



Children's Hospital
and Health System™

2010

Community

BENEFITS REPORT

Our mission: Care. Advocacy. Research. Education.

Children's Hospital of Wisconsin is dedicated to providing the highest quality care, advocacy, research and education to improve children's health – so our children will be the healthiest children in the country. In 2010, we invested more than \$105 million in community and charity care.

We have a long history of doing great work on behalf of children. It's because of our vision for a healthier life for all children that our work will continue into the future.

Sincerely,
Peggy Troy, MSN, RN
President and CEO, Children's Hospital and Health System

David Drury
Chairman, Children's Hospital and Health System
Board of Directors



Children's Health Education Center provides tools to help schools tackle bullying

Chances are either you or someone you know has been a victim of school bullying. Bullying is one of the most troubling issues our schools face. It's something that affects nearly all of our children, whether as a victim, bully or bystander. Studies show that among children 17 and younger, about 1 in 5 report being physically bullied, and about 3 in 10 report being teased or emotionally bullied in their lifetime.

Did you know:

- Bullied youth are five times more likely to become adult criminals as non-bullied youth?
- Targets of bullying are more likely to be depressed as adults?
- Preventing bullying lowers the rate of vandalism, fighting, theft and truancy?



Children's Health Education Center, an affiliate of Children's Hospital of Wisconsin, works closely with schools to improve the overall health of their students through education. Schools came to Children's Health Education Center asking for bullying prevention programs. The center partnered with the Wisconsin Department of Public Instruction, community supporters, teachers and students to create two e-learning bullying prevention programs. The programs are not designed to be the complete solution to bullying in the schools or in the community, but they are designed to aid students in building the skills to prevent and intervene appropriately in bullying situations. "We offer programming to schools in a way that meets the needs of teachers and students," said Bridget Clementi, executive director, Children's Health Education Center. "We offer critical health information to help kids make good decisions."

Read more about bullying prevention programming at chw.org/communitybenefits.

Midnight in Milwaukee

High school prom – three small words that have a big impact on teens. For many, prom is the social pinnacle of their high school career. Memories of the event last a lifetime.

As senior LaHelen Baldwin was getting ready for her prom, she suffered a stroke and was taken to Children's Hospital of Wisconsin where she spent the next three days recovering. She was sad she missed her prom.

"For many young people, the prom is a defining, coming-of-age event," said Maggie Butterfield, director, Patient Amenities and Family Services at Children's Hospital. "In addition to providing our patients with exceptional care, we want to provide them with many of the same experiences other teens their age often take for granted. It's one small way we can add some normalcy to our patients' lives."

"When I heard Children's Hospital was having a prom, I was really excited," said Baldwin. "It meant a lot to me because I never got a chance to go to my high school prom." A volunteer crew of stylists treated patients to manicures, hair styling and make-up assistance. Formal wear was donated by a community member.

To read more about LaHelen's prom experience at Children's Hospital, visit chw.org/communitybenefits.



Research saves a young boy's life

A little boy named Nic came to Children's Hospital of Wisconsin with an undiagnosed illness that required 100 trips to the operating room, including the removal of his colon – all before he turned 5 years old. He couldn't eat without getting sick. His little body couldn't fight off even the most common cold. Time was running out.

A team of physicians including a hematologist, oncologist, geneticist and gastroenterologist reached out to their research colleagues at The Medical College of Wisconsin to ask the question: Could sequencing the boy's genome pinpoint the problem and finally lead to a definitive diagnosis and ultimately treatment?

The human genome is the complete set of genes in an individual. The genome is made up of DNA. DNA, made up of smaller units called nucleotides, is the molecule that is the hereditary material in all living cells. It's estimated there are 30,000 genes and more than 3 billion base combinations of DNA.

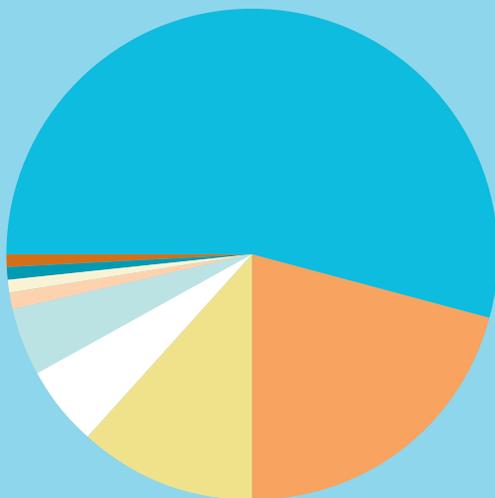
Beyond a potential of reaching a diagnosis for Nic, a new possibility was emerging that individualized genomic sequencing could help other children with rare, undiagnosed illnesses. Up until this point, genomic sequencing was all but limited to the lab. Sequencing Nic's DNA signaled the breakthrough in the progress of translational research from lab to bedside.

Read more about the medical breakthrough, genomic sequencing, and how it saved Nic's life at chw.org/communitybenefits.



Photos appeared in the Milwaukee Journal Sentinel on Dec. 22 and Dec. 26, 2010, and was reprinted with permission. Any further reproduction by any other party is strictly prohibited. Copyright 2010 by the Milwaukee Journal Sentinel. To read the Journal Sentinel's series on Nicholas Volker and the ground-breaking work in DNA sequencing, go to jsonline.com/dna.

Improving the health status of our children: More than \$105 million invested

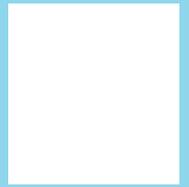


Unpaid cost of Medicaid	\$57,149,000
Health professions education	21,839,700
Research	12,236,800
Subsidized health services	5,736,400
Community health improvement services	4,473,600
Means tested programs	1,102,000
Traditional charity care	1,028,500
Financial and in-kind contributions	815,300
Community building activities	759,400

For more information about investing in our community, see chw.org/communitybenefits.



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Patient family travels to Capitol Hill to fight threats to pediatric health care

The Baldwin family, of Milwaukee, traveled to Washington, D.C., in July for the National Association of Children's Hospitals Family Advocacy Days. Jonathan, 18 (pictured on left), and LaHelen, 20, joined 30 other patients and families from children's hospitals across the country to speak with their members of Congress to discuss the importance of children's health care issues.

Read more about the Baldwins' trip to Washington and how you can advocate for pediatric health care at chw.org/communitybenefits.

Join Children's Advocacy Network at chw.org/can.