

# 2023

## COMMUNITY GIVING REPORT

 **Group Health  
Cooperative**

of South Central Wisconsin

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



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

## Dear Member-Owners,

Reflecting on 2023, GHC-SCW was a year marked by exciting community giving efforts! Our dedication to fostering strong community relationships and increasing access to health care has been central to our mission. I am delighted to share the progress we have made and am looking forward to what is to come!

Our patients and members are the center and motivation for all the work we do. Their well-being drives our commitment and fuels our passion. Our success in making a meaningful impact is largely due to our partnership with exceptional organizations and 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 addressing the persistent health care inequalities 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. Together, we are making strides towards a healthier, more equitable future for all.

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

Thank you for your invaluable support.



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

**Jordan Overfelt**  
Population Health Manager  
Group Health Cooperative of South Central Wisconsin

# 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 2023, 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 2023, we proudly served 10,488 BadgerCare Plus members.

In addition, we provided over \$13 million in care to our BadgerCare Plus members in 2023.



## Bridges To Access

Many families in the Madison area do not have a safe, warm place to call home. 14 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 2023, we helped 33 adults and children receive real and compassionate medical care. That amounted to \$39,189 in crucial health care services and medications. Throughout the year, we also provided medicine and medical supplies to area shelters.



## ConnectRx WI Program and Saving Our Babies Initiatives

The ConnectRx WI program and Saving Our Babies initiatives are cross-sector collaborations initiated by the Dane County Health Council and bring health care systems, community organizations, public health leaders and service providers together to address disparities in birth outcomes. This work prioritizes the voices of Black women in shaping policies and practices affecting Black maternal and child health. The ConnectRx WI program aims to provide additional support to pregnant individuals who identify as Black throughout their pregnancy journey, with the goal of improving health outcomes for both mother and baby. Through addressing social needs and offering tailored support, the program seeks to enhance overall well-being and promote positive pregnancy outcomes.

In 2023, GHC-SCW contributed over \$35,000 to support this initiative.



## Eye Care Services

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

In 2023, we provided \$2,300 in eye care services to uninsured individuals living in our community.



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



### Healthcare Access Program

For a broad spectrum of reasons, access to the most basic form of primary care is out of reach for too many people in our community. 18 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 2023, GHC-SCW delivered over \$17,142 in health care services, including medications, through this program



### 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 2023, GHC-SCW provided over 140 children with \$79,700 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 health care system. To help ease the burden, GHC-SCW created the Refugee Assistance Program. 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 by setting up numerous appointments for care and follow-up care.

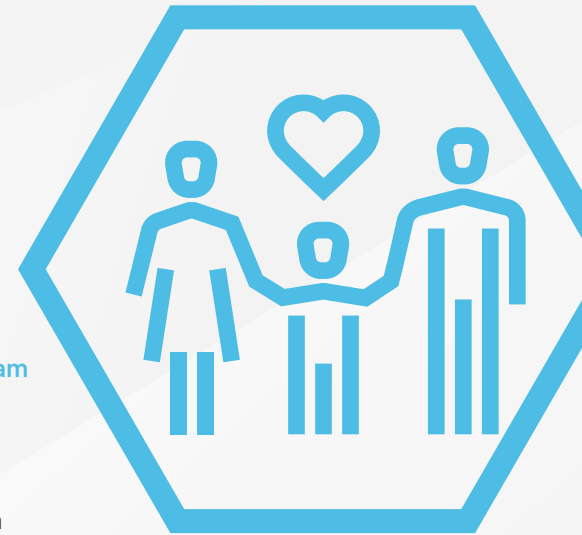
In 2023, we worked with our partner Jewish Social Services to help over 100 refugees from Afghanistan, the Democratic Republic of the Congo, Iraq, Syria and Venezuela establish roots here in our community.



### 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 related to the physical.

In 2023, GHC-SCW provided primary care for 16 uninsured individuals in our community, amounting to \$9,013 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 eighteenth 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 over \$20,000 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 2023, we were deeply involved in efforts throughout the year to spread health knowledge 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.

For the eleventh year, GHC-SCW was 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 2023, we proudly paid for 3,771 age and culturally-appropriate books through the Reach Out and Read Program for a total of over \$11,000.**



# 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 2023:



### Team Volunteer Build Day

The GHC-SCW Behavioral Health department coordinated a team build to support Habitat for Humanity in their mission to help build and improve homes for families of low-income or disadvantaged backgrounds.

**In 2023, the GHC-SCW team embraced the cool temperatures as they worked together in November to support this cause.**



### 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 2023, a total of \$11,288 was donated to the three programs on behalf of GHC-SCW 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 supported over 200 individuals by fulfilling gift requests during the holidays.**

We helped ease the holiday burden by providing these individuals with gas cards and fun activities such as board games or gift cards. To help them keep warm, we provided them with new socks, slippers and cozy blankets.

We also provided them with nutritious snacks and bought gifts from the families' wish lists and delivered them 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 \$547,501.** The largest contributions were \$200,000 to Access Community Health Centers and \$35,838 to the Foundation for Black Women's Wellness. We helped support and sponsor organizations that worked to promote healthy activities and initiatives that made our community better:

- 100 Black Men of Madison
- ABC for Health
- Access Community Health Centers
- Agrace
- Alzheimer's Association
- American Cancer Society
- American Heart Association
- Arthritis Foundation
- Badger Rock Middle School
- Big Brothers Big Sisters of Dane County
- Board of Regents of the University of Wisconsin System
- Brat Fest
- Centro Hispano of Dane County
- Children's Theater of Madison
- Chrysalis Inc
- Community Action Coalition for SCW
- Community Shares of Wisconsin
- Covering Wisconsin
- DAIS
- Dane Buy Local Inc
- Dane County Immunization Coalition Inc
- Disability Pride Madison
- Dreamweavers
- East Madison Community Center Inc
- EasterSeals
- Edgewood College
- End Domestic Abuse Wisconsin
- Fairshare CSA Coalition
- Foundation for Black Women's Wellness
- Frank Allis Elementary School
- Friends of MSCR
- Gilda's Club Madison
- Goodman Community Center
- Jewish Social Services
- Journey Mental Health Center
- Junior Achievement of Wisconsin
- Kiwanis Club of Madison West
- Latino Health Council
- Leopold Elementary School
- Literacy Network Inc
- Lussier Community Education Center
- Madison Children's Museum
- Madison Metropolitan School District
- Madison Public Library Foundation Inc
- Madison Symphony Orchestra Inc
- MARC Foundation of Dane County Inc
- Mikayla's Grace
- Milele Chikasa Anana Elementary School
- Mount Zion
- NAMI Dane County
- Out Professional Engagement Network
- OutReach LGBTQ+ Community Center
- Physicians for Social Responsibility - WI
- Porchlight Inc
- Project Home
- Reach-A-Child
- Ronald McDonald House Madison
- Rooted
- Russell Hess Memorial Fund
- RSVP of Dane County Inc
- Safe Harbor Child Advocacy Center
- Sandburg Elementary School
- South Central Library System
- South Madison Coalition of the Elderly
- Southwestern Wisconsin Community Action Program (SWCAP)
- Southwest Health Foundation
- St. Vincent De Paul Social Determinants of Health
- Susan G. Komen
- The Rainbow Project
- The River Food Pantry
- The Road Home Dane County
- The Village Diaper Bank
- Thoreau Elementary School
- Uber Health
- Underdog Pet Rescue
- United Way of Dane County
- University of Wisconsin Cancer Research
- Urban League of Greater Madison
- Wil-Mar Neighborhood Association
- Wisconsin Literacy Inc
- Wisconsin Women's Health Foundation
- Wisconsin Youth Company
- YWCA Madison

