

City of Appleton Community and Economic Development Committee

June 14, 2017

A JOURNEY OF LEARNING

In early 2015, a Task Force that included community members, clinicians, and ThedaCare leaders came together for a series of meetings over eight months to explore our communities' needs and the future of health care.

LEARNINGS TO GUIDE OUR EXPLORATION

The Task Force's learnings will guide our ongoing exploration:

- Care is increasingly being delivered where people are – in their homes, at work, or online
- Virtual care and new technologies are changing care delivery
- A modern health care destination or hub will be essential to deliver the highest quality, most convenient care in the future

Strategic Facility Plan

Scope:

- It is an organization wide view.
- It includes **all** our facility types in **all** of our markets.



70 Existing Brick & Mortar Facilities

HD= Clinical 28, Admin 15

LD= Clinical 27

BOARD APPROVAL PROCESS

Board approved Strategic Facility Plan concept in February 2016

- Approved after second board meeting

Led to conversations with the community

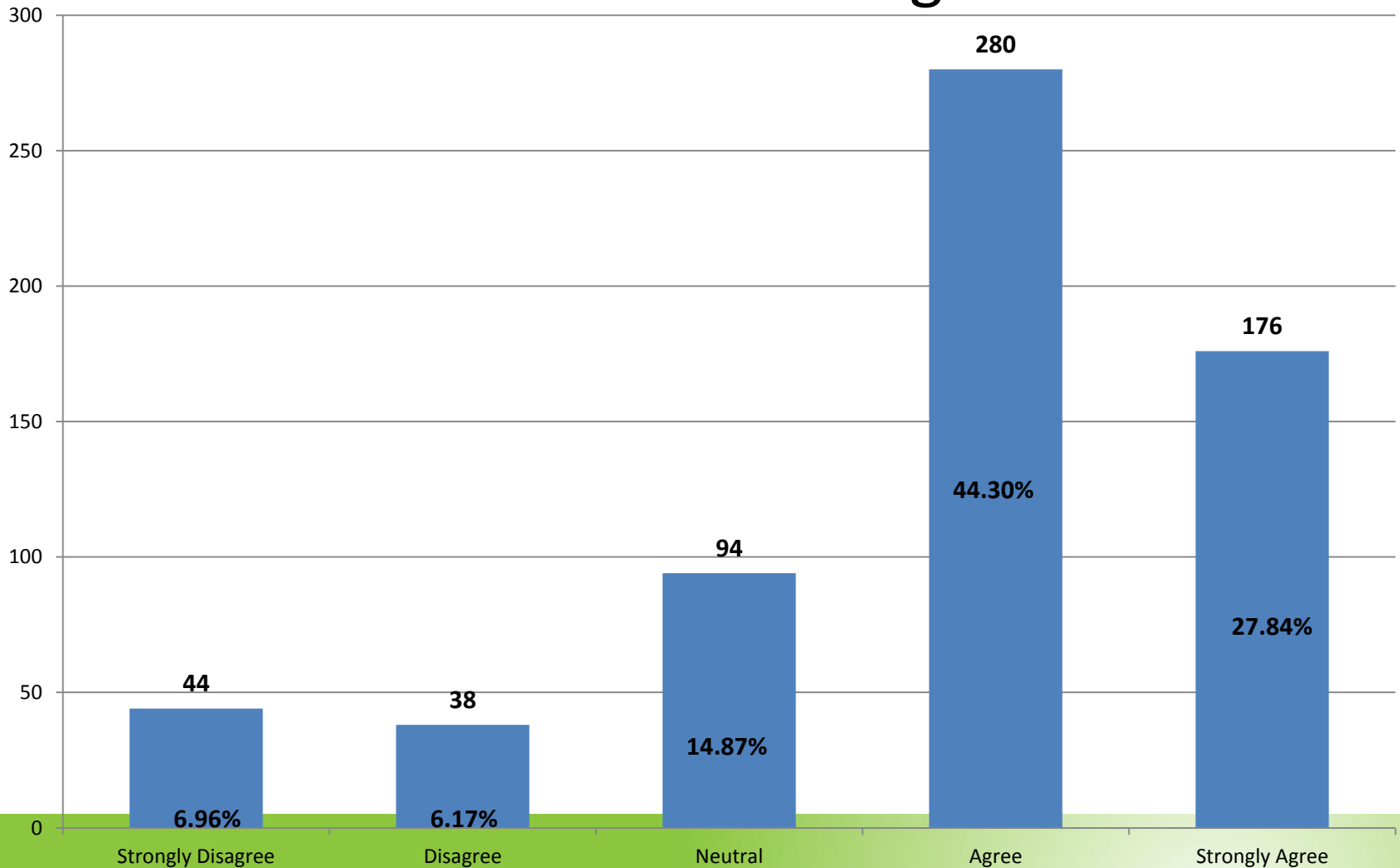
- Started 80 percent opposed
- Now 80 percent in favor

TALKING WITH THE COMMUNITIES

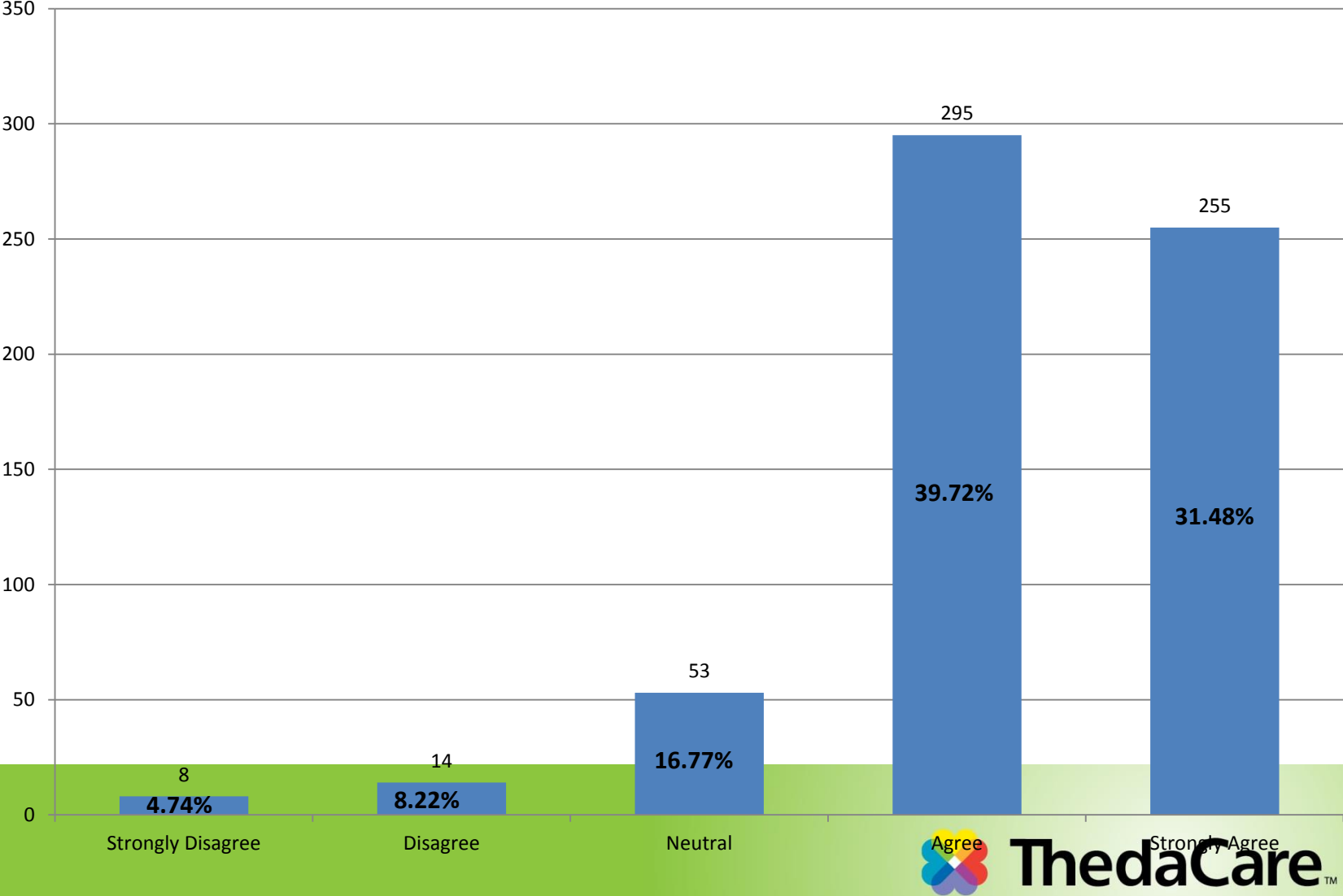
From May 2016 until October 2016, ThedaCare led 30 community conversations (which had more than 500 people total) regarding the exploration next generation medical center. These included:

- Four public forums
 - Two at Liberty Hall and two at Bridgewood Conference Center
 - Each attended by 50-100 people
- Future Neenah hosted events for the Downtown Neenah BID along with Menasha and Doty Island businesses
- Open coffee chats at local coffee houses
- Dozens of organizations like Kiwanis, Rotary, Chambers, etc. hosted leaders for discussion
- A topic at our six community conversations throughout NE Wisconsin
- Regular quarterly meetings with the mayors of Neenah and Appleton

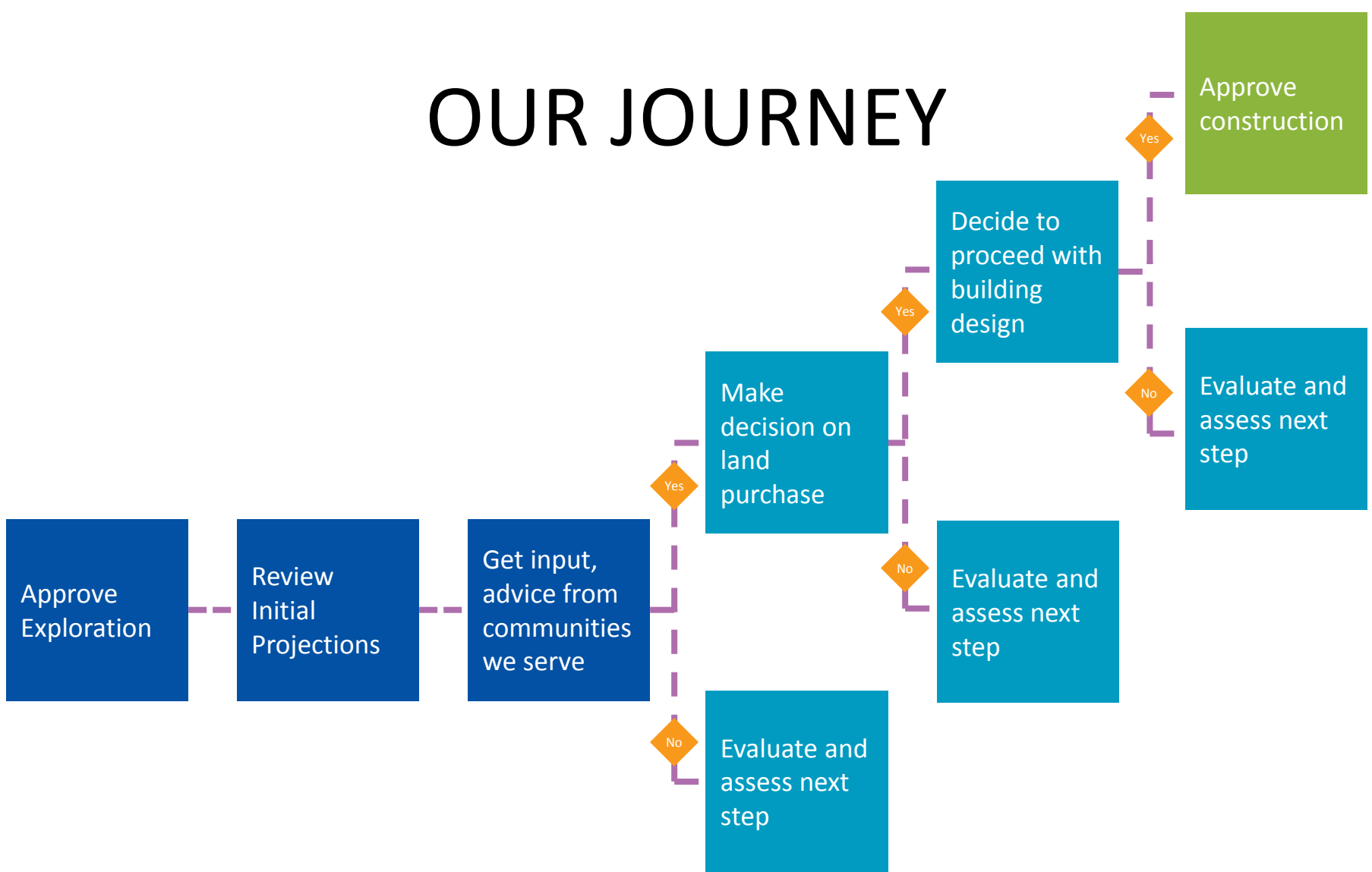
ThedaCare Has a Solid Vision for Delivery of Health Care in the Region



I Have Confidence ThedaCare is Working to Provide the Best Healthcare Services for Our Community



OUR JOURNEY



OUR GUIDING PRINCIPLES

- 1. We value our community.** We are committed to serving the community and making the community's needs a priority. As we consider opportunities, we will put the needs of the neighborhood and taxpayers first. We will respect the local neighborhoods. We will ask for community input and consider community feedback as we evaluate options.
- 2. We wisely steward our financial resources and opportunities.** We will work to maximize the financial value of the property, while working to minimize the financial cost.
- 3. We seek strategic economic value.** We commit to work toward a future use that is an economic asset to the community, meets a community need and offers economic strength to the community. We will give priority to future use opportunities that create jobs and increase the tax base.