



The mission of Oconomowoc Memorial Hospital Foundation is to provide financial support to assist Oconomowoc Memorial Hospital in achieving the highest standard of care possible.

This is accomplished by providing a philanthropic environment to receive contributions, gifts, and grants, by developing fund-raising programs, and by prudently managing its assets.

The Foundation is an extension of our community that reflects people helping people.

Upcoming Foundation Events and Programs

March 11
LakeWalk For Cancer Early Bird Deadline

March, April and May
CEO Lunch Briefings with John Robertstad
Learn more about Oconomowoc Memorial Hospital's transformation
For more information, contact Maureen Gerard at 262-560-4566

May 2, 2009
LakeWalk for Cancer
Celebrating six years of support for Oconomowoc's Regional Cancer Center

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The Giving Connection

▶ Volume 2, Issue 2

From The Executive Director

Dear Friends,

Change is the theme for 2009 – both in our nation and at Oconomowoc Memorial Hospital and Foundation. As a new President brings changes to our country, our campus also is seeing changes.

A new patient tower is quickly rising between the Regional Cancer Center and the front entrance. This patient tower, while not adding beds to OMH, transforms the patient healing environment by adding family-oriented areas that include a larger room size, family lounge area and greater privacy.

Additional renovations to our critical care area continues our journey to provide state-of-the-art technology based care for patients, while supporting family and



patient comfort. Also, family-oriented areas such as a new kitchen and cafeteria and more green space will enhance visits and offer calm settings.

None of these projects occur without support from our friends in the community who are ready to help shape the future of healthcare in Lake Country. At no other time has it been more critical for us to thank and encourage those who support our endeavors.

More and more patients are without health insurance or are struggling to pay health care bills. This additional economic burden leaves little income to support new technology,

advance healthcare programming or fund expanded treatment. Donations from friends of OMH, like yourselves, help bridge this gap and keep our Hospital moving toward our new healthcare vision for Lake Country.

Thank you for continuing to support our endeavors at Oconomowoc Memorial Hospital and Foundation. We are reaching for tomorrow and hope you will join us!

Maureen E. Gerard,
CFRE
Executive Director

Inside this issue:

LakeWalk 2009	2
Inaugural Lake Country Health Breakfast A Success	2
Generous Estate Gift Received	3
Patient and Family Centered Care Program	3

Oconomowoc Memorial Hospital Foundation

Left to right:

Dinah Goldenberg
Development Officer

Maureen Gerard
Executive Director

Nicole Bessert
Development Officer

LakeWalk 2009 Underway

What makes LakeWalk unique to other cancer walks is that the money **stays here in Oconomowoc**, supporting cancer research and palliative care at the Regional Cancer Center at Oconomowoc Memorial Hospital.

This year marks the 6th Annual LakeWalk for Cancer. Over the past five walks, more than 9,300 walkers have raised nearly \$500,000 for the Regional Cancer Center at OMH.

LakeWalk 2009 is Saturday, May 2. Registration and pledge turn-in begins at 8 AM in Fowler Park, with the walk beginning at 10 AM. Entertainment will be presented during this time. A 2.2 mile route around Fowler Lake and an extended 3.4 mile route are



Above: Speaker Debbie Scott with Dr. Hansen and husband Bill Scott
Below: The walkers head out of the park



available. After the Walk, walkers can stay in the park to enjoy lunch provided by the Oconomowoc Lions Club!

If you are interested in forming a team, or would like to participate in LakeWalk, contact OMH Foundation or visit our website at www.lakewalk.org. Team informational packets are available at the Foundation office. Early bird registration ends on March 11th, so hurry to get the discounted registration fee of \$15. Registrations after March 11th up to LakeWalk day are \$20.

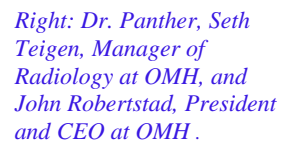
Volunteers are needed for this event! Please contact Nicole Bessert at the Foundation office if you are interested in lending your time to this important cause.

Inaugural Lake Country Health Breakfast A Success

On February 19, more than 130 guests attended OMH Foundation's inaugural Lake Country Health Breakfast event titled: Picture Your Heart. Presenting were Dr. Rob Panther, Cardiovascular Physician at ProHealth Care Medical Associates in Hartford, and Dr. David Roelke, Radiologist and Medical Director of Radiology at Oconomowoc Memorial Hospital. Sponsors of the event included: Dawes Rigging and Crane Rental, Inc.; Engberg Anderson Design Partners, Regional General Vascular Surgeons and Sheild Family Dentistry S.C. The program focused on heart health as well as heart imaging, testing and diagnosis available at the



Left: Lake Country Health Breakfast Chair Ed Lump with speakers Dr. David Roelke and Dr. Rob Panther



Right: Dr. Panther, Seth Teigen, Manager of Radiology at OMH, and John Robertstad, President and CEO at OMH.



Left: Jo Brown., Rick and Ann Reimenschneider and Dr. Roelke



Right: Mac Dorn and Dr. Panther.



Oconomowoc Physician Center at Hwy 67 and I-94.

Many thanks to Ed Lump, chair of the Lake Country Health Breakfast committee, and the OMH Foundation Board of Directors for their help in making this event a success. The Foundation is considering turning the Lake Country Health Breakfast into a series. Each program would focus on a different aspect of healthcare and treatment options present right here in Lake Country. Stay posted for more information!



Generous Estate Gift Received

A longtime Oconomowoc resident has left \$100,000 to Oconomowoc Memorial Hospital.

Harry E. Koepke, 86, of the town of Oconomowoc, died Saturday, March 8, 2008, at Shorehaven Health Care Center in Oconomowoc. Harry was born July 23, 1921, in the town of Oconomowoc, son of Albert Otto and Emelie E. (Born) Koepke. He was a dairy and hog farmer in the town of Oconomowoc. He was a member of St. Matthew's Evangelical Lutheran Church in Oconomowoc.

His obituary in the Milwaukee Journal Sentinel stated that Harry was "The youngest of six children, and after graduating from Oconomowoc High School, he



worked the family farm with his parents, brother Hilbert and sister Mable. Harry was a lover of the outdoors, and had a strong affinity for animals and beekeeping. Always independent, Harry added color and character to our community. During his lifetime Harry gave selflessly to all. Whether as a helper at a fire, assisting a neighbor with a roofing project, or through a philanthropic gift, Harry gave throughout his life to

whomever needed help." "Mr. Koepke's gift will help patients and families who visit our hospital," said John R. Robertstad, President and CEO of Oconomowoc Memorial Hospital and Board Member of the Oconomowoc Memorial Hospital Foundation. "The Foundation has designated a major portion of his gift towards our *Building on Generations of Care* renovations of the Hospital's patient bed tower. The Foundation designated the balance of the gift for the Century Fund that functions as an endowment for the Hospital. "We remain grateful for Mr. Koepke's generous bequest and plan to thank him by naming an appropriate space in our new facilities in his honor."

Patient and Family Centered Care Program

"Patient-centered care programming is more than just a marketing concept at Oconomowoc Memorial Hospital," says Mary Jo O'Malley, Executive Vice President, "it is about putting the patient at the center of our focus, positioning the family as their key support system, and doing whatever it takes to make this a positive healing environment."

This patient-focus programming was part of the original vision of the hospital when it was built 54 years ago. They recognized that a family-friendly environment plays a critical role in promoting the comfort and healing of their patients.

To ensure this philosophy

continues to be reflected in the hospital's daily operations as well as the new renovation project, the Hospital created the 20-member Patient and Family Advisory Council. This council is made up of people from the community the Hospital serves and its mission is to help consider how the patient and family-centered model is used and what needs to be implemented for it to succeed.

"This model is part of our culture, and these are our practices we have in place so we all do whatever is best for our patients and families," said Seth Teigen, director of clinical support who has oversight for this program as part of his duties. He has used this model

to help evaluate and purchase a new MRI Sound System for the Radiology Department.

"Bottom line," says Patricia Schroeder, Executive Vice President, "our model is all about being partners in care delivery with patients and family."



Above: A rendering of the new Patient Tower at OMH.