



WESTERN WISCONSIN HEALTH



WELLNESS IS OUR FUTURE

**A Campaign for Baldwin's New
Health and Wellness Campus.**

Sign On

A Letter from the CEO



Alison Page, CEO

Dear Friends,

What does the future of healthcare look like?

As a child, I watched my father, a family doctor in a small town, care for the sick. He used the tools in his medical bag to do what he could to prevent the spread of diseases like meningitis. Penicillin had just been invented the year before he graduated from medical school and was the most powerful tool doctors had at the time. He spent his life battling disease with the hopes of helping people live better, happier lives. Sometimes he was able to help, sometimes not.

Today, we know there is a better way. The next generation of clinicians has a new set of tools in their proverbial medical bag. They are armed with new science, science that tells us a person's health is dependent on six things: their genetic make-up, the environment they live in, their emotional awareness and attitude, their diet, physical activity, and the personal choices they make. The new work of helping people get healthy and stay healthy becomes understanding each individual's unique situation related to these six elements and assisting the person in making choices and changes that will optimize the person's overall wellbeing. This type of care is not delivered by one doctor, it is delivered by a team of clinicians, each with different expertise to help the patient understand his own health and make changes to improve it.

There will always be disease that needs to be treated and there will be emergencies to be addressed. We will continue to provide those services and we will do that very well. The new facility will include all of the state-of-the-art medical services we provide at our current location. But, the true work of helping our community be healthier will focus on the six elements of health. This is a new brand of health care for a new world. BAMC is bringing that kind of health care to the people of Western Wisconsin in our new facility which will be named Western Wisconsin Health.

Our organization is forging a bold new future. In addition to building a new health care facility, we are launching an effort to develop a 105 acre health and wellness campus over time. The campus will be a model for health and wellness, and will include a spectrum of health and wellness services, emergency and medical services of course, and at some point, retirement housing focused on healthy living. People who come to our campus, work there or choose to live there will be exposed to a healthy environment, healthy lifestyle education and healthy choices. We want to be a regional leader in teaching people and families how to live a healthy life.

I hope you will choose to "Sign On" to this venture. We need the support and leadership of people like you to make this vision become a reality for our community.

Sincerely,

Alison H. Page, CEO

The Project

Baldwin Area Medical Center, Inc (BAMC) has purchased 105 acres to develop a health and wellness campus. This campus will provide a full spectrum of health and wellness services in a sustainable facility. The campus is strategically located on the Northwest corner of the I-94 and Highway 63 interchange.

The initial phase of this project has begun with the construction of a 106,000 square foot replacement clinic and hospital that costs \$37,500,000.

This replacement facility is designed to reflect the changing landscape of health care. The efficiencies built into the new facility will make a noticeable positive impact to patient care delivery as well as reduce our carbon footprint on the environment. BAMC has secured \$26,500,000 in financing from the United State's Department of Agriculture (USDA) and \$6,000,000 in financing from a regional bank for the project. With a \$5,000,000 down payment from BAMC cash reserves, construction of the clinic and hospital is well underway and the facility will open to the public in July of 2016.

However, the fitness center and therapeutic pool can only be built with philanthropic support.

The Need

Our communities are facing high rates of chronic disease and obesity as well as the needs associated with an aging population. Dealing with these issues demands a very different approach that focuses on healthy living and prevention. Since 1999, BAMC has offered a 9,000 square foot fitness center including a therapeutic pool in the basement of our current facility. It is membership based and used by community members, patients, and staff. Today, our membership has grown to 800 members which is 20% of the Baldwin population! This increase in membership volumes, patient usage and class participation has uncovered the following problems:

- **Space** - We have outgrown our current space and there is no room for expansion.
- **Safety** - Our below ground location and 24/7 access make it hard to monitor the fitness facility at all times. There are cameras but there are not always people to watch them.
- **Equipment** - Most of our equipment was purchased when the facility opened in 1999 which does not offer the most up to date exercise experience.
- **Accessibility** - Not having amenities such as an assisted changing room, childcare area, and a private class studio limit the number of people who can take advantage of our programs.



Our communities deserve more opportunities for and better access to programs and services that help them live their healthiest lives possible. Including our fitness center and therapeutic pool as an extension of our clinic and hospital allows us to:

- **Increase the range of healthcare options we provide to our patients.**
- **Assist our communities in achieving their personal health and wellness goals.**
- **Help people in Western Wisconsin reduce their risk factors for chronic disease.**
- **Make healthy choices easier, accessible, and affordable for the entire region.**
- **Emphasize prevention for everyone, whether they are healthy, at risk, or reclaiming their health.**



Please help us provide this valuable resource and improve the health of our community.

Fitness Center: What Will Be New

The plan for the new fitness center and warm water therapeutic pool features many new amenities that make transitioning to a healthy lifestyle attainable for our entire region. The expanded size of the new facility will allow us to serve more members and patients as well as provide the widest array of fitness classes and wellness programming in our area.

The new 12,800 square foot fitness center space will be at ground level offering easier access, an abundance of natural light, views to the outdoors, and increased safety and security.

Drop-in childcare will be available while using the center, for those with young children.

The 1,500 square foot fitness studio will be a separate enclosed space so class participants can have the privacy they need to exercise comfortably.

There will also be a separate equipment storage area so we can add new classes, such as spinning.



An assisted changing room will provide privacy and space for families with young children, seniors in need of dressing assistance, as well as those with special needs.

The new Hoyer lift will assist those who are unable to use the stairs to get in and out of the water.

An increased depth of 5'6" will allow more participants to achieve full non-weight bearing status.

Two propulsion jets have been added for resisted swimming and water running.

The therapeutic pool floor will be cushioned; decreasing impact on joints and protecting the fragile skin of our diabetic and older clientele.



Reasons to Give

Healthy lifestyles are difficult to maintain without supportive environments.

Making a gift to the Wellness is Our Future capital campaign gives you a unique opportunity to make a difference and improve the future health of our entire region.

Improves Community Health and Well Being

- Having a fitness center onsite increases the range of options and quality of care for patients in a number of departments.
- Teaching healthy living habits dramatically enhances the quality of life for individuals and families.

Provides a Safe and Comfortable Environment for Exercise

- Members with health concerns can work out in a place where the staff are medically trained and can quickly intervene in the event of an emergency.
- The fitness center is staffed with certified personal trainers that can work one-on-one with members in need.

Creates a Smooth Transition from Patient to Member

- Patients transitioning from physical therapy or cardiac rehab to an independent program are already comfortable with the facility, equipment and exercise program.
- Patients trust and rely on the close working relationship between the fitness center and rehabilitation staff.

Promotes Opportunities for Social Interaction

- Community members and healthcare providers can exercise side-by-side creating a larger sense of community.
- Patients, members, and providers can get to know each other as friends and neighbors making exercise a healthy social activity.

Helps to Build a Strong Supportive Community

- Our fitness center and therapeutic pool provide additional opportunities to be healthy and thrive, to connect with others, and to create a better place to live, work and raise a family.

Without the fitness center and therapeutic pool, the new medical center will be incomplete.

Ways to Give



BAMC has been listening and responding to the needs of area residents since 1936. Baldwin Area Medical Center has always been a place to receive traditional and exceptional medical care, but our future role in the community is changing. This project isn't about pretty, new buildings. It is about encouraging our communities to be their best physically, mentally, and socially in a facility that matches the quality care that BAMC provides and that our communities deserve. Please help us make a difference where we live, work, and play.

Community Goal \$2,000,000

This is an exciting opportunity for our communities to come together to make an investment in the health and wellness of our entire region for generations to come! Community participation and support is vital to the success of this project.

All gifts to this campaign are greatly appreciated and can be pledged over a five year period.

Ways to Give



Direct Gifts – Cash, Check, Credit Card



Pledges – Commitments can be paid in monthly or yearly installments over 5 years



Gifts of Stock



In-Kind Contributions



Planned Gifts



Memorial or Legacy Gifts

Baldwin Area Medical Center is a 501c3 nonprofit organization and all contributions are tax deductible. There are many opportunities for recognition and naming throughout the entire facility.

Baldwin Area
Medical Center *is*
Western Wisconsin Health



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