A Letter from Our President:

The past year has marked a time of great opportunity for Mayo Clinic Health System and the communities we serve. In a climate of accelerated growth of health care knowledge and need, we have strengthened our integration with Mayo Clinic, giving our patients even better access to research and expertise through collaboration. In a time of economic challenges in our country and world, we have answered the call to support those in need, whether sick children in local schools, the uninsured in our community or earthquake victims in Haiti. And in an era when it is clear we must work together to achieve sustainable solutions to provide for our neighbors and preserve our planet, we have made a first step in creating community gardens.

For all of us at Mayo Clinic Health System, the mission of health care is entering an age of promise; a time of new understanding, deepening partnerships, ground-breaking research, and ongoing commitment to our founding values. Throughout the changes of the past year and our daily work we have held firm to our belief that in the end, it’s all about one thing: the needs of the patient. To us, that means upholding our promise to offer the best in care to our patients, caring for the sustainability of our communities and our planet, and caring about the poor, underserved and less fortunate among us. By devoting ourselves to this wider definition of care, we carry on the vision the Franciscan Sisters of Perpetual Adoration established so long ago, when they first opened these doors to provide medical care. Strengthened by this tradition, we proudly blend it with Mayo Clinic’s three shields: Medical Practice, Education and Research as we lead our organization into the next chapter of health care, ready to serve.

The future is sure to present additional opportunities for care: for our patients, our community and beyond. At Mayo Clinic Health System, we are working hard to not only reformulate solutions to meet emerging areas of need, but also anticipate those needs, and strategically build our resources ahead of these changes...whether by growing our team of experts, expanding or revamping our facilities, or shifting our direction to incorporate cutting-edge research findings. Together, we share in the success of the past year through this report to the community, and the promise of opportunities ahead.

Thank you for being our partners in the journey.

Tim Johnson, M.D.
President and CEO
Mayo Clinic Health System - Franciscan Healthcare
THE HIGHLIGHTS OF THE PAST YEAR remain true to our Mayo Clinic shields: Medical Practice, Education and Research; while remaining steeped in the values and tradition of community engagement of our founders, the Franciscan Sisters of Perpetual Adoration.

Most notably, we became Mayo Clinic Health System – Franciscan Healthcare on May 23, 2011.

Medical Practice
Always known for our solid base in primary care, we have long provided high-quality care for people in the three-state area. In past years, we have continued to add specialty services, based on Mayo Clinic medical protocols. Our depth in cardiology, neurology, orthopedics and cancer care (to name just a few) assures patients that they’re receiving superb care for illnesses from common to rare.

Deep brain stimulation is now being offered in La Crosse. This treatment, performed in the Neurosurgery Department in La Crosse, reduces tremors, treats patients with Parkinson’s Disease, and helps treat obsessive-compulsive disorder.

Leading-edge treatment for heart rhythm disorders. We offer the area’s only full-time electrophysiology specialist treating heart rhythm disorders, and the only health care provider to offer catheter-based ablation, a minimally invasive procedure that does not require open-heart surgery.

Number One ranking in Wisconsin for diabetes care. The Wisconsin Collaborative for Healthcare Quality ranks Mayo Clinic Health System – Franciscan Healthcare number one in the state for outcomes related to blood glucose, cholesterol and blood pressure.

La Crescent and Caledonia recognized. The Minnesota Bridges to Excellence program cited excellence in diabetes, vascular and depression management care.

Expanded emergency and radiology services opened in Sparta. The “It’s Essential” fundraising campaign raised more than $1.6 million for a larger Emergency Department, additional trauma rooms, expanded radiology, and more.

Cancer Center received full three-year accreditation with commendation from the Commission on Cancer, based on the highest level of compliance with seven key quality standards.

Center for Breast Care granted three-year full accreditation by the National Accreditation Program for Breast Centers (NAPBC), a result of a voluntary rigorous evaluation process.

Dementia Care Program receives state award from the Alzheimers Association. For the second time, the dementia program was recognized for excellence in assisting patients and their families with comprehensive services.

Employees assist earthquake victims in Haiti. Several teams of health care providers traveled to Haiti in January and May to help Haitians with complex cases, chronic illnesses and surgical needs.
Home Medical Equipment provides mobility products to Hospice patients. The new Special Mobility Program helps patients stay mobile with power chairs, scooters and a variety of wheelchairs.

New technology improves patient safety
in surgery. We became the first medical facility in Wisconsin to use the technology of scanning surgical sponges, greatly reducing the chance for a retained sponge.

New Palliative Care Program assists patients with advanced illnesses. The program focuses on symptom and complications management, and improves quality of life for patients with advanced or incurable disease.

Centering Pregnancy helps new moms connect. In place of prenatal OB appointments, patients can join the Centering Pregnancy program for group prenatal care, in addition to one-on-one time with their health care provider.

Health Tradition Health Plan recognized by achieving a perfect 5 out of 5 in consumer satisfaction by Consumer Reports, and celebrated its 25th anniversary of service to area employers.

Education
Health care and learning have always gone hand in hand. Our organization has a rich history of education to communities and professionals alike.

- Started the area’s first School of Nursing in 1902, currently providing hands-on training to student nurses, technical staff, and others from area institutions of higher learning. In 2011, more than 600 students received a portion of their education with us.

- Created the Franciscan School of Anesthesia in 1942 and is today the only program of its kind in the state, which graduates 10 students each year. Students rotate for clinical experience at both urban and rural areas.

- Developed The La Crosse-Mayo Family Medicine Residency in 1976, the first program outside of Rochester to use the Mayo name. A three-year program that graduates six students each year, it provides a thorough education for family physicians, who often go on to practice in rural and under-served areas.

- Other medical education – students pursuing careers as a midwife, advanced nurse or physician assistant, or in other medical specialties rotate through our campuses. In addition, many job shadow experiences are made available every year in both the clinical and support areas.

Dedication to keeping people healthy.
Mayo Clinic Health System proudly sponsored more than 150 health fairs and wellness classes within the Seven Rivers Region in 2011, which range from babysitting classes for youths to healthy-lifestyle classes for adults and seniors.

Diabetes Education Center was recognized again by the American Diabetes Association, for quality health professionals who help patients manage their diabetes through education.
Research

Mayo Clinic is internationally recognized as a leader in clinical research; people may be surprised that much of this research takes place right here in La Crosse. More than 60 research projects are underway at any given time, including studies in cancer, cardiology, geriatrics, neurology, and others. Unlike research in a lab that may take ten or more years to be put into use, these “practice-based” studies often are able to help improve care for patients almost immediately. Some examples include:

- A study that helps patients suffering from depression to more quickly determine which medication would be most effective for them.
- A study that uses “decision aids” to help make medication changes for people with diabetes.
- A study that looks at how acupuncture can ease fatigue in cancer patients.

Community Engagement

Being a good corporate citizen is part of our heritage, and can play out in a variety of ways. For example, sponsoring a festival or an arts program enhances the vitality and quality of life within a community. A run or walk that raises funds for medical research supports community members who have that condition. Partnering with schools invests in our children’s educations. Assisting an economic development effort boosts the financial condition of the entire community.

With more than 3300 staff members, we are one of the largest employers in the region, and so have a great responsibility to positively impact the local quality of life and the economy.

Coordinated by the Franciscan Community Investment Group, efforts focus on social justice, health and wellness, arts and education, economic development, and support for rural areas. In 2011, the organization made investments to community-sponsored events in excess of $285,000.

- The Franciscan Healthcare Foundation committed more than $1.5 million to enhance medical care in our region in 2011. Contributions helped people across a wide spectrum: from premature infants to the frail elderly; from cancer and stroke patients to those diagnosed with diabetes, heart disease and other types of chronic illness. It has helped fund the purchase of AEDs by churches and schools and health screenings for the homeless. In the past five years the Foundation has awarded more than $11 million to support those with medical needs.

- Franciscan Healthcare Auxiliary has provided funds for the St. Clare Health Mission, scholarships for health careers, WAFER Food Pantry, local charities and projects that help to strengthen, promote, and build our community. The Auxiliary continues to be a strong supporter of people who are underserved, contributing more than $110,000 in 2011 and almost half a million dollars over the past five years for a variety of philanthropic activities.

- Health Tradition Health Plan investments supported community wellness events, food drives and early detection programs.
Gerard Hall celebrates 75 years. Gerard Hall continues to serve pregnant and parenting women and now offers postnatal education, medication monitoring, individual case management and 24-hour live-in staff.

Comforting sick school children. More than 150 fleece blankets were donated to La Crosse schools, to comfort sick children as they wait for their parents to bring them home. An additional 300 blankets will go to other schools in the region, such as Prairie du Chien.

Supporting sustainability. Through community gardens, families in La Crosse’s Washburn neighborhood and in Onalaska are able to cultivate a plot of land and enjoy delicious, nutritious, locally-sourced food, in exchange for a nominal fee and a produce donation to local food pantries. Profits go to St. Clare Health Mission. Expansion is planned in 2012.

• In an innovative way to support healthy eating, Health Tradition Health Plan is the first area health plan to offer Community Supported Agriculture (CSA) membership reimbursement.

Collaboration in care. Through St. Clare Health Mission, we collaborate with Gundersen Lutheran Health System to provide free basic health care to the poor and uninsured in our region. We currently average 100 patients each week. Together our volunteers have cared for more than 14,500 patients in more than 64,000 visits since 1993.

Partnering for better community health. As one of the founding partners of the Health Science Consortium, we are proud to be part of recent initiatives, such as “Healthiest County 2015” and changing the culture of risky drinking. We’re also working on long-term strategies to address work force shortages in health care.