbia St. Mary’s received the Inroads Program Corporate Sponsor of the Year Award for supporting students of diversity in gaining job experience in health care.

• Columbia St. Mary’s Hospital Ozaukee recognized as a finalist in the Business Journal’s Real Estate Awards for Best New Development or Renovation in Health Care regarding the hospital’s new patient bed tower.

• Columbia St. Mary’s Foundation Board of Directors, Columbia St. Mary’s Hospital Ozaukee with the Blanket of Love Community Benefit Award for its support of Lt. Col. Gregory Downs MD and the Guard and Reserve.

• Recognized in the guidelines for providing quality care for stroke patients. Columbia St. Mary’s awarded the Guidelines Performance Achievement Bronze Award for providing quality care for stroke patients.

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Columbia St. Mary’s Hospital Columbia
2025 E. Newport Avenue
Milwaukee, WI 53211

Columbia St. Mary’s Hospital Milwaukee
2323 N. Lake Drive
Milwaukee, WI 53211

Columbia St. Mary’s Hospital Ozaukee
13111 N. Port Washington Road
Mequon, WI 53097

Sacred Heart Rehabilitation Institute
2025 E. Newport Avenue
Milwaukee, WI 53211

Columbia St. Mary’s Community Physicians
53 clinics, 200 physicians throughout southeastern Wisconsin

Madison Medical Affiliates
(Affiliated with Columbia St. Mary’s)
36 physicians located at Cathedral Square clinic and at Columbia St. Mary’s three hospitals

Columbia College of Nursing
2121 E. Newport Avenue
Milwaukee, WI 53211

Orthopaedic Hospital of Wisconsin
(a partnership with Columbia St. Mary’s)
575 W. River Woods Parkway
Glendale, WI 53212

Columbia St. Mary’s Foundation
4425 N. Port Washington Road
Glendale, WI 53212

www.columbia-stmarys.org
Member Ascension Health and Columbia Health System