

Rediscover...

Life. Worth. Living.



# Report to the Community

2014 - 2015

## To the Rogers Community,

Thanks to the quality care that our employees provide daily, the communities we have served over the years have welcomed us with open arms and continue to support our services. Fiscal year 2014-2015 (FY 2015) was perhaps our greatest on record as we helped more families find life-changing care than ever before.

This past year, we maintained our strategic commitment to more timely access to care, a triple aim model of care, enhancing our culture, and responsible growth and development. With great teamwork and dedication, we accomplished many of the goals we set for Rogers Memorial Hospital, including the grand opening of our third hospital campus in Brown Deer, WI. And new doors to our services opened with the addition of regional Rogers Behavioral Health outpatient locations.

As we transition to fiscal year 2015-2016, our priority first and foremost continues to be our patients and the needs of their communities, whether in Wisconsin or out-of-state. As we personally get to know our outstanding staff at each location, we only become even prouder of our organization and the passion that our employees in each community have for our mission. It's inspiring to witness our staff, patients and communities collaborate in a common effort to achieve hope and healing.

Thank you,



A handwritten signature in black ink, appearing to read 'Paul Mueller'.

Paul Mueller, CAPSW  
CEO, Rogers Memorial Hospital



A handwritten signature in black ink, appearing to read 'Patrick J. Hammer'.

Pat Hammer, MSA  
President and CEO, Rogers  
Behavioral Health System

## A Year of Growth and Service

In FY 2015, Rogers Memorial Hospital and Rogers Behavioral Health System served more children, teens and adults than any other year in Rogers' 108-year history. With more than 11,700 patient admissions across the system, Rogers not only served our Wisconsin communities, but extended outpatient programming to new out-of-state locations. Rogers hired more than 700 employees this year and had a total of over 1,700 employees system-wide who are dedicated to offering high quality behavioral healthcare.

### Highlights and Happenings in our Communities

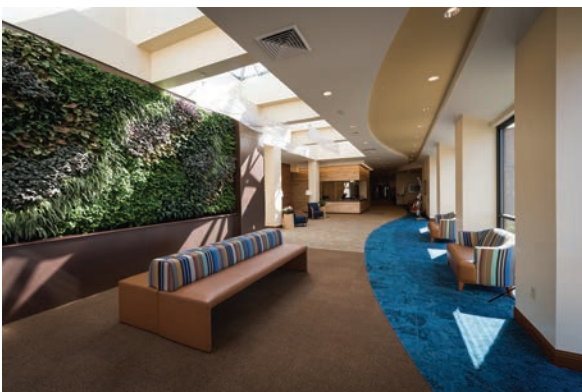
In FY 2015, Rogers added new programs and facilities to meet an ever-changing demand of behavioral healthcare and celebrated some major milestones along the way.

**Rogers opens its first three regional locations.** The first regional site, Rogers Behavioral Health–Tampa Bay, opened in September 2014. After a warm welcoming from the community and local practitioners, Rogers brought high quality services to two additional regional locations: Nashville, TN, and Skokie, IL. Rogers Behavioral Health–Nashville opened in May and Rogers Behavioral Health–Chicago in July.

**Nashotah, a residential program for adolescent girls with depression or mood disorders, began offering comprehensive treatment** in November 2014 in Oconomowoc. The program helps adolescent girls learn techniques to build the self-esteem and resiliency they need to overcome challenges during their young adulthood.

**In April 2015, we expanded our Brown Deer services with the opening of our third Wisconsin-based hospital campus: Rogers Memorial Hospital–Brown Deer.** This beautiful hospital was designed to incorporate the natural healing elements of the environment into the treatment process. Children, teens and adults are served in the 56-bed facility while an expanded array of specialized services are located across the street in the Brown Deer Outpatient Center.

*A "living wall" in Rogers' Brown Deer lobby brings plant life indoors and reflects our patients' change and growth both inside of Rogers and beyond.*



# Making Treatment Accessible

## Noted Accomplishments

### August 18

Our Brown Deer location's child and adolescent day treatment program relocates and new partial hospital and intensive outpatient programs open across the street from the existing clinic.

### October 13

FOCUS residential program in Oconomowoc, WI, expands to accommodate more young adults with mood disorders in need of treatment.

### November 3

An enhanced dual diagnosis track for mental health and addiction is added to services available at the Herrington Recovery Center in Oconomowoc.

### December 1

Rogers Memorial Hospital–Kenosha adds a partial hospital program for adolescents with obsessive-compulsive disorder (OCD).

### February 16

Our Madison location opens a partial hospital program for adults with dual diagnosis for mental health and addiction.

### March 30

Rogers Behavioral Health–Tampa Bay launches new eating disorder partial hospital program.

### May 7

Our Oconomowoc location organizes a balloon launch to celebrate National Children's Mental Health Awareness Day.

### May 15

Rogers Memorial Hospital–West Allis celebrates its 15th anniversary of serving the metro Milwaukee community.

### May 29-31

Rogers Memorial Hospital–Oconomowoc is a host site for the International OCD Foundation's (IOCDF) Pediatric Behavior Therapy Training Institute (BTTI).

### June 15

Rogers Memorial Hospital–Kenosha expands services by adding a dual diagnosis intensive outpatient program for adults.



Faculty of the 2015 Pediatric BTTI

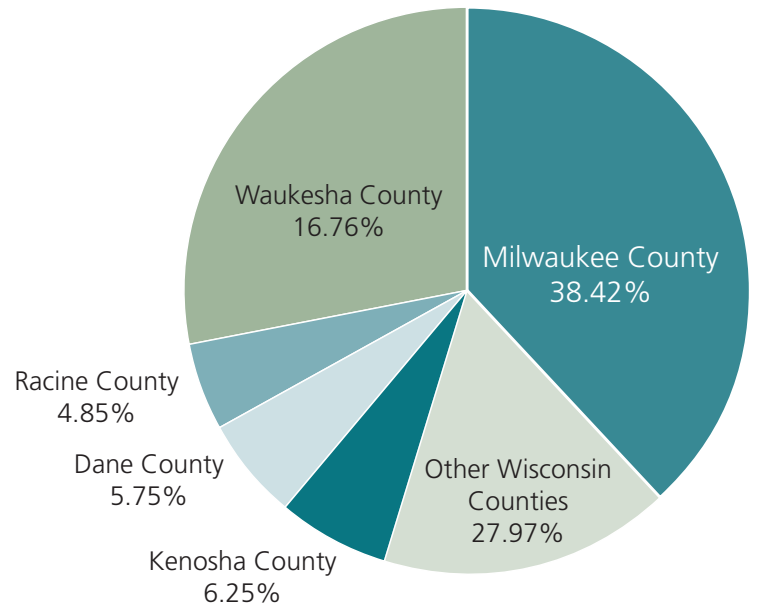


Balloon launch in recognition of Children's Mental Health Awareness Day

## Admissions

Thanks to new programming, improved admissions processes and the opening of our Brown Deer, WI, hospital, Wisconsin-based admissions increased to 11,477, with Wisconsin residents representing 92% of those admissions. Milwaukee County and Waukesha County accounted for 55% of admissions.

Eight percent of patients receiving care in Wisconsin were from out-of-state, led by Illinois, Minnesota, Michigan, California and New York. Several patients traveled from as far as Jamaica, the United Kingdom and Australia to receive the quality care that Rogers offers.



When adding in our new regional offices, **total admissions for FY 2015 were 11,724.**

Inpatient hospitalization helps children, adolescents and adults achieve medical stabilization and transition into lower levels of care. The inpatient programs at our three hospitals accounted for more than 6,000 admissions.

### Inpatient Admissions

	Oconomowoc	West Allis	Brown Deer	Total
Adults	1,768	2,217	188	3,985
Adolescents	764	784	84	1,548
Children	194	372	1	566

## Charitable Care

In fiscal year 2014-2015, Rogers provided more than **\$1.7 million in charitable community care** for patients who did not have health insurance coverage or did not have the financial means to pay for all of their care.

### Discharge days

	Oconomowoc	West Allis	Brown Deer	Total	% of total days
Medicaid	1,092	9,654	80	10,746	16%
Medicare	1,231	1,984	7	3,215	8%
Total	2,323	11,638	87	13,961	35%

# Serving the Community

## Rogers Memorial Hospital Foundation

Rogers Memorial Hospital Foundation supports patients and programs of the hospital, benefiting our communities in Wisconsin and across the United States. This year, annual contributions totaled \$657,175 to support the following initiatives:

- Expanded patient care grant funding to include patients in regional locations.
- Honored all 153 Angel Fund requests for specialty items and services to enrich a patient's treatment experience, including gas cards, transportation and other accommodations for individuals and family members.
- Enhanced experiential therapy by supporting a new horticultural therapy garden, new playground and updates to the Ropes and Challenge Course.
- Supported addition of one part-time chaplain and boosted the number of weekly group sessions to 16, resulting in a 5% increase in the number of patient contacts made by the spiritual care department.

*"This year, Rogers Memorial Hospital Foundation was able to help patients from across our system receive almost 800 treatment days, free-of-charge. This was a record year for patient care grant funding at Rogers and it's a testament to our dedication to our communities." –Matthias Schueth, executive VP, Rogers Foundation*

## Historic gift

In May 2015, Rogers Memorial Hospital Foundation received its largest gift in the hospital's history—\$2.5 million from Dr. Michael and Mrs. Billie Kubly, in honor of their son, Charles. The gift supported the renovation of the newly re-dedicated Charles E. Kubly FOCUS Center for adults with mood disorders and will also contribute to research and a future transitional living facility.



*"Those diagnosed with depression need more access to treatment and support through expanded programs and innovative research. That is why my husband Mike and I feel so blessed to be able to make this donation to Rogers Memorial Hospital."*

*–Billie Kubly*

*Billie Kubly, Rogers Memorial Hospital Foundation donor.*

## Rogers InHealth

Supported in part by private donations made through the Rogers Foundation, the groundbreaking initiatives of Rogers InHealth continue to impact thousands of lives across work, civic, faith and school communities in Wisconsin and beyond. In FY 2015, Rogers InHealth:

- Led WISE, a state-wide coalition of more than 80 organizations and individuals, in creating strategic disclosure guidance materials and programming for high school-aged youth.
- Collaborated with the Department of Public Instruction, helping form Wisconsin's Framework for School Mental Health and crafting online resources for educators.
- Supervised the training of seven healthcare coordinators who will work to reduce stigma across the Wisconsin healthcare industry.
- Provided instruction and consultation to workplaces, faith organizations and county coalitions on evidence-based approaches for reducing stigma and evaluating the results.

In addition to Rogers InHealth, Rogers Memorial Hospital and our regional behavioral health offices supported our communities through events that built awareness, understanding and knowledge of eating disorders, addiction, obsessive-compulsive disorder and mental health in general.



To schedule a screening,  
call **800-767-4411** or visit **rogershospital.org**

## Rogers Memorial Hospital

### Oconomowoc, WI

34700 Valley Road | 262-646-4411

### West Allis, WI

11101 West Lincoln Ave. | 414-327-3000

### Brown Deer, WI

4600 West Schroeder Drive | 414-865-2500

### Appleton, WI

4351 West College Ave., Ste 300 | 920-843-5660

### Kenosha, WI

9916 75th St. | 262-942-4000

### Madison, WI

406 Science Drive, Ste 110 | 608-238-4411

## Rogers Behavioral Health

### Chicago, IL

4711 Golf Road, Ste 600 | 844-615-3222

### Nashville, TN

4230 Harding Road, Ste 707 | 844-615-3221

### Tampa, FL

2002 North Lois Ave., Ste 400 | 844-220-4411

Wisconsin-based Rogers Behavioral Health System is a private, not-for-profit system nationally recognized for its specialized psychiatry and addiction services. Anchored by Rogers Memorial Hospital, Rogers offers multiple levels of evidence-based treatment for adults, children and adolescents with depression and mood disorders, eating disorders, addiction, obsessive-compulsive and anxiety disorders, and posttraumatic stress disorder in multiple locations.



Accredited by the Joint Commission