

# 2022

## COMMUNITY GIVING REPORT



of South Central Wisconsin

[ghcsw.com](http://ghcsw.com)

# COMMUNITY

*We reflect our members. We reflect our communities.*

# BETTER TOGETHER<sup>SM</sup>

## Dear Member-Owners,

Looking back on 2022, I see a year of remarkable community giving efforts. Our commitments to fostering strong community relationships and increasing access to health care have been central to our mission, and I am delighted to share the progress we have made thus far.

Our success in making a meaningful impact is largely due to our partnership with exceptional organizations and with dedicated individuals in our community who share our vision. As a team, we are Better Together. We have been able to leverage expertise, resources and passion to address the pressing health care needs of our community.

Through these partnerships, we have focused our efforts on the current health care inequalities that persist in our community. We believe health care is a human right. Everyone, regardless of their background or socioeconomic status, should have access to quality health care. By working closely with our community partners, we have been able to identify areas of need and develop targeted programs to address them effectively.

As we look to the future, we remain committed to building upon our strong community relationships and increasing access to health care. We understand that the challenges we face are complex, and they require sustained collaborative efforts. By working together, we can continue to make a lasting impact, striving towards a healthier and more equitable community for all.

Thank you for your invaluable support.



A handwritten signature in black ink that reads "Jordan Overfelt".

**Jordan Overfelt**

Community Health Manager

Group Health Cooperative of South Central Wisconsin (GHC-SCW)

# Community Impact

GHC-SCW cares deeply for our community. We work together with community partners to find ways to provide real and compassionate care. This means pushing beyond the walls of our clinics and into homes, schools, community centers, worksites, neighborhoods and places far and between.

GHC-SCW believes health care is a human right, and we are committed to making sure there is access to health care for everyone. In 2022, we created, fostered and strengthened community partnerships to make a real difference.

Giving back to our community makes us all **BETTER TOGETHER**.

At GHC-SCW, we focus on these four areas to make the biggest difference in our community:



## Strengthen Access To Health Care

We help create, support and strengthen a pathway to health care for the most vulnerable in our community.



## Spread Health Knowledge

We increase quality of life by sharing critical clinical, technical and general health knowledge with people living in our community.



## Serve Through Volunteerism

We embrace volunteerism in our community to put our expertise, skills, talent and time to use where it's needed most.



## Sponsor Health And Community Initiatives

We provide financial sponsorships to a variety of organizations that promote health activities and initiatives that make our community better.



# Strengthen Access To Health Care



## BadgerCare Plus

One of the most pressing issues in our community is the role that poverty plays on the health and well-being of individuals and families. In Dane County, 11.8% of the population lives below the poverty level, per the most recent U.S. Census data. With the help of the state of Wisconsin's Medicaid program, BadgerCare Plus, eligible families can get the medical care they need. In 2022, we proudly served 9,328 BadgerCare Plus members.

In addition, we provided \$11,318,271 in care to our BadgerCare Plus members in 2022.



## Bridges To Access

Many families in the Madison area do not have a safe, warm place to call home. 13 years ago, we developed the Bridges to Access program to help. The fundamental idea is that improved access to medical care can bridge a gap between homelessness and stable housing.

For up to three months, Bridges to Access provides immediate medical care to those in need. This includes coverage for primary care services, important medications and help with transportation. And program participants receive help applying for permanent medical coverage through BadgerCare Plus.

In 2022, we helped five adults and seven children receive real and compassionate medical care. That amounted to \$10,694 in crucial health care services and medications. Throughout the year, we also provided medicine and supplies to area shelters.



## Eye Care Services

Without good vision, many adults and children are not able to reach their full potential at their jobs or in school. At GHC-SCW, our Primary Care Providers partner with school nurses to refer patients that are uninsured to our Eye Care Center for exams and glasses.

In 2022, we provided \$443 in eye care services to uninsured individuals living in our community.



## Healthcare Access Program

Too many people in our community face the daily challenge of being uninsured. For a broad spectrum of reasons, access to the most basic form of primary care is out of reach. 17 years ago, we helped Dane County Health Council, a network of health care organizations in the Madison area, create the Healthcare Access Program. This program promotes healthy outcomes for our uninsured neighbors.

The Healthcare Access Program gives uninsured individuals a place to call their medical home and access to a compassionate medical provider - all at no cost. Patients also receive prescription medications that they might otherwise have to go without.

In 2022, GHC-SCW delivered over \$28,735 in health care, including medications, through this program.



## Strengthen Access To Health Care (Cont'd)



### Primary Access For Kids

Children need health care to help them learn, grow and reach their full potential. Hundreds of children in our schools do not have insurance to get basic health care. To help address this problem, the Dane County Health Council created the Primary Access for Kids program.

For over a decade, GHC-SCW has been providing free checkups, immunizations and medications, as well as vision checks and glasses for uninsured students in the Madison Metropolitan School District.

**In 2022, GHC-SCW provided over 200 children with \$80,959 in primary care services and medications through this program.**



### Refugee Assistance Program

Fewer things in life are more terrifying and challenging than escaping your home country in search of a better life. Navigating new languages and cultures is hard enough, let alone trying to navigate a new healthcare system. To help ease the burden, GHC-SCW created the Refugee Assistance Program.

**Working with our partner Jewish Social Services, we continued to help our 100 refugees from Afghanistan, the Democratic Republic of the Congo and Iraq establish roots here in our community. Through the program, our neighbors receive hours of one-on-one assistance from GHC-SCW staff whose help connects them to needed care. We served as their advocates.**



### Stay Healthy

Without proper insurance coverage, folks can't get the most basic health services. They are more susceptible to astronomical bills when health emergencies arise. So, in 2009, GHC-SCW created the Stay Healthy program to lift up members who have fallen on hard times and lost their health insurance coverage.

Their health issues still need to be detected and addressed. The Stay Healthy Program covers, at no cost, one physical exam, lab work, follow-up appointments and medications.

**GHC-SCW provided primary care for thirteen uninsured individuals in our community, amounting to \$22,319 in medical services and medications.**



# Spread Health Knowledge



## Adopt-A-School

As an avid promoter of health knowledge, we adopted six local schools in need of health resources for the seventeenth year in a row. Our commitment to school children was demonstrated in many ways throughout the year, including donations of medical supplies, clothing and healthy snacks for nursing offices, holiday gift giving, food bank stocking, community events and more. **We donated \$6,082 to help support our six Adopt-A-School partners.** We worked together with the Foundation for Madison's Public Schools to bring this service to our community.



## Latino Health Council

For over a decade, we have helped promote the health and well-being of our Latino neighbors by serving on the Latino Health Council. **Along with our participation on the council in 2022, we were deeply involved in efforts throughout the year to spread health knowledge, especially about the COVID-19 pandemic, to the community.**



## Reach Out And Read

Fewer things are more important to a child's cognitive, emotional and social health than the simple act of reading. National research continues to show the importance of reading to children in early childhood brain development.

GHC-SCW is a proud supporter of the Reach Out and Read Program, championed by local pediatrician, Dr. Dipesh Navsaria. Our employees dedicate time toward the program, making it a standard part of our pediatric primary care. At each Well Child visit, a child gets a book from their Primary Care Provider. Through this program, GHC-SCW distributes a total of 11 books per member, starting at two months and going to five years of age.

**In 2022, we proudly paid for 3,257 age- and culturally-appropriate books through the Reach Out and Read Program. The value of these books was \$8,957. And 2022 was the tenth year that GHC-SCW participated in the Reach Out and Read Program.**



# Serve Through Volunteerism

## Cooperative Community Fundraisers

Our employees organized and supported a variety of fundraisers for local charities and health initiatives. Below is a listing of community fundraisers our employees organized in 2022:



### Charitable Giving Campaign

Employees have a choice of donating via payroll deductions all year long. All proceeds raised through the Cooperative's Charitable Giving Campaign went to one of three programs of the employee's choice: United Way of Dane County, Community Shares of Wisconsin or the Dr. Russell Hess Memorial Endowment Fund for School Nurse Emergency Medical Needs.

**In total, \$9,305 was donated to the three programs on behalf of employees. Another \$45,000 was donated on behalf of the Cooperative to the three programs.**



### Holiday Gift Giving

Families with limited financial means can have a tough time getting through the holidays. GHC-SCW developed the Holiday Gift Giving Program to help.

**Through our Adopt-A-School Program and with the help of school social workers, we selected 50 families to give gifts to.**

We bought gifts on their wish lists, gas gift cards and fun activities, like board games. We helped them keep warm with new socks, slippers and cozy blankets. And we also provided them with nutritious snacks in time for the holidays.



# Sponsor Health and Community Initiatives

Throughout the year, we provided corporate financial sponsorships to a variety of vital causes. **In total, we contributed \$559,783.** The largest contributions were \$200,000 to Access Community Health Centers and \$100,000 to the Edgewood College Henry Predolin School of Nursing, Business, and Health Sciences. We helped support and sponsor organizations that worked to promote healthy activities and initiatives that made our community better:

- 100 Black Men of Madison
- Access Community Health Centers
- Agrace
- Aldo Leopold Elementary School
- Alzheimer's Association
- American Cancer Society
- Badger Rock Middle School
- Big Brothers Big Sisters of Dane County
- The Board of Regents of the University of Wisconsin System
- Brat Fest
- Centro Hispano of Dane County
- Chrysalis
- Children's Theater of Madison
- Common Threads
- Community Action Coalition for South Central Wisconsin
- Community Shares of Wisconsin
- Covering Wisconsin
- DAIS (Domestic Abuse Intervention Services)
- Dane Buy Local
- Dane County Immunization Coalition
- East Madison Community Center
- Easterseals Wisconsin
- Edgewood College
- End Domestic Abuse Wisconsin
- FairShare CSA Coalition
- Family Works Programs, Inc.
- Fort Atkinson Area Chamber of Commerce
- Foundation for Black Women's Wellness
- Frank Allis Elementary School
- Gilda's Club Madison
- Goodman Community Center
- Junior Achievement of Wisconsin
- Kiwanis Club of Madison West
- Latino Health Council
- Literacy Network
- Little John's Kitchens
- Lussier Community Education Center
- Madison Metropolitan School District
- Madison Public Library Foundation
- Madison Symphony Orchestra
- MARC
- Mikayla's Grace
- Milele Chikasa Anana Elementary School
- NAMI Dane County
- Out Professional Engagement Network (OPEN)
- OutReach LGBTQ+ Community Center
- Physicians for Social Responsibility Wisconsin
- Porchlight
- Project Home
- The River Food Pantry
- The Road Home Dane County
- Ronald McDonald House Madison
- Dr. Russell Hess Memorial Endowment Fund for School Nurse Emergency Medical Needs
- RSVP of Dane County Inc
- Safe Harbor Child Advocacy Center
- Sandburg Elementary School
- St. Vincent De Paul
- Susan G. Komen
- Technology Education Foundation
- Thoreau Elementary School
- United Way of Dane County
- Urban League of Greater Madison
- United Nations International Children's Emergency Fund (UNICEF)
- University of Wisconsin Carbone Cancer Center Research
- Vivent Health
- Wil-Mar Neighborhood Association
- Wisconsin Literacy Inc
- Wisconsin PATCH
- Wisconsin Youth Company
- YWCA Madison

