

Community *A Healthy¹ starts here.*



WH
Winona Health
2014 Community Report



**"Beauty in Winona Health's Backyard" by Cheryl Nash, Winona, Minn.
2014 HealingScapes™ Photo Contest**

A ^{Community} Healthy¹ starts here.

In our 2014 community report, we share stories of the work being done that furthers our mission to improve the health and wellbeing of our community.

Winona Health's Golden Circle:

Why we do what we do:

We believe in taking extraordinary measures to build and sustain a healthy community.

How we do that:

Our services are relationship driven, innovative and designed for healing.

What we do:

We provide excellent primary healthcare services one person at a time.



"Surreal" by Lisa Kramer, Winona, Minn.
2014 HealingScapes™ Photo Contest



WH
Winona Health
Healthy starts here.

From the President/CEO: *Rachelle Schultz*



What can happen in a year?
A lot.

During 2014 we experienced great highs and lows as we faced continued change with healthcare reform that impacted patients, the community, and our providers and staff. The concerted efforts of all helped Winona Health navigate through this turbulence successfully. Interestingly, these same trends occurred across the country in healthcare organizations large and small. It is a sign that these changes are broad and cross-cutting, not a local phenomenon.

Rachelle Schultz
President/CEO

Organizations must be in a constant state of evolution; sometimes it is slow and sometimes it feels more revolutionary in nature. This constant state of continuous change is what makes the difference in an era of transformation.

Winona Health faced significant hurdles early in the year, primarily due to unexpected experiences in our health insurance plan. However, underlying this, we experienced improvement in patient satisfaction, high clinical quality results and reduction in targeted costs. Receiving the Performance Excellence Network Award for Excellence validates the approaches and results of the hard work and commitment of all at Winona Health.

You will read about some great new initiatives that illustrate how some services will be delivered going forward. Our Community Care Network has experienced outstanding success in helping individuals reduce hospitalizations and emergency room visits; KairosAlive! is bringing heartwarming connection through dance, storytelling, and the arts to residents, staff and community members; this also has had a positive effect on participants' health status. The Winona Wellville collaborative is moving forward as every organization involved remains committed to helping Winona become one of the healthiest communities in America.

This requires a long-term vision, and we all believe it is possible.

Throughout this report you will see examples, large and small, of how Winona Health is continuing its transformation. We live in interesting times that provide great promise for the future, but they also call for letting go of some of our past practices. This is true of any era. We have a lot to celebrate and a lot of work ahead. On behalf of all of us at Winona Health, I want to thank you for choosing Winona Health!

Warm regards,

Rachelle H. Schultz

Winona Health Administrative Leaders



Rachelle Schultz
President/CEO



Marti Bollman
Primary Care Services



Jan Brosnahan
Chief Financial Officer



Sara Gabrick
Surgical & Specialty
Services



Robin Hoeg, RN, MSHA, NHA
Inpatient and Senior Services



Rebecca Lamberty,
MSN, MHA, RN
Emergency Department,
Urgent Care & Imaging Services



Kathleen Lanik
Chief Quality &
Safety Officer



Betsy Midthun
Vice President of
Community Engagement

From the Board Chair: Ken Mogren



Ken Mogren
Chairman of the Board

Back in 1894, when Winona General Hospital began with 18 beds in a converted residence, there wasn't much concern about sedentary lifestyles, spending too much time sitting behind a desk, or consuming too many non-nutritious calories due to junk food or processed food diets. Most people got plenty of exercise in their work and daily living — and "made from scratch"

was the only food option available. If people today had to live like our ancestors but had the benefit of all the medical advances that have come along in the last 120 years, imagine how healthy we'd be!

Sadly, despite miracle vaccines, medication and treatment methods, our society as a whole is far less healthy than it could be. The conveniences of modern life have, in many cases, contributed to a decrease in overall health and wellness.

At Winona Health, we are working in collaboration with other local organizations to help people improve their health through awareness, education and access to resources, and to become a shining example of what can happen when a community gets serious about wellness. Some of these efforts are reflected in this year's annual report.

Taking on this challenge is totally consistent with Winona Health's mission to "Improve the health and

wellbeing of our families, friends and neighbors."

Like our predecessors from 1894, we want to do a great job helping people who need medical care, but we also see our role as something bigger than that—helping people prevent health problems when possible. We have far to go in our community wellness quest, but it's a high priority and we are making progress.

2014 Winona Health Board of Directors



Roderick S. Baker
RiverSide Electronics, Ltd



Scott Biesanz
Manufacturing Company Inc.
President, Goodson



Steve Blue
Miller Felpax Corporation
President & CEO



Scott Birdsall, MD
Winona Health
Obstetrics & Gynecology



Matthew Broghammer, DO
Winona Health
General Surgery



Vicki Decker
Community Volunteer



Gary Evans
Retired President/CEO
of HBC



Richard Ferris, MD
Winona Health
Internal Medicine



Herb Highum
Retired Farmer/
Funeral Home Assistant



Rick Iglesias
Pastor



Jim Killian
Cytec Fiberite
Retired Technology
Manager



Hugh Miller
RTP Company
President & CEO



Ken Mogren
Winona Agency, Inc.
Retired President



Daniel Parker, MD
Winona Health
Internal Medicine



Rachelle Schultz
Winona Health
President/CEO



Kim Schwab
Community Volunteer



Mark Wagner
Watlow Controls
Engineering Team Leader

From the Chief of Staff: *Daniel Parker, MD*



Daniel Parker, MD
Chief of Medical Staff

As chief of the medical staff and a long-time community member, I enjoy getting to know the new healthcare providers who choose to join Winona Health.

Whether they are beginning their medical practice or are well into their careers, it's interesting to learn why they chose Winona when they have almost endless options.

One factor that's almost always mentioned as a reason for choosing Winona Health is that they are looking for a sense of community. They can picture themselves getting

to know their patients and enjoying the quality of life in a beautiful place like Winona. Some choose Winona Health because they or their spouse have family in our area and they want to get closer to home.

Some choose Winona Health after being encouraged by a medical school colleague who has joined Winona Health and likes the organization and the community.

Yet others are influenced by our advanced technology, which helps them provide high-quality care more efficiently. Many are surprised that a smaller organization has this level of information technology,

and they are impressed with our patient portal, *My Winona Health*, and how it enhances communication with their patients.

Others note our lean management approach and our culture of continuous improvement, where people doing the work have a voice in how the work is done.

Whatever the reasons for choosing Winona Health, I believe my colleagues feel connected to the individuals and families they care for, and those connections go beyond the doors of Winona Health and extend throughout the community.

Few have been more connected to this community over the years than Dr. Arnold Fenske, Dr. Dennis Nolan and nurse Lois Gernes, all of whom retired in 2014. Over the decades they've cared for their fellow community members, they've formed life-changing relationships with countless individuals and families. Although they're no longer among the colleagues we see here every day, it's a comfort to know that they remain connected to our community.

Thank you for letting us get to know you and your family and for trusting us to be your partner in good health.

Winona Health *Physician Leaders*



Daniel Parker, MD
Chief of Medical Staff



Richard Ferris, MD
Vice-Chief of Medical Staff



Brett Whyte, MD
Chief of Emergency/
Urgent Care Services



E. Allen Beguin, MD
Chief of Primary
Care Services



Matthew Broghammer, DO
Chief of Surgical and
Specialty Care Services



Katrina Hammel, MD
Chief of Inpatient and
Senior Services

Healthy stories

start here >





Singing and dancing
Telling stories and sharing
Enriching our lives

Music and movement

help residents live it up!

"Everyone has someone in his or her life whose quality of life will improve through the principles of KairosAlive!"

Emilie M. Volkman,
MSW, MA, LISW, CAPSW
Master Social Worker

Staff throughout Lake Winona Manor, Adith Miller and Roger Metz Manors and Senior Living at Watkins are incorporating the principles of KairosAlive! to improve overall quality of life for residents. Is it working? Just ask a group of smiling, toe-tapping, arm-raising Lake Winona Manor residents.

KairosAlive! is an award-winning and innovative program that's becoming embedded into Winona Health's care for seniors.

Staff are learning how to engage residents using shared storytelling, music and movement to create a more vibrant care environment. Music and movement reawaken the senses and improve health and vitality. Improved strength, balance, coordination and mobility, along with reduced depression and anxiety, are just some of the benefits.

The program is also enhancing the bond between our residents and staff. "During one of our KairosAlive! programs, a 93-year-old lady taught

me how to waltz!" said a staff member. "I told her I was going to use what I've learned at my wedding dance."

In addition to incorporating the principles of KairosAlive! in caring for our residents, we're sharing the KairosAlive! program with family members, friends, neighbors, and community members. These intergenerational gatherings provide participants of all ages with an engaging, fun, lively and life-affirming experience.





Student explorers
Looking into their future
Inspired by learning

Scrubs Camp

inspires future healthcare providers.

"It's so awesome to be able to see this—this is what I want to do. I'm going to be an emergency physician."

2014 Scrubs Camp participant



Winona Health makes a difference in the lives of hundreds of high school students who participate in Scrubs Camp, a unique program in which they engage with professionals to learn about various healthcare careers.

During Scrubs Camp, students participate in hands-on activities, such as wrapping a knee or finding a vein for a lab draw, and touring vital areas of our healthcare system like Pharmacy, Imaging Services and

Physical Therapy. They also learn about important behind-the-scenes work such as Continuous System Improvement. Not only do they gain insight to key functions of healthcare, but they interact with professionals in the field who can answer their questions about their day-to-day work and what they think are important steps for students to take now in preparing for a healthcare career.

Many of the students begin Scrubs Camp unaware of all the careers and opportunities found in healthcare, and our activities and tours provide an inside look at specific areas that may inspire a passionate interest.

Students travel from all over Minnesota as well as other states to attend Scrubs Camp, and our staff enjoy providing these students with an engaging, fun, informational glimpse into their professions and Winona Health.

Scrubs Camp is presented by HealthForce Minnesota in collaboration with Winona State University, Minnesota State College - Southeast Technical and Winona Health. For more information about Scrubs Camp opportunities, visit: www.healthforceminnesota.org.





Caring health coaches
Helping people stay healthy
Happily at home

Brandon Feltz, Cassie Boddy, MSW, LGSW; Sandy Z. and Paula Philipps, RN

Community Care Network

offers proactive care.

"If you had seen me before, you wouldn't believe what you see today. I was in pretty rough shape, mentally, emotionally and physically."

Sandy Z.
Community Care Network client



Winona Health's Community Care Network was developed to improve health and quality of life, prevent hospitalization and emergency department visits and avoid unnecessary healthcare costs. It's a proactive approach, and it's working.

"It has helped me in so many ways," says Sandy. "I am doing so much better, and I'm realizing that there are a lot of things I can still do."

A unique aspect of Winona Health's Community Care Network is the use of health coaches. In collaboration with Winona State University,

Winona Health developed a course to train students to be health coaches. They learn to help people struggling with chronic health conditions that may have a negative impact on all areas of their lives. Health coaches meet with clients in their homes; they are non-clinical members of an individual's care team.

Brandon Feltz was among the program's first health coaches and Sandy's coach. He says, "This was an opportunity to make a difference in someone's life. Sandy improved so much that I swear she is a different person from when I met her. I was

so proud to watch her accomplish what she set her mind to."

So far, the program has far exceeded expectations. It was launched in June 2013 and through December 2014, it has trained 30 health coaches, helped 46 clients, and reduced hospitalization and emergency department visits for its clients by more than 85 percent!

This is one of the ways Winona Health is meeting challenges and creating innovative solutions to transform healthcare.





Keeping you healthy
Here in your community
Care where you need it

Diane Montgomery, PT, and Steve Oian

Care for your family

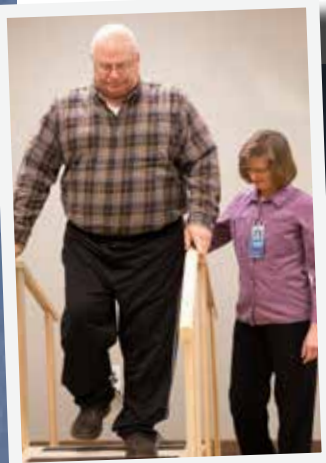
within a few miles of home.

"I like that I can do my physical therapy here at Rushford Clinic—just three miles from home! If I had to drive to another city, it would pretty much take half a day."

Steve Oian
Rushford resident

Rushford Clinic is now open five days a week. Katie Halder, CNP, joined Rushford Clinic full time, and Family Medicine physicians Nick Modjeski, MD, and Jennifer Thuener, MD, care for family members of all ages. Plus, Dr. Thuener cares for moms-to-be through labor and delivery and beyond.

Physical Therapy services are also now available at Rushford Clinic.



According to Rushford resident Steve Oian, "Guys like me want to do what we have to do and get back home. I just had my second knee replaced, and I can do my physical therapy here at Rushford Clinic—just three miles from home! I can get to the clinic in a few minutes, do my therapy and be back home in less time than it would take just to drive somewhere else."

And hometown care means personal care. Physical therapist Diane Montgomery enjoys helping Steve through recovery and says he's making good progress.

"Diane doesn't let me off easy," says Steve. "She encourages me, and that's what it takes. Every time I see my surgeon, he comments about what a great job Diane is doing with me."



Dr. Modjeski, Dr. Thuener and Katie Halder, CNP



This little award is a
**BIG
DEAL**

It represents ongoing effort by more than 1,100 healthcare providers and staff dedicated to achieving healthcare excellence. The Performance Excellence Award: **the highest quality award a Minnesota organization can attain.** Excellence is never achieved by accident, and our performance improvement journey continues. **Thank you for being on the journey with us!**

For more information, visit winonahealth.org/excellence.



Committed

to improvement.

At Winona Health, we never accept “very good” as “good enough.” To ensure we stay focused on what’s important to our customers, we set out to earn our state’s top honor: the Excellence award from the Performance Excellence Network (formerly the Minnesota Council for Quality).

The Excellence award is based on the nationally and internationally recognized Malcolm Baldrige Criteria for Performance Excellence.

During our quality journey, we earned increasingly higher award levels: Advancement, and Achievement, which we earned twice, and in 2014, we earned the highest level: the Excellence award.

The award recognizes excellence and continuous improvement in healthcare quality and safety, stewardship of resources, and providing a positive experience for patients, residents and families.

“While earning the Excellence award would make it easy to say, ‘mission accomplished,’ that is not the culture at Winona Health,” says Rachelle Schultz, Winona Health president/CEO. “Improvement is a mindset practiced by our hard-working teams.”

The Performance Excellence Network (formerly Minnesota Council for Quality), is a nonprofit organization that promotes, supports and evaluates performance excellence in organizations of all kinds across Minnesota and the Dakotas.

“Nothing like this happens by accident. Earning the Performance Excellence Award was the result of 10 years of intentional, continuous improvement made in the everyday work of more than 1,100 healthcare providers and staff. These people are Winona Health.”

Rachelle Schultz, Winona Health President/CEO

*This hard-won award
Reflects ongoing effort
By people who care*

We Chose

Winona Health.



Since the beginning of 2014, 13 healthcare providers have chosen to join Winona Health and more are choosing to join us in 2015.

2014

Nicole Beatty, MD, Anesthesiologist
Charlotte Clark, MD, Hospice Physician
Bethany Corliss da Rocha, MD, Emergency Medicine Physician
Joseph Kaiya, MD, Hospitalist
Jeffrey McGillicuddy, MD, Orthopedics and Sports Medicine
Hans J. Serleth, MD, Plastic, Reconstructive and Hand Surgeon
Ian Young, MD, Urgent Care Physician
Clint Bollock, CRNA, Certified Registered Nurse Anesthetist
Autumn Leigh Cole, CNP, Hospitalist Nurse Practitioner
Katie Halder, CNP, Family Nurse Practitioner, Rushford Clinic
Erin Hanson, CNP, Urgent Care Nurse Practitioner
Amy Macal, CNP, Hospitalist Nurse Practitioner
Kristi Schulte, PA-C, Pediatric Physician Assistant

Coming in 2015

Jennifer Forsyth, DO, Family Physician
Tim Haung, MD, Orthopedist
Mark Midthun, MD, Psychiatrist
Leo Passov, MD, Psychiatrist
Chris Watras, MD, Emergency Medicine Physician

"I like that Winona Health is a community-owned, fiercely independent system that hasn't been swallowed by the corporations. I like that decisions can be made on a smaller scale and on the level where they'll be implemented - that's better for patients and the community."

Hans J. Serleth, MD, Plastic, Reconstructive and Hand Surgeon

*Strong, independent
Beautiful community
We chose Winona*

A few more highlights from 2014

Your community healthcare organization includes more than 1,100 area community members—some of whom may be your family, friends or neighbors. These are just a few more of our highlights and accomplishments from 2014.

Primary Care Clinics and Community Wellness

A pediatric hospitalist program was developed to improve continuity of care for newborns and hospitalized pediatric patients.

Winona was a top-10 finalist for inclusion in the national Wellville challenge and is now included in the Greater Wellville collaborative, working with other local and national organizations to improve community health.



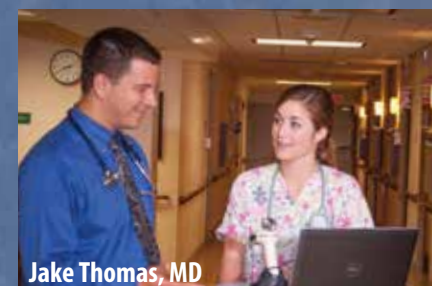
Melissa Richards, MD



Jennifer Thuener, MD



John Gallagher, MD



Jake Thomas, MD

Inpatient Services

Winona Health now offers 'round-the-clock' hospitalist coverage with the services of three full-time hospitalist physicians and four associate providers.

Emergency Department, Urgent Care and Imaging Services

Winona Area Ambulance Service instituted comprehensive new protocols, and all staff successfully completed certification to ensure local availability of outstanding emergency services. Dr. John Gallagher, Winona Health Emergency Department physician, serves as medical director for the ambulance service.

Imaging Services began offering low-dose CT Lung Cancer screening for those at increased risk for developing lung cancer.



Senior Services

In addition to caring for more than 200 hospice patients and their families, Winona Health Hospice Services developed quarterly bereavement programs to offer ongoing care for families going through the grieving process.



Surgical and Specialty Care Clinics

Winona Health's Cancer Program was accredited by the National Commission on Cancer. Individuals dealing with a cancer diagnosis can be assured of high quality, personalized cancer care right here in Winona.

Orthopedics & Sports Medicine services were expanded with the addition of orthopedist Jeffrey McGillicuddy, MD, in 2014, and orthopedist Tim Huang, MD, who will join Winona Health in 2015. Plastics/Cosmetics and Oral/Maxillofacial services were expanded with the addition of Steven Evelhoch, MD, DDS, and plastic, reconstructive and hand surgeon, Hans Serleth, MD.



Steven Evelhoch, MD, DDS

Quality, Safety, and Information Technology

Three individuals received a "Good Catch" safety and quality award from the Minnesota Hospital Association: Justin Johnson, Janalee Pelowski and Dr. Charles Shepard.

Winona Health was recognized for the 10th year as a Most Wired Small and Rural Hospital for our robust clinical information system designed to improve patient care.

Winona Health achieved Meaningful Use Phase 2 attestation for the hospital and eligible providers—an accomplishment achieved by very few healthcare providers in the U.S.

Several departments were recognized for their high level of patient satisfaction including Women's Health and Radiology Services. Lake Winona Manor and Adith Miller/Roger Metz Manors achieved 100 percent satisfaction, and Home Care and Hospice were an HHCAHPS Honors Recipient for their impressive results.



Radiology Services



Support Services

Winona Health was awarded \$264,000 in a competitive grant process through the Minnesota Department of Health to connect local organizations via health information technology.

Winona Health's secure online patient portal, *My Winona Health*, has expanded capabilities to allow patients to schedule clinic appointments online. Patients can also access test results, review visit summaries and communicate with their healthcare provider.

The best kept dining secret in town....our cafeteria began using more local produce through the Minnesota Grown program.

Other Highlights and Milestones

Internal Medicine Physician Arnold Fenske, MD, retired in March 2014 after a 65-year medical career, and Internal Medicine physician Dennis Nolan, MD, retired in December 2014 after 37 years caring for our community.

Intensive Care Unit (ICU) nurse Helen Bagshaw, CCRN, was named the 2014 Minnesota Caregiver of the Year by the Minnesota Hospital Association. Helen also has trained more than 1,000 individuals how to save a life using Hands Only CPR.

To see a video about Helen, go to: winonahealth.org/helen.





Body mind spirit
A healthy community
Stronger one and all

Mary Kramer, CNP, and patient

Toward a healthier tomorrow –

Addressing community health needs.

Mental health.

Obesity and exercise.

Screenings and education.

Winona Health is focusing on three identified health and wellness needs in our community. Based on a comprehensive health needs assessment conducted with a diverse group of local organizations, here are some of the ways we're addressing these top priorities.

Priority 1: Improve access to mental health services.

What are we doing?

- In collaboration with other organizations, we are focusing resources on improving access to services and increasing awareness around mental health issues.
- Providers now ask all patients, age 12 and older, two standard behavioral health screening questions to determine whether they need further assessment.

- Our Behavioral Health staff has developed a 'care team' approach, and weekend appointments are now available for outpatient psychiatric care.
- We offer a free depression screening day.
- Our Inpatient Behavioral Health Unit continues to enhance their healing environment and their satisfaction score is far above the national average.



Priority 2: Improve access to preventive care and screenings.

What are we doing?

- Access to primary care and mammography appointments have increased through expanded appointment hours.
- Our financial counselors help patients navigate the variety of health insurance options through MNsure, Minnesota's health insurance marketplace. Our staff is now able to immediately enroll patients and their families in Medicaid if eligible.
- We offered health fairs and more than 15 health and wellness talks on a variety of health issues.
- Healthcare providers are informing patients about Choosing Wisely, a national initiative to promote discussion when considering specific testing and treatment options.

The Community Health Needs Assessment is available online at: winonahealth.org, click on Events & Resources, then 2013 Community Health Needs Assessment.

Priority 3: Reduce overweight/obesity in adults and children.

What are we doing?

- Our Health & Wellness Department was developed to coordinate and advance our collaboration with other organizations to improve the overall health and wellbeing of the community.
- All patients with a body mass index (BMI) of 25 or over, which puts them in an "at risk" category, are now offered a referral to a nutritionist.
- Our HealthyBalance program helps area businesses provide health and wellness assessments and resources for their employees.
- Our Healthy Kids Club held three events for children and their parents to promote good health throughout a lifetime.

Community Benefit Report

We demonstrate our commitment to community service through community benefit programs, such as community health screenings, community education classes, charity care, student interns and donations to nonprofit organizations. These activities are designed to improve the health and well being of our community. Below is a detailed list of Winona Health's community benefit activities for Fiscal Year 2014.

Category	Description	People Served	Value Of Benefit
COMMUNITY BENEFIT			
Community Health Improvement	Educational classes, support groups, community health talks and health screenings	7,848	\$131,560
Health Professional Education	Clinical training site for nursing and other students	2,255	\$409,263
Financial Donations	Contributions to local nonprofit organizations for healthcare, youth and other community needs	1,425	\$19,840
In-Kind Donations & Support for NonProfit Organizations	Staff expertise, meeting rooms, donated items and time spent assisting local nonprofit organizations to further their mission	7,022	\$55,946
Community-Building Activities	Partnering with local organizations on <i>Healthy Kids Club</i> and other projects to enhance the quality of life in the community	496	\$14,118
Charity Care	Cost of free or discounted services provided to individuals who qualify	612	\$925,091
Minnesota Care Tax	Tax paid by Winona Health to fund the Minnesota Care Health Insurance program		\$1,319,333
Medicaid Surcharge	Assessment paid by Winona Health to help fund the Medical Assistance/Medicaid program		\$1,147,542
Medicaid Under-Funding	The difference (shortfall) between the cost of providing care and payments received for providing care to Medical Assistance/Medicaid patients		\$6,453,622
Community Benefit Operations	Costs of management and recordkeeping for community benefit		\$13,615
TOTAL COMMUNITY BENEFIT		19,658	\$10,489,970
OTHER COMMUNITY CONTRIBUTIONS			
Medicare Under-Funding	The difference (shortfall) between the cost of providing care and payments received for providing care to Medicare patients		\$14,633,449
Taxes and Fees (Real Estate Tax)	Tax assessed on property		\$691,511
Bad Debt	Amounts for services provided, in which payment is expected but not received		\$3,357,291
Discounts Offered to Uninsured			\$332,116
TOTAL OTHER COMMUNITY CONTRIBUTIONS			\$19,014,367
TOTAL COMMUNITY BENEFIT AND OTHER COMMUNITY CONTRIBUTIONS		19,658	\$29,504,337

Summary Financial Information

BALANCE SHEET

As of September 30, 2014

ASSETS

Cash & Investments	\$81,466,000
Amounts Due from Government Programs, Insurance Companies and Patients	14,125,000
Property and Equipment	45,493,000
Other Assets	7,637,000
	<hr/>
	148,721,000

LONG-TERM DEBT AND OTHER LIABILITIES

43,006,000

Net Assets

\$ 105,715,000

The Balance Sheet gives the financial position of the organization for a specific point in time. The Assets of the organization are primarily cash/investments, amounts due from payers, and hard assets like buildings and equipment. The organization is appropriately leveraged with a long-term debt to equity ratio of 27%, which is better than median levels for similar organizations. Net Assets of more than \$105,000,000 gives the organization stability to weather uncertain times.

REVENUE AND COSTS

12 MONTHS ENDED SEPTEMBER 30, 2014

	<u>Government Programs</u>	<u>Insurance & Self-Pay</u>	<u>Long-Term Care and Other</u>	<u>Total</u>
Operating Revenue				
Net Patient Revenue	\$37,597,000	\$62,599,000	\$15,172,000	\$115,368,000
Other Revenue	-	2,795,000	113,000	2,908,000
	<hr/>	<hr/>	<hr/>	<hr/>
	37,597,000	65,394,000	15,285,000	118,276,000
Operating Costs				
Operating Costs	58,739,000	42,973,000	16,839,000	118,551,000
	<hr/>	<hr/>	<hr/>	<hr/>
Gain (Loss) From Operations	\$(21,142,000)	\$22,421,000	\$(1,554,000)	\$(275,000)
Other Changes in Net Assets				<hr/>
				2,781,000
Increase in Net Assets				<hr/>
				\$2,506,000

The statement of Revenue and Costs shows the financial results during the past fiscal year. The organization is able to generate positive returns from services that are paid for through private sources, primarily insurance. The gains generated through private sources are largely erased by the underpayment of services by government programs such as Medicare and Medicaid, which generate significant losses.

Your generosity inspires—

Throughout the year, we are grateful for the gifts you give to the Winona Health Foundation.

In this year's annual report, we are trialing a change in how we recognize our contributors. In 2015, we will publish names in our quarterly newsletter, Healthy Connections, to provide more timely recognition. Those who gave in 2014 were recognized in last year's newsletters, and we invite you to visit our website where you will find a list: winonahealth.org/foundation.



In 2014, 6,324 gifts were given to the Winona Health Foundation and we welcomed 360 generous new supporters.

The Winona Health Foundation's annual employee giving campaign, Generosity Inspires, raised more than \$50,000 and had 100-percent participation from the board of directors and senior leadership.



The 2014 Ben & Adith Miller Golf Classic raised \$200,000 for the Ben & Adith Miller Patient Care Fund.



In fiscal year 2014, 354 patients received \$925,091 in financial assistance from the Ben & Adith Miller Patient Care Fund. One of the grateful patients said:

In my view, this fund saved my life, for which I am very thankful. Thank you to the Millers and to all you fellow contributors for your generosity. You are making a difference in this world.



Dee Cipov, the Ben and Adith Miller Community Service Tribute recipient, was recognized for her generosity of time and talents benefiting a variety of organizations in the Winona area.



Celebrating 121 years of service, in 2014 the Winona Health Auxiliary raised more than \$90,000 through a variety of fundraisers including the Topsy Turvy Television 2 Follies, the Birthday Ball, titled *Embracing the Cause*, and from the Gladys D. Miller Gift Shop. Funds were used for projects such as improving the healing environment in the Behavioral Health Unit, recliners for patient rooms and scholarships for students pursuing healthcare careers.



Through the Carol Hill Scholarship, the Winona Health Auxiliary awarded \$20,600 in scholarships to 13 students, all of whom were accepted into an accredited healthcare program.

Through the generosity of anonymous contributors, the Winona Health Foundation offered \$1,000 scholarships to 12 qualified high school graduates who will be seeking a career in a healthcare-related field.

Emergency Department nurse Jody Doebbert, RN, received the 2014 Phyllis A. McClenathan Nursing Scholarship.



Four hundred and seventy-two volunteers provided 26,622 hours of service to Winona Health in 2014, amounting to a gift of service time worth \$600,326.

Through the 2014 Trees of Light campaign, community members gave nearly \$46,500 to the Winona Health Foundation. More than 2,000 ornaments were placed on the trees with the names of loved ones being remembered or honored.



Sixteen canvas-print photos from the HealingScapes photo contest are now displayed in the Winona Health Women's Health Center thanks to generous community members participating in the event.

In 2014, Winona Health helped 19,658 community members through educational classes, support groups, health talks and health screenings. The value of that benefit is estimated at \$644,342!



Generosity Inspires



*"Misty Morning" by Colleen Schueler, Winona, Minn.
2014 HealingScapes™ Photo Contest*

Healthy starts here—

with local healthcare services.

Primary Care

- Anticoagulation/Coumadin Clinic
- Cardiopulmonary Rehabilitation
- Dialysis
- Family Medicine
- Internal Medicine
- Diabetes/Nutrition Education
- Occupational Health
- Outreach Clinic
(specialty providers from neighboring healthcare organizations)
- Pediatrics/Adolescent Medicine
- Rushford Clinic
- Therapy Services
(Physical & Sports, Occupational, Massage, Speech-Language Pathology)
- Sleep Medicine

Wellness Services

- Employer Services
 - Occupational Health
 - HealthyBalance

Emergency/Urgent Care Services

- Emergency Department
- Imaging Services
- Urgent Care Clinic
- Winona Area Ambulance Service

Surgical/Specialty Services

- Anesthesiology
- Cancer Care
- Chemotherapy/Infusion
- Cosmetics
- Dermatology
- Eye Care Center
- General Surgery
- Laboratory/Pathology
- Oral and Maxillofacial Surgery
- Ophthalmology
- Orthopedics & Sports Medicine
- Pain Management
- Plastic, Reconstructive and Hand Surgery
- Podiatry
- Spa Services
- Women's Health – OB/GYN
- Wound Care

Inpatient Services

- Intensive Care Unit
- Medical/Surgical/Pediatric Unit
- Family Birth Center
- Behavioral Health Unit
- Psychiatric and Counseling Services (Outpatient)

Senior Services

- Skilled Nursing
 - » Lake Winona Manor
 - » Transitional Care Unit
- Assisted Living
 - » Senior Living at Watkins, Adith Miller and Roger Metz Manors
- Home Care
- Hospice
- Palliative Care

We also offer retail pharmacy services at these locations:

- Parkview Office Building
- Winona Clinic
- Winona State University



More information about services, healthcare providers, career opportunities and upcoming events, can be found online at winonahealth.org, or by calling 507.454.3650.

Find us online:
winonahealth.org





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Healthy starts here.