

BenchMarks

A publication of Marshfield Clinic Health System Foundation

Fall/Winter 2018



Not just a game

Athletic Fund matches
your gifts to pediatric
cancer research



Marshfield Clinic
HEALTH SYSTEM
FOUNDATION



4 Planting the seeds of giving

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BenchMarks – Winter 2018

Marshfield Clinic Health System Foundation

Chief Philanthropy Officer

Teri M. Wilczek

Major Gifts

Brooke Wolff, manager

Sheri Dick

Bobbie Kolehouse

Karen Piel

Michael Strubel

Annual Giving

Rikki Starich, manager

Kim Baltus

Tracy Faber

Brit Heymans

Maree Stewart

Dan Wieland

Operations & Special Events

Tiffany Halan, director

Jody Day

Angie Guralski

Taylor Hoffman

Mary Beth Knoeck

Amanda Lancour

Anna Selk

Gidget Tobin

Steph Williams

Volunteer Services

Keresa Kilty, manager

Melissa Darr

Production & Graphics

Editorial Staff

Janet Stewart

Maree Stewart

Teresa Derfus

Designer

Brenda Budi

Photographer

Mac Bailey

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Marshfield Clinic Health System Foundation

1000 North Oak Avenue, 1R1

Marshfield, WI 54449-5790

Or call 715-387-9249 or 1-800-858-5220

or visit marshfieldclinic.org/giving.

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Cover photo: *Ryan Dieringer &
Dr. Michael McManus*

A message from:

Teri M. Wilczek, M.S., CFRE
Chief Philanthropy Officer



I've known Derek and Becky Dieringer's family for years. Their son, Ryan, attended the same school as my three children. I've watched Ryan grow from an outgoing and friendly kid into a resilient, humble and caring young man. His journey hasn't been easy but it's shaped him into the remarkable person he is today.

When Ryan was diagnosed with cancer, I watched as his basketball teammates, classmates and teachers, family, friends, the care team at Marshfield Clinic Health System and even people he had never met rallied around him.

That support system, gave Ryan strength when he needed it most. It's a support system that includes each of you.

The community that helped Ryan beat cancer came together once again to match donations from the Midwest Athletes Against Childhood Cancer (MAACC) Fund, resulting in gifts totaling over \$100,000 to pediatric cancer research this year (pg. 2).

A sense of community is also what drew Dr. John and Linda Melski to put down roots in Marshfield (pg. 4). With their recent legacy gift, they are planting seeds for the future.

You'll read how a support system helped Denny Riedel (pg. 8) recover from heart surgery so he could get back to biking, walking and the active lifestyle he thrives on. And you'll learn how volunteering to help others aided Joe Weis (pg. 16) in his recovery from a heart attack and a major stroke.

Our amazing volunteer fundraisers and special events (pgs. 20-29) are made possible because of groups of passionate individuals all dedicated to a common cause.

Communities we serve are at the heart of our Health System. When we work together to celebrate success, lift others when they are down or build each other up, we grow even stronger.

During this giving season, I encourage you to pause and reflect on your community. Be thankful for those who support you and think about how you support others.

You are part of the community that helps the Health System enrich lives each day. Thank you for your generosity, today and throughout the year.

With heartfelt gratitude,

Teri



NOT JUST A GAME

Athletic Fund deepens commitment to Marshfield Clinic Health System

Ryan Dieringer chats casually about finishing his freshman year of college, playing basketball and enjoying summer break in Wisconsin.

His engaging smile and friendly laugh make it hard to imagine that just a few years ago Ryan found himself in the fight of his young life against cancer.

As a sophomore at Columbus Catholic High School in Marshfield, Ryan was diagnosed with Ewing sarcoma, a rare type of bone cancer. The multi-sport athlete fought hard during nearly a year of treatments with the help of Cancer Care and

Research at Marshfield Medical Center-Marshfield and in the Chicago area before returning to sports. During his senior year, Ryan and his Columbus Dons made it to the state basketball tournament in Madison.

"After I was declared NED (no evidence of disease), it really struck me that I was given such incredible care," he said. "To receive treatment 10 minutes from my house made things so much easier and I had visits every day from teammates and friends. It really allows your support system to rally around you."

Ryan's cancer journey continued as his Columbus teammate Tyler

Fuerlinger competed in the Wisconsin Basketball Coaches Association All-Star Games in Wisconsin Dells. As part of the tournament, now in its 41st year, selected players from around the state raise donations that support the Midwest Athletes Against Childhood Cancer (MACC) Fund. Each year, student athletes across Wisconsin, including Columbus athletes, participate in the All-Star Games.

Marshfield Clinic Health System last year became the Fund's first new research partner in nearly a decade with a one-year grant of \$50,000.

Deepening its commitment, the Fund doubled that impact this year

Your gifts at work

Pediatric cancer research

Children undergoing cancer treatment at Marshfield Clinic Health System have access to innovative treatments and clinical trials. Clinical research donor support helps maintain

critical staff and Health System involvement in the Children's Oncology Group, the premier national consortium developing and sharing new therapeutics for children and adolescents with cancer.

To support pediatric cancer research, please contact MCHS Foundation at giving@marshfieldclinic.org or 715-387-9249.

through another \$50,000 grant and an additional \$25,000 matching-gift challenge, bringing the total impact in 2018 to \$100,000.

MACC Fund's retired executive director, John Cary, said the Health System's expansion of its pediatric cancer care services in the Eau Claire area and other Wisconsin communities was a key factor in the organization's support.

"We're very proud of the organizations we support and are particularly impressed with the people we encountered at Marshfield Clinic," Cary said.

Chief Philanthropy Officer Teri Wilczek said the relationship comes at a critical time for the Health System as it expands across Wisconsin. The Health System is one of just four health care research centers in the state that are MACC Fund beneficiaries. Others are Medical College of Wisconsin Cancer Center, Children's Hospital of Wisconsin and the University of Wisconsin Carbone Cancer Center.

"It's been a wonderful partnership so far and to see these student athletes raising funds that help patients in their own hometowns is very meaningful," Wilczek said. "A lot of the players know Ryan and other teammates who have received care through the Health System, so they feel a very personal connection to the event."

A similar connection drives corporate sponsorships of the MACC Fund, said Kevin Steiner, president and CEO of West Bend

Mutual Insurance Company and vice chair of the MACC Fund Board of Directors. The insurer has been a major MACC Fund donor for nearly a quarter century, with a goal of raising \$700,000 for the organization this year.

"THERE'S SO MUCH HOPE INVOLVED IN WHAT WE DO AND THESE RESEARCH INSTITUTIONS TURN THAT HOPE INTO SOMETHING GREAT."

"Sometimes we naturally question whether all the energy and donations are worth it," Steiner said. "About four years ago we learned our own co-worker's daughter was diagnosed with cancer and yes, indeed, there is a reason. This relationship has been profound and it has energized us in many ways," he said.

Donor support of clinical research through the Health System helps maintain critical staff and system involvement in the Children's Oncology Group, the premier national consortium developing and sharing new therapeutics for children and adolescents with cancer, said Dr. Michael McManus, a pediatric hematology/oncology specialist.

"As families progress through treatment, they begin to understand the depth of importance of these clinical trials toward patients' long-term success rates," McManus said. They are often involved in treatment on and off for years and over time can see progress that's being made.

"The MACC Fund partnership is going to make a great deal of difference

for our children," McManus said. "We want to offer them the best possible treatments. This will help."

Since its founding in 1976, the MACC Fund has raised more than \$62 million for pediatric cancer research. Former Milwaukee Bucks point guard Jon McGlocklin and "Voice of the Bucks" Eddie Douchette started MACC when Douchette's son Brett battled leukemia as a toddler. Brett is a cancer treatment success story, surviving the disease when the pediatric cancer cure rate was just 20 percent. Today, research has brought the rate to 80 percent.

Green Bay Packer Aaron Rodgers tops the Fund's current celebrity roster, appearing in television commercials, attending fundraising events and spending time with patients in Wisconsin children's hospitals. In 2015, the NFL MVP won \$50,000 for the Fund on Celebrity Jeopardy.

Building on that success and bringing star power to inspire future donors gets at the very heart of what the MACC Fund was designed to do, Cary said.

"To help a child is an incredible gift," he said. "There's so much hope involved in what we do and these research institutions turn that hope into something great."

Planting the seeds of *giving*

Dr. John and Linda Melski
put down roots in Marshfield

Strolling through Dr. John and Linda Melski's expansive, idyllic garden on a warm summer day, the couple points out the many treasures they've cultivated over the years at their Marshfield home.

"One spring the trillium just started blooming," said Linda. "Contemplating whether to move away in retirement, we knew we had to stay."

As the Melskis share stories about their lives in Marshfield and Dr. Melski's career at Marshfield Clinic, it's clear they have grown more than a garden. They've grown a legacy.

Dr. Melski's 23-year career at Marshfield Clinic began in 1983, when Drs. Doug and Martha Lee, now retired from their Clinic practices, invited the Melskis to Marshfield. The couples hadn't seen each other for 10 years but the Lees wanted Dr. Melski to interview for a Dermatology Department position. The Melskis, who lived in Boston at the time, traveled to Marshfield and an interview with Dr. William Schorr, a Clinic dermatologist, sealed the deal.

"We weren't sure what to expect," said Dr. Melski, "but the Clinic mission was very simply stated – to take care of people, teach and partake in research. It immediately

became clear that Marshfield Clinic practiced the kind of medicine I wanted to practice. I believed heart and soul in the mission."

"There were so many little signs that made us want to stay," said Linda. "We got on the plane to go back to Boston, looked at each other and said, 'Where are we going?' That's how much like home Marshfield felt. There was plenty of room to branch out."

Dr. Melski quickly made a name for himself at Marshfield Clinic, building his practice on the pillars of patient care, research and education. His commitment to patients and students quickly earned him the respect of fellow physicians and colleagues.

**"That was an
extraordinary moment,
an out-of-this-world
experience."**

"You've got to take the time to listen to the patient's story," said Dr. Melski, a self-described nerd. "Patients might come in with a rash and the tears come as they start telling their stories. Then you find out that rash is a symptom of mental and emotional wounds. It's easier to focus on the wounds on

their hands than the wounds inside. If you don't take the time to listen, you'd never know that. "It was an extremely gratifying career."

"Teaching was also extremely gratifying. It's just one of those things when you're helping people you are not going to see. You're planting the seeds."

One of his most notable achievements was his integral role in developing Marshfield Clinic's own electronic health record (EHR) system. He had completed a fellowship in dermatology and was the first enrolled in Harvard University's information technology fellowship so his passion for technology was a perfect fit for Marshfield. The early Information Systems Department was small and worked in COBAL, a computer programming language for business use.

As Clinical Informatics medical director, Dr. Melski's vision for medicine's future, coupled with his background and education in computer medicine, led him to pioneer gathering, storing and using data for better patient care.

"The EHR allowed for coding on diagnoses and I knew that was big data," he said.



Dr. John and Linda Melski

Dr. Melski is also known for his collaborative work in diagnosing the first reported cases of monkeypox in the Northern Hemisphere. In May 2003, a 3-year-old girl was bitten by a prairie dog imported from Africa and purchased at an animal swap meet in central Wisconsin. The child, from Dorchester, was hospitalized in Marshfield after developing a fever, swollen eyes and a skin rash. Testing of both child and prairie dog confirmed the monkeypox virus caused the illness.

“That was an extraordinary moment, an out-of-this-world experience,” said Dr. Melski. “Suddenly my name was in the Washington Post, the New York Times. We had researchers from the Centers for Disease Control and Prevention from Atlanta showing up in Marshfield. They were shocked by the depth of our research. It was one of those very gratifying moments when we showed what we can do right here in central Wisconsin.”

Linda made an indelible impact on the Marshfield community, too, raising three children, volunteering and serving on boards for numerous

community organizations. She was a librarian, served on the Friends of the Marshfield Public Library and Soup or Socks steering committees and has been an invaluable member of the Chestnut Center for the Arts Board of Directors while also volunteering there in many capacities. Her passion for giving continues to drive her civic involvement.

“My youngest son likes to say I’m too busy to have a job,” she said. “I like to be busy, I like to do things that make a difference and I think I’ve found several of them in this community.”

Following Dr. Melski’s retirement in 2017, the couple remains actively involved in the Marshfield community, advocating for arts, humanities and social justice.

Their generosity extends beyond their gifts of time and talent. They continue to donate to Marshfield Clinic Health System, most recently supporting art programs. They also have included a gift in their estate to be used for the Area of Greatest Need.

“I served on the Board of Directors for Marshfield Clinic, starting back in 1988,” said Dr. Melski. “In that role,

it was about fiduciary responsibility, all about serving the mission. That’s what we’re doing with this gift.”

“Dr. John and Linda Melski live Marshfield Clinic Health System’s mission in everything they do,” said Karen Piel, Gift Planning officer. “With this estate gift, they will serve patient care, education and research for years to come.”

For the Melskis, giving is more than an act of service. It’s an expression of gratitude.

“We wanted to be a part of something bigger than ourselves,” said Dr. Melski. “I am filled with gratitude. Of all the virtues, gratitude is the most important. If you’re truly thankful for what you have you feel better about giving to others.”

Over the years, the Melskis have put down roots to last a lifetime while the blooming of trilliums keeps them in Marshfield still.

And, with their gift, they have planted seeds for the future.

Foundation Board welcomes two new members

The Marshfield Clinic Health System Foundation Board of Directors, chaired by retired Marshfield Clinic Oncologist Dr. William Hocking, welcomes two new members in 2018.

This Board oversees philanthropic growth to pursue the Health System’s new initiatives, enrich lives and continue to engage and help communities.

Pam Haller and Denny Peterson join the Board this year and are serving along with Dr. Hocking, Dave Krause, Bob Marsh, Al Nystrom, Dr. John Przybylinski, Vice Chair Mike Schmidt, Mike Smith and Dr. Jessica Wernberg.

The Board welcomes:



Denny Peterson
*Chief Executive Officer,
Delta Dental of Wisconsin,
Stevens Point*

Denny Peterson of Stevens Point has worked at Delta Dental of Wisconsin for 40 years. When first hired as Marketing director, he was Delta Dental’s 11th full-time employee. Peterson has held senior positions within Sales & Marketing and Operations before being appointed executive vice president in 1993 and CEO in 2016.

Peterson’s interest in medical research, along with his philanthropic experiences and community involvement, make him uniquely suited to be a member of the MCHS Foundation Board.

He is active in the community and has served on boards for Saint Michael’s Hospital, Portage County Business Council, University of Wisconsin-Stevens Point (UWSP), Chancellor’s Advisory Council, the Dean’s Advisory for Marquette University School of Dentistry and United Way of Portage County.

Peterson, a UWSP graduate, and his wife, Sharon, are sports enthusiasts. They have coached 25 years’ worth of youth teams between the two of them including flag football, soccer and basketball.



Pam Haller
*Executive Vice President,
Chief Digital Experience &
Marketing Officer, Royal Credit
Union, Eau Claire*

Pam Haller is Executive Vice President – Chief Digital Experience & Marketing Officer at Royal Credit Union. Her focus in this role is growing brand awareness, marketing automation, online member acquisition and digital presence. Prior to that, she was director of Marketing, Communications & Recruitment at Chippewa Valley Technical College (CVTC) for seven years. Before joining CVTC, she was director of Sales & Marketing for 15 years at Visit Eau Claire, the destination marketing organization for the greater Eau Claire area. She is a graduate of Cardinal Stritch University with a master of business administration degree and a minor in health care. Haller also has a marketing degree from Anoka Ramsey Community College in Minnesota.

Haller thrives on community involvement, holding current or past positions on committees and boards including the Eau Claire YMCA, Momentum West, Eau Claire Chamber of Commerce, Wisconsin’s Governor’s Council on Tourism, Downtown Eau Claire, Inc., Wisconsin Technical College System and the City of Eau Claire.

Haller and her husband, Matt, live in Eau Claire and have two daughters.

Your gifts at work

Planned gifts

Planned gifts, bequests and other estate gifts have a tremendous impact on the future of patient care, research and education programs at Marshfield Clinic Health System. Those who make legacy gifts also gain membership to the Doege Legacy Society.

To learn more about how you can leave a Health System legacy, please contact Karen Piel, charitable gift planning officer, at piel.karen@marshfieldclinic.org or 715-389-3868.

Keep beating on

DENNY RIEDEL'S STORY

I've always prided myself on being healthy.

There's nothing I love more than being outside, being active and motivating others to do the same. My wife and I own a sporting goods store in Marshfield. I try to eat the right things and support health and wellness causes. I exercise daily and am an avid biker.

So when my Marshfield Clinic physician told me that I was at high risk for a major heart attack and needed surgery, "shocked" doesn't even begin to describe my reaction.

My heart was not as strong as I thought. But I knew the heart care team at Marshfield Clinic had the skill, experience and compassion to give me the best chance at a healthy life.

A few months before my surgery, in peak autumn colors season, my wife and I took a 20-mile bike ride on some local trails. We enjoyed the crisp October air and on the way back, I started experiencing severe mid-back pain that I'd never felt before. The feeling passed and we continued on our way. But over the next few months, the occasional back pain returned.

During my annual physical at Marshfield Clinic, I asked my

primary care provider about the pain and he recommended a stress test after reviewing my file. I felt fine during the test. When I got off the treadmill I thought, "I aced that."

I wasn't even close. A surgeon came in and told me I needed heart surgery to remove a significant blockage. Though I felt completely normal, I had a ticking time bomb in my chest.

I went in for surgery the very next day and just two days later, I was out of the hospital to begin my recovery. Thankfully, Cardiac Rehab staff was there every step of the way. They worked with me on a plan that allowed me to return to my active lifestyle as soon as possible.

There are so many people like me who live healthy lives and have no idea they are at risk for heart disease.

We've all heard the facts. One in four people in the United States dies of heart disease each year. Right here in Wisconsin, heart disease is the second leading cause of death overall and the leading cause for those over age 65.

Like you, I've heard these startling statistics and thought they couldn't apply to me. But heart disease can happen to anyone and you can help treat and prevent it.

Marshfield Clinic knows heart disease has a real impact on health in the communities they serve. Because of support from people like you, they can provide life-saving care to heart patients like me and work to reduce the risk of heart disease.

It's been one year since my surgery and I'm grateful every day for the compassionate care I received.

By supporting heart care at Marshfield Clinic, you can help fund new equipment, awareness programs, support for families, innovative research, educational resources and more that are vital for heart disease prevention and care.

This year, I'm giving back to thank my heart care team and support healthy hearts for patients like me. If you make a gift today, together we can make a remarkable impact on heart care in our communities where and when it's needed. Will you join me?

Sincerely,



Denny Riedel

 **Give to heart care.**
marshfieldclinic.com/giving/heart

Cardiac Cath Lab

Heartbeat of Marshfield Medical Center – Marshfield

Statistics say it all.

Heart disease is the leading cause of death in Wisconsin, accounting for more than two out of every 10 deaths statewide. According to the Wisconsin Department of Health Services, about 1.3 million Wisconsin adults have hypertension, an uncontrolled risk factor for heart disease. Other factors are high cholesterol, smoking, diabetes, obesity, high stress and sedentary lifestyle, all adding to this statistic and demonstrating the need for expert heart services.

Indeed, expert heart care resources save lives and Marshfield Medical Center-Marshfield (MMC), through its Cardiology Services, provides that care for people in need.

"There's a growing need in our service area for highly-technical services as a result of both our aging population and technology advances," said David Kasun, manager, Marshfield Medical Center-Marshfield Cardiac Catheterization Lab. Because of this broad range

of expert care, MMC's Cath Lab is meeting heart care needs for about 6,000 people each year.

The Cath Lab is an examination room with imaging equipment used to visualize a patient's anatomy and includes equipment for treating a variety of cardiovascular problems.

MMC, which is a certified Stroke Center, has added and improved heart care services that include:

- Starting a pulmonary embolism program, in which a team rapidly assesses a patient who has had a blood clot that's traveled to the lung and takes measures to remove that clot.
- Re-initiated the Watchman procedure. This is an alternative for patients who can't tolerate their anticoagulation regimen like warfarin that's commonly prescribed to prevent strokes in patients suffering from atrial fibrillation.
- Launched the CardioMEMS program, a heart failure

monitoring system implanted in the pulmonary artery. The Cath Lab team works closely with the Heart Failure Improvement Clinic team and these patients.

- Updated electrophysiology equipment with the latest technology to help in a wide range of treatments for arrhythmia, including ablation.

Additional equipment upgrades and Cath Lab refurbishing are underway for a state-of-the-art structural heart room.

This room will support MMC's existing transcatheter aortic valve replacement (TAVR) structural heart program which has served nearly 350 patients.

Future program development will be in areas like MitraClip, which can fix a leaking mitral valve, and Mitral Valve-in-Valve procedures that give high-risk patients an alternative to valve replacement surgery.

"While we're expanding our services across Marshfield Clinic Health System as a whole, we're making changes in Marshfield that allow this location to maintain its status as the premier hospital in central and northern Wisconsin for cardiac treatment," Kasun said. "We want patients, as well as physicians from outside our Health System, to turn to us for our world-class expertise."

To learn more about how you can support Health System cardiology programs, please contact Sheri Dick, gift officer, at dick.sheri@marshfieldclinic.org or 715-387-9247.

The Watchman device seals off the mouth of the left atrial appendage, preventing formation of blood clots.



It's hard to overstate the impact Drs. Alpa and Milind Shah are making through their work at Marshfield Clinic Health System.

Alpa, a psychiatrist specializing in women's mental health who also directs the Perinatal Mood Disorders Program, has served on the Health System's Board of Directors since 2014.

Milind, an interventional cardiologist, is among a very few physicians statewide performing transcatheter aortic valve replacement (TAVR), an innovative, non-surgical treatment for heart patients. In addition to treating patients' complex cardiac and vascular conditions, he also is Cardiology Service Line medical director.

In addition to clinical and administrative roles, the Shahs are also longtime donors to MCHS Foundation and its predecessor entities.

A key area of their giving has been the HOPE (Help Our Priceless

Employees) Fund, which supports Health System staff members who are in financial difficulty due to illness, family crisis or are facing other issues.

"We spend the majority of our waking hours at work, so this is our family," Alpa said. "What we do every day wouldn't be possible without our staff and we value them tremendously."

Seeing colleagues smile and deliver excellent care for patients, even when they are struggling in their own lives, inspired the couple to give in this way, Milind said.

"When I think of the Shahs' impact here, the word that keeps coming up is 'leadership,'" said Teri Wilczek, chief philanthropy officer. "That's because they've chosen to take on all these roles at a most critical time in the organization's history and because our rapid growth is significant. When you add that to their personal giving of time and financial gifts it's leading by example."

More broadly, as the Health System increasingly devotes

resources toward behavioral health issues in general, Alpa believes the organization is focused on a positive future.

"Mental health has historically been carved out from medicine and from health plan benefits and had a stigma in general in society, so to see our organization step up and say this is an important priority is really great to see," she said. "Mental illness is more prevalent than many people realize."

The couple, originally from India, completed residencies at Cleveland Clinic before relocating to Chicago for fellowships – Milind at University of Chicago and Alpa at University of Illinois at Chicago. They have two daughters.

"Our conversations as a family are about giving back because we feel so fortunate for what we have received here," said Milind. "It's not only the job but also the friendship and sense of community here. We owe a lot to this community and have a responsibility to pay it back."



Drs. Milind & Alpa Shah
Dr. M. Shah, M.D., FACC, FSCAI:
Cardiology
Dr. A. Shah, M.D.: Psychiatry
Years at Marshfield Clinic
Health System: 18

Medical Education Day recognizes achievements of residents, fellows

Marshfield Clinic Health System's annual Medical Education Day this year featured residents' and fellows' research and scholarly activity projects, celebrated scholarly accomplishments and offered special recognition for exemplary achievement in research.

Dr. Matthew Jansen, medical director, Division of Education, awarded the 11th annual Nikolai Award for Outstanding Resident Research Mentor to Dr. Erik Stratman, Dermatology Residency Program director. Dr. Bilal Unar, a graduating Internal Medicine residency resident, received the Nikolai Award for Outstanding Resident Research.

"Scholarly work of our doctors in training is truly impressive," Jansen said. "We are confident the research experience they receive will lead to better patient care outcomes in the future. Medical Education Day provides a wonderful opportunity to showcase the work of both mentors and trainees."

Dr. Thomas Leschke, General Surgery resident, was named Best Oral Presenter with his project titled, "Seasonal Variation in Postoperative Hypocalcemia Following Total Thyroidectomy." Drs. Nathan Schreiber and Andrew Urquhart were mentors and investigators on the project.

"Participating in research as a resident helps to better understand and participate in the process through which medical advancement



Dr. Thomas Leschke (left), General Surgery resident, accepts the Best Oral Presenter Award from Dr. Matthew Jansen (right), Division of Education medical director.

Your gifts at work Education

Support for medical education helps attract students and other health care staff to Marshfield Clinic Health System and continues vital education programs like resident research, nursing education, simulation lab, community and patient education.

To support medical education, please contact Karen Piel, charitable gift planning officer, at piel.karen@marshfieldclinic.org or 715-389-3868.

occurs," Leschke said. "Through designing and completing our own research studies, we develop a more complete ability to understand and think critically about medical literature, allowing it to be more judiciously integrated into practice."

The award for Best Poster Display was given to Dr. Zachary Morrison, General Surgery resident, for his work titled, "Primary Pancreatic

Neuroblastoma in an Infant." Other authors recognized for the piece were Drs. Kathleen Dominguez and Michelle Manalang.

The Health System's residency programs have graduated 714 residents and 42 post-doctoral fellows since 1974. More than 80 of those graduates are caring for patients within the Health System.

Momentous effort

Research Institute receives \$60 million from NIH for *All of Us*

Marshfield Clinic Research Institute was awarded \$60 million by the National Institutes of Health (NIH) earlier this summer to continue implementing the *All of Us* research program in Wisconsin.

This momentous effort, through 2023, is meant to advance individualized health prevention, treatment and care by gathering health data from 1 million people or more living in the U.S., reflecting America’s diversity.

All of Us focuses on precision medicine, an emerging approach to disease treatment and prevention that considers differences in people’s lifestyles, environments and biological makeup, including genes. By partnering with 1 million diverse people who share information about themselves over many years, *All of Us* will enable researchers to more precisely prevent and treat a variety of health conditions.

The Research Institute has partnered with University of Wisconsin School of Medicine and Public Health, Froedtert & the Medical College of Wisconsin and BloodCenter of Wisconsin, part of Versiti, to capture health information from at least 100,000 Wisconsin residents over five years.

These institutions were initially awarded \$5.36 million in August 2017 to begin implementing *All of Us* in Wisconsin and combined are one of 10 health care provider organization consortia across the country participating in the research program.

“Marshfield Clinic Research Institute is proud to be a leader in precision medicine, something we have been a part of since 2002 when we started the Personalized Medicine Research Project,” said Murray Brilliant, Ph.D., director of the Research Institute’s Center for

Human Genetics. “This award is the next step in our goal of representing people from all walks of life in medical research.”

All of Us Wisconsin has partnered with regional Federally Qualified Health Centers to help engage and recruit research participants. BloodCenter of Wisconsin will educate and engage its thousands of blood donors for potential program involvement.

People ages 18 and older, regardless of health status, may enroll. Participants are asked to share different types of health and lifestyle information, including through online surveys and electronic health records, which will be collected over the course of the program. The program will include communities that have been historically underrepresented in biomedical research, making it the largest, most diverse resource of its kind.

Marshfield Clinic Research Institute Clinical trials help patients

At any given time, Marshfield Clinic Research Institute has more than 100 clinical trials across Marshfield Clinic Health System in process.

Whether through life-saving cancer trials that provide vital treatments for patients, research on how to reduce obesity in those with the rare Bardet-Biedl Syndrome or trials that work to improve the performance of vaccines, clinical trials are part of everyday patient care through the Health System.

Clinical trials are research studies that test how new medical approaches might work for people. Trials answer scientific questions in efforts to find better ways to prevent, screen for, diagnose or treat disease. Clinical trials may also compare a new treatment to an already-available treatment.

“I am proud of what we accomplish through clinical trials because I know if we didn’t have the Research Institute here, many patients would be forced to drive hours for answers,” said Dr. Amit Acharya, the Research Institute’s executive director. “Every day we get better at integrating research with care delivery, which is an important step in making the Health System better and to continue delivering high quality care for our patients and our communities.”

The Research Institute has a history of both industry-sponsored and investigator-initiated clinical trials for more effective disease treatment and prevention.

“Physician researchers have done amazing research, ranging from early experiences with cardiovascular surgery to current efforts in rare disease research,” said Dr. Robert Haws, Clinical Research Center director. “Clinical research offers

opportunities for researchers to translate scientific knowledge into bedside care to improve the health and wellbeing of our patients.”

The newly-formed Cancer Care and Research Center is the latest example of delivering high quality clinical trials to patients where they receive care. A researcher was recognized earlier in 2018 with a National Cancer Institute Physician Accrual Award for ongoing enrollment in cancer clinical trials — Dr. Adedayo Onitilo who heads Cancer Care and Research.

“As an oncologist, I became involved in clinical research to ensure my patients would have access to state-of-the-art treatments only available in clinical research studies,” Dr. Onitilo said. “Participating in clinical research allows us, as clinicians and scientists, to continue to expand the body of knowledge on cancer and cancer treatments.”

The Center for Clinical Epidemiology and Population Health is engaged in vaccine clinical trials, including those for RSV and flu. Researchers are leading a study this flu season to assess immune effects of different flu vaccines in adults.

“There is a very good chance we will be involved in industry-sponsored RSV vaccine trials like the ones we have done in prior years,” said Dr. Ed Belongia, director, Clinical Epidemiology and Population Health.

“Philanthropy has played a critical role in Marshfield Clinic Research Institute’s pioneering precision medicine research. We are thankful for ongoing support to continue driving that vision forward into the future of patient care.”

Dr. Amit Acharya, executive director, Marshfield Clinic Research Institute



Your gifts at work

Precision medicine

Gifts from people like you are valuable in funding precision medicine, including new studies and recruitment efforts as well as developing ways to translate clinical research to patient care. There are many ways to help, including:

- Signing up to participate in *All of Us* by calling 888-633-9987 or sending an email to allofus@marshfieldresearch.org.
- Making a gift for precision medicine research at marshfieldclinic.org/giving/donate
- Calling MCHS Foundation at 715-387-9249; or visiting marshfieldclinic.org/giving.



Your gifts at work

Clinical trials

Gifts to Marshfield Clinic Research Institute (MCRI) fund participation in clinical trials for patients throughout the Health System. Oncology, cardiology, neurology, precision medicine and pediatrics are among specialties offering clinical trial treatment options.

“When our son, William, was diagnosed with acute lymphoblastic leukemia and I first heard the words ‘clinical trial’ my first thought was, ‘I am not compromising the health of my kid for anything.’ But because of research, he’s here and he’s running and jumping and playing and he has his hair back. You’d never know by looking at him that he had cancer.”

- Grateful mom Becky Krause, Marshfield

To learn more about how you can support research at MCRI, contact MCHS Foundation at giving@marshfieldclinic.org or 715-387-9249.

While cutting-edge patient care is the most important advantage, there are many others that come with participating in research.

“Research benefits everyone. For patients it brings opportunities to improve understanding and care for their conditions. For the medical center or clinic, it brings recognition and patients interested in receiving the best care possible. For clinician-researchers it ignites interests, promotes learning and enriches fulfillment they have in their profession,” Dr. Haws said.

Dr. Haws often cites his first-ever patient diagnosed with Bardet-Biedl Syndrome (BBS) as the reason for his interest in researching BBS. He noticed there wasn’t much research about this rare disease. That’s when he began dedicating his life to improving health care for those with the rare syndrome.

Dr. Haws also is quick to recognize the many patients who place trust in their physician-researchers to create new treatments as well as the many researchers who dedicate their careers to research.

Patients benefit from Komen grant for 3-D mammograms

A Susan G. Komen Foundation grant of about \$24,000 means access to 3-D mammograms for more than 330 patients whose insurance plans don’t cover the exam’s cost.

Marshfield Clinic Mobile Services operates three mobile mammography units, one which is fitted with 3-D mammography capability. In the past year, the units provided more than 7,000 mammograms in 70 counties. The Marshfield Clinic mobile mammography units are supported entirely through philanthropy.

Many women have dense breast tissue which places them at higher risk of missed cancers and false positives because tissue and cancer tumors appear white on 2-D X-rays. 3-D mammography reduces the risk by taking images of the breast from different angles to more accurately identify small cancers.

However, many insurances, including Medicaid, do not cover 3-D screening mammograms, leading women to opt out because of financial reasons.

“Our mobile mammography units reduce barriers to health care access for women throughout Wisconsin,” said Myron Gadke, Mobile Imaging Services manager. “Providing free 3-D mammography for low-income, rural Wisconsin women is another example of us removing those barriers.”

Susan G. Komen Foundation staff came to Marshfield Medical Center-Marshfield this summer to present the check.

“It’s fabulous we have this opportunity to present this check to an organization that has been and still is doing wonderful work for communities, not just in Marshfield but statewide communities,” said Gloria Singleton-Young, a Komen mission manager.

Dr. Kristie Guite, a radiologist specializing in mammography, said mammograms can lead to early detection and therefore, quicker treatment for a better health outcome.

“We know patients who live in rural areas have a huge barrier to traveling for breast cancer screening,” said Dr. Guite. “These screenings are important in reducing breast cancer mortality.”

The Komen Foundation also gave Mobile Services’ staff “I am more than just pink” capes and described them as “superheroes.”

Your gifts at work

Mobile mammography

Marshfield Clinic Mobile Services mobile units are supported through philanthropy. In the last year alone, its mobile units traveled 111,000 miles and performed more than 7,000 mammograms, serving women in rural areas who may not otherwise have access to preventive screenings.

Currently, one Mobile Services unit is equipped with 3-D mammography capability. You can help upgrade an additional 2D unit to 3D technology. To learn more, contact Michael Strubel, gift officer, at strubel@michael@marshfieldclinic.org or 715-858-4424.



Marshfield Clinic Mobile Services received \$24,000 from the Susan G. Komen Foundation to provide 3-D mammograms. Lee Anne Ryta (from left), Dr. Kristie Guite and Myron Gadke show off their pink superhero capes as they hold a check representing the grant.

Keep moving forward

Hospital volunteer continues to give back after surviving the unexpected

You probably have a lot on your mind if you're walking through Marshfield Medical Center-Marshfield's (MMC) main lobby doors.

You could be worried about a loved one who you're there to visit, where you have to go for a hospital-based procedure for yourself or finding the Emergency Department in this big facility for a family member.

As you walk through those lobby doors, your stress may ease as you're greeted by a smiling face, a warm welcome and a "What can I help you with today?"

Chances are you've just met a volunteer like Joe Weis.

Weis is a dedicated MMC volunteer with his own remarkable story of resilience, strength and the healing power of giving back.

When Weis began volunteering at the Hospital over five years ago, he had just retired from a 26-year career with Sherwin-Williams and was looking for a meaningful way to get involved.

"I heard about volunteer opportunities at the Hospital from growing up around Marshfield. It was something I could help with and I knew it would keep me busy," he said.

"The most difficult thing was realizing I had to re-learn everything."

Weis dove right in, helping at the information desk, staffing the family waiting room and escorting patients. He was a dedicated volunteer and enjoyed getting to know patients, families and fellow volunteers. He also worked part-time fixing copy machines, doing repairs on units and driving to and from Appleton during the week for parts.

On a June day in 2016, as he finished mowing his lawn, Weis felt a little short of breath. The feeling persisted so his wife suggested they go to the hospital, but he resisted.

"We got in the car, drove a mile and I told her this was silly and we should turn around. But the next morning I agreed to go in and then they sent us to the Emergency Department."

From there, Weis underwent testing and quadruple bypass surgery.

"I couldn't believe it when they told me I had suffered a heart attack," he said. "I was healthy and active but you never know what can happen."

That incident was not the only detour Weis' life would take.

After a week in the hospital following heart surgery, Weis went home. Just three months later he was in the hospital again, fighting for his life following a stroke.

"I remember I was at home and my grandchildren were visiting," said Weis. "One of them came in to wake me up in the morning and when I opened my eyes I couldn't speak."

Weis was taken to the Hospital, a Certified Primary Stroke Center since 2009. He underwent an MRI and was stabilized.

"I don't remember anything about that day but my wife said everything was looking positive... I was sitting up and talking and they were ready to send me home," said Weis. "That's when the second stroke happened."

A much more severe stroke just one day after the first left Weis on life support. He was on a ventilator with feeding tubes, unable to communicate or move. Weis remembers nothing of that time, but said his physician was discussing moving him to an assisted living



facility because his care team was unsure of his prognosis.

"My wife was there around the clock with me," said Weis. "She kept a close eye on me and let the nurses and staff know when I needed something."

The first thing he remembers was opening his eyes but being unable to see.

"That was scary," he said. "I didn't know where I was. My wife, the doctor and nurses had to explain what had happened."

Weis began to improve and soon started rehabilitation.

"The most difficult thing was realizing I had to re-learn everything," said Weis. "My doctor didn't know if I'd walk again or how much I would improve because no one really knows how the brain works. I just knew I had to work really hard. Even the most simple tasks, like swallowing, had to be re-learned."

Slowly, Weis continued to improve, regaining the use of his limbs, ability to speak, eat and walk. After nearly nine weeks in the hospital, his care team sent him home Dec. 22, 2016. His goal was to be home by Christmas to celebrate with his family.

His motivation didn't stop there. Weis worked hard every day and attended physical and occupational therapy.

Just a few months after going home, Weis called Keresa Kilty, MMC's Volunteer Services manager, to ask when he could volunteer again.

"Keresa was cautious because she didn't want me overdoing it, but I assured her I was ready to come back," he said. "We walked around the hospital so she could observe me and make sure I was ok before I got the green light."

Weis was eager to get back to his normal volunteer duties, but with one request.

"I wanted to do a lot of walking and moving around," he said. "My doctor said that to keep improving I had to keep moving. Between going to the YMCA every day and volunteering I am able to get my steps in for my recovery. It's a good challenge."

He volunteers two days a week and his assignments put him in contact with many patients. Recently he helped families who'd traveled to MMC from around the world, as they navigated specialized care appointments for Bardet-Biedl Syndrome.

Today, Weis leads a near-normal life with few restrictions. He enjoys spending time with his wife, two children, two stepchildren, three grandchildren, nine siblings and his mother. During the summer, Weis and his wife like to take their grandchildren camping whenever possible.

He credits his MMC care team as well as his service as a volunteer for helping him get to where he is today.

"The biggest thing is to appreciate where I am, keep a positive attitude and work hard. It still takes me a little longer to do things and I have to really think about even the simplest tasks. Speech is still difficult but as long as I slow down, I'm fine.

"We all talk too fast anyway!

"And I'm really grateful to everyone at Marshfield Medical Center. They saved my life. They looked after me and now I'm able to help them as a volunteer. It feels good to give back."

Learn more about volunteer and Volunteer programs at MMC-Marshfield by contacting Keresa Kilty, Volunteer Services manager, MCHS Foundation, at kilty.keresa@mchsfoundation.org or 715-387-7106.



Celebrating gratitude at the Spirit of Giving Awards event

Gratitude is 24/7/365 for Marshfield Clinic Health System Foundation but for one evening each year, gratitude is expressed exponentially during MCHS Foundation's annual Spirit of Giving Awards event.

Honored are individuals, volunteer fundraisers and businesses that support the Health System's mission. Nearly 200 people gathered this year to honor Ridin' for a Reason; Michael Smith & Associates, Ameriprise Financial; and Dr. George and Anna Magnin.

MCHS Foundation Board Chair Bill Hocking, M.D., Health System CEO Susan Turney, M.D., and MCHS Foundation Chief Philanthropy Officer Teri Wilczek introduced and presented awards.

"This is truly one of our favorite events of the year," said Dr. Hocking. "The generosity of our honorees and everyone here this evening epitomizes philanthropy. You all have a tremendous impact on our patients, their families and our communities."

"To be in a room full of remarkable people so dedicated to helping others is a reminder of what our Health System is all about – enriching lives," said Dr. Turney. "When you make a difference even for one patient, you also touch that person's family, friends and community."

Wilczek introduced the Outstanding Volunteer Fundraiser, Outstanding Philanthropic Organization and Legacy of Philanthropy award recipients with a video and speech highlighting each honoree.

Ridin' for a Reason representatives took the stage to receive the Outstanding Volunteer Fundraiser award. Since 2007, the Ridin' for a Reason motorcycle rally has grown to raise over \$100,000 for Marshfield Clinic Mobile Services, including \$23,000 at this year's event June 2. Dedicated participants gather annually the first Saturday in June on their bikes, traveling to local establishments to have a great time for an even better cause.

"...people so dedicated to helping others is a reminder of what our Health System is all about – enriching lives"

Delivering state-of-the-art early detection where it's needed most is personal for many involved with Ridin' for a Reason. Event founder Angie Gibbs-Thomas is a cancer survivor who received her treatment at Marshfield Clinic locations in Eau Claire.

When the award was presented, Gibbs-Thomas received a standing ovation for sharing a heartfelt account of her experience.

"Since I don't know that I'll have this many Marshfield Clinic people together at the same time again, I find it necessary to tell you what a difference Marshfield Clinic has made for me," Gibbs-Thomas said. "Your staff made me believe I didn't have to listen when I was diagnosed with stage 4 cancer and given a year to live. Here I am almost five years later. Everything you do for us as patients matters."

Michael Smith & Associates, Ameriprise Financial, received the Outstanding Philanthropic Organization Award for continued support through the Dueling Against Cancer event.

Smith was inspired to start the event following a series of health challenges his father experienced. Though his father eventually passed away, Smith shared his family's gratitude to Marshfield Clinic for the care he received.

Michael Smith & Associates plans "Dueling Against Cancer" each March in Stevens Point. Featuring a dueling pianos act, it's a fun evening that impacts patients' cancer care. Proceeds support local Marshfield Clinic cancer care in Stevens Point and the WINGS survivorship program. More than 400 people attended this year's event, which raised over \$45,000 for cancer care programs, bringing the event total to over \$265,000.

Smith was quick to credit his team for the hard work and passion they put into Dueling Against Cancer. "I am very proud of the way our team works with clients, but I'm especially proud of the way they all pitch in to make this fundraiser a success."

He also talked about the importance of supporting cancer care for clients and families they serve in the community. Smith named many friends and co-workers affected by cancer, emphasizing that the event is held in their honor.

The evening culminated in an emotional moment when the Legacy

of Philanthropy Award was presented to Dr. George and Anna Magnin.

"A few iconic figures have shaped the course of Marshfield Clinic's history," said Wilczek. "These individuals have changed the way we practice medicine and kept a steadfast focus on our mission: enriching lives. For people like Dr. George and Anna Magnin there is no greater calling than a life of service for others."

Wilczek highlighted the Magnins' years of service to the Health System, including Dr. Magnin's illustrious career and their continuous support of research and education.

"Marshfield Clinic in its storied history has accepted the rich, the poor and the people (without) funds equally with love and attention and expertise, making this one of the nation's foremost medical institutions. And it is my wish that this legacy will persist indefinitely," said Dr. Magnin. "We have a responsibility to support this Clinic. We need to give."

The Magnins received a standing ovation as they were honored.

As the evening closed, Wilczek shared MCHS Foundation's gratitude for sustaining support.

"I am personally grateful to each of you," she said. "You inspire others to make a difference and that is one of the greatest gifts you can give. Thank you for that spirit of giving – this evening and throughout the year."

2018 Spirit of Giving Honorees



Michael Smith & Associates, Ameriprise Financial – Outstanding Philanthropic Organization.



Ridin' for a Reason – Outstanding Volunteer Fundraiser.



Dr. George and Anna Magnin pictured with their family – Legacy of Philanthropy.

SPECIAL EVENTS

Rich Seubert's Celebrity Trap Shoot | April 14

Rain, sleet and snow did not deter the over 250 shooters, spectators, sponsors and volunteers who joined together for fun at the 10th Rich Seubert Celebrity Trap Shoot presented by Ho-Chunk Gaming Black River Falls and Ho-Chunk Gaming Nekoosa April 14.

Overall, the shoot and evening reception raised nearly \$150,000.

"The winter weather didn't discourage our attendees and sponsors from showing support for this event and its impactful cause," said Anna Selk, special events coordinator, Marshfield Clinic Health System Foundation.



Snow, what snow? Former New York Giants Rich Seubert and Geir Gudmundson enjoy the 10th Celebrity Trap Shoot April 14, which raised nearly \$150,000 for child-friendly spaces at Marshfield Medical Center in Eau Claire and Marshfield as well as the Angel Fund.

Seubert, a Rozellville native, is a former New York Giants player and celebrity attendees included former New York Giants players Derek Engler, Geir Gudmundson, Adam Koets and Mitch Petrus.

Nearly 11 years ago, Seubert and his family planned this event, inspired by his grandmother, Celine Seubert, one of the longest surviving heart transplant recipients in Wisconsin. They wanted to build a legacy for her by raising funds to support cardiology research at Marshfield Clinic Research Institute. Since then, over \$1.5 million has been raised to support research and patient care initiatives.

"This year's event helps make a difference in the lives of children, adults and their families by creating child-friendly spaces in our hospitals and assisting patients in financial need with non-medical expenses through the Angel Fund so they can focus on getting and staying well," Seubert said.

When this event started in 2008, goals for success were similar to Seubert's professional football career goals - work hard, give generously and make a difference. Ten years later, he continues to be inspired by these same goals to help patients, families and their loved ones throughout Wisconsin.

Child Life Bash | May 24

A wave of over 200 guests attended the Child Life Bash beach party at RiverEdge Golf Course, Marshfield. Generous attendees and sponsors raised over \$45,500 to support Child Life and Expressive Therapies at Marshfield Children's Hospital.

Stars of the show were Children's Miracle Network (CMN) Hospitals Miracle Children Lakken and Cameron. They shared their personal health stories and how Child Life and music therapists tremendously impacted their experience and care at Marshfield Children's Hospital.

"It was a fantastic night with many wonderful community partners and individuals supporting Child Life Services and Expressive Therapies," said Amanda Lancour, program manager, Children's Miracle Network Hospital. "The work they do means so much and we heard that first-hand from the two incredible Miracle children and their families."

Child Life Services and Expressive Therapies are made possible through philanthropic support and events like Child Life Bash.



Miracle kid Cameron stays cool in his beach-themed attire at Child Life Bash.

Children's Miracle Network Hospitals Partner Summit | May 25



Our 2018 Children's Miracle Network Hospitals Miracle Children.

Children's Miracle Network (CMN) Hospitals' local and national partners gathered to celebrate 2017 fundraising efforts, discuss best practices and experience the mission firsthand through spotlight tours of Marshfield Children's Hospital.

Tours were offered through the Neonatal Intensive Care Unit, Pediatric Rehabilitation Gym, Snoezelen Room, learn more about Music Therapy and more.

Highlight of the day was meeting the 2018 CMN Hospitals Miracle Children - Cameron Krall, Isaac Mlodik and Audrina and Amiya Krizenesky. Representing Marshfield Children's Hospital nationally this year is Lakken Burzynski, a past Miracle Child.

Steven Meissner Memorial Classic Fore the Kids | June 12

Thirteen years and \$1.5 million after its founding, the Steven Meissner Memorial Classic “Fore the Kids” continues to promote youth initiatives and keep the memory of a beloved community member alive.



Fore the Kids raised funds this year for Marshfield's first mental health patient navigator.

Nearly 200 golfers, sponsors and volunteers came together to raise over \$76,000 to support Center for Community Health Advancement's Youth Net program, which provides year-round after school programming to 300 youths ages 8-18. New this year, proceeds also will support the area's first Mental Health patient navigator at Marshfield Clinic Health System.

Psychiatrists Drs. Justin Schoen and Alpa Shah, with Behavioral Health Department Manager Sandy Bump, spoke at the event along with Fore the Kids committee member Mandy Witt. They talked about the need for mental health services in our communities and explained the impact a Mental Health patient navigator will have on patients and families. This position will be a single point of contact connecting patients and families with appropriate resources for their specific situations while offering support and guidance.

Fore the Kids' success relies on hard work by event organizers Dave and Tammy Meissner, their family and generous sponsors. They, in turn, credit more than 50 volunteers who work for months leading up to the event.

Mike's Run | June 23

Runners helped raise more than \$30,000 for the eighth annual Mike's Run in Marshfield with more than 220 participants choosing a two-mile walk or five-mile race.

Mike's Run was founded in memory of Mike Hackman who took his own life after a lifelong battle with mental illness. Funding from Mike's Run has been used for community education, professional conferences, mental health support groups, suicide prevention training and many other services through Marshfield Clinic Health System's Psychiatry & Behavioral Health and Center for Community Health Advancement.

This year's funds will help support a new Mental Health patient navigator position, the first of its kind in this region.

“With each annual Mike's Run, our families' hearts heal because of the positive things being done to help others cope with mental illness,” said JoAnn Hackman, Mike's mother.



Hundreds of participants came out to run, walk and raise more than \$30,000 for Mike's Run.

Kids Duathlon & Hub City Days Duathlon | July 27

More than 65 kids participated in the Kids Duathlon and over 180 adult participants registered for the Hub City Days Duathlon competing as individuals or relay teams.

Nearly \$20,000 was raised throughout the weekend's events. Proceeds support Marshfield Clinic Health System's Center for Community Health Advancement Youth Net program. Youth Net, an educational and prevention program for referred Marshfield area students ages 8-18, provides programming to over 300 at-risk youth throughout the year. This program focuses on individual outcomes related to educational and academic success, personal and social skills, health and fitness, community service opportunities and positive relationships.



Watch for 2019 special event dates coming soon at
www.marshfieldclinic.org/giving/special-events

CALLED TO ACTION

Volunteer fundraising for MCHS Foundation

Shooting for a Cure

April 7-8

Breast cancer claims the lives of more than 40,000 people each year and behind this number are thousands of children, spouses, friends and colleagues devastated by losing their loved ones.

A group of incredible Wisconsin Rapids-area volunteers has worked tirelessly to raise funds for breast cancer research in hopes of turning that number around.

Doris Laskowski, along with the “Shooting for a Cure” planning committee, conducted the 17th annual fundraising pool tournament at Layla’s Pub in Wisconsin Rapids. It was a record year with 28 participating locations, more than 60 volunteers, 152 participants from around the U.S. and a men’s section which was new this year.

“I look forward all year to coming to this event and spending the weekend with these women,” shared one participant.

All proceeds are designated to breast cancer research at Marshfield Clinic Health System. This year’s event netted \$22,500, adding to the grand total of over \$386,000.

These funds help Health System clinicians and scientists continue accessing clinical trials and use precision medicine to determine the most effective treatments for patients.



SPASH ‘Run for Life’ Color Run

April 21

With 602 participants and more than 800 pounds of color powder, the Stevens Point Area High School (SPASH) “Run for Life” Color Run continues to give back to Marshfield Clinic Cancer Center-Stevens Point.

Jared Kort, SPASH junior class president, thanked his community and school for supporting an event that means so much to him.

“I have seen how cancer affects not only the patient but the family of the patient, which is why I was inspired to donate all proceeds directly to affected patients in my community,” Kort said. “It brings me comfort that I, along with people in my Stevens Point area, can come together to support those families affected by cancer. With our help, they can spend more time getting better and less time worrying about the tremendous cost of cancer care.”

Through support of the SPASH junior class, the 2018 Run raised over \$6,800.



D.C. Everest Fast Pitch ‘Game for a Cure’

May 3

Emily Marquardt, a senior softball player from D.C. Everest Senior High School in Weston, organized a “Game for a Cure” to support Marshfield Clinic Health System’s Neal Family Pediatric Diabetes Fund.

Each year when D.C. Everest plays Wausau East at home, the team hosts “the cure game” and chooses a cause a team member supports. Marquardt has had Type 1 diabetes since she was in kindergarten so supporting this fund has significant meaning to her.

Dara Luangpraseut said she and her family were so honored the softball team chose their fund to support. The family established the pediatric diabetes fund for daughter Fiona Neal, who was diagnosed with type 1 diabetes at the age of 7.

“We started the fund and ‘Dance for Diabetes’ event because we believe children should never feel diabetes stops them from living their best lives,” she said. “Thank you for choosing the Neal Family Pediatric Diabetes Fund for your cure game and helping us make an even greater impact.”

In 2017, the fund helped 268 children living with type 1 diabetes and their families. Over \$3,000 was raised during the game and D.C. Everest also won, 11-0.

All the more special for Marquardt was that she hit a home run during the game.



Be a Hero

April 28

People came from all over Wisconsin to support and participate in the second annual Be a Hero 5K in Marshfield.

Around 250 runners and children joined to race for the Child Advocacy Center at Marshfield Clinic Health System. Thanks to generous sponsors, donors and race participants, over \$8,000 was raised.

“Be a Hero 5K was very successful,” said Stephanie Dischinger, Security Health Plan Coding/Auditing specialist and founder of Be a Hero Foundation. “Our committee members worked so hard to make sure this event went extremely smooth.”

Dischinger’s son, Alexander, is a survivor of child abuse. After his recovery, Dischinger felt a strong pull in her heart to create a greater awareness of child abuse which is why she started the Foundation.

“While the Be a Hero Foundation works toward our goal of child abuse prevention, we want to help children and families who unfortunately go through what Alex and I went through,” she said.

Detective Kevin Hamill, Marshfield Police Department, spoke to participants about the prevalence of child abuse and the department’s process when a report of suspected child abuse or neglect is received.

“I want to encourage people not to be afraid to report suspected child abuse or neglect,” Dischinger said. “It is better to be wrong than to be too late and it takes a village to keep our children safe.”

Woodchucks game benefits pediatrics

July 26

Marshfield Clinic Health System night at the Wisconsin Woodchucks baseball game in Wausau was a grand slam, raising nearly \$2,500 for Marshfield Children's Hospital.

Prior to the game, the Health System partnered with the Woodchucks for a Create-Your-Own-Jersey contest. Woodchucks' players and coaches wore the jersey designs and those jerseys were later auctioned off to raise funds.

Children's Miracle Network Hospitals Miracle Kids Audrina, Amiya, Isaac and their families also enjoyed throwing out the first three pitches at the game.

More great action:

- University of Wisconsin-Stevens Point (UWSP) Student Athlete Advisory Council hosted Cardio for a Cause Jan. 30 from 8 a.m. until halftime of the UWSP men's basketball game Jan. 31 at Quandt Fieldhouse. Leading up to the game, students, faculty and UWSP Athletics supporters rode stationary bicycles in 15-minute shifts. Riders collected pledge cards from generous friends and family, raising \$1,015 for heart care research at the Health System.



- Stacey Lecker, a teacher at Grant Elementary School in Marshfield, once again brought smiles, warmth and support to many Marshfield Clinic Health System patients receiving chemotherapy in Marshfield this April. In her third year of donating comfort packs, she brought in 90 thermo totes filled with blankets, personal notes written by students in grades 2-6 from her school and other items to let chemotherapy patients know they are not alone in their journey.
- Students Seth and Ridge Duell stopped in June to donate Subway gift cards, along with special notes from students at St. Anthony School in Loyal, for pediatric patients and their families at Marshfield Medical Center. Seth was cancer-free eight years in August and wanted to let others diagnosed with cancer know they are not alone in their fight. Gift cards like these come in handy for families, providing a meal and a break during appointment days.
- Diane Nelson and Nicole Miller, Medford Area Public School District Elementary School, dropped off donations for Marshfield Clinic's pediatric oncology treasure chest in June. For many years, in place of a student gift exchange during the holidays, students have donated gifts for pediatric cancer patients.



- Marshfield Clinic Cancer Center-Stevens Point staff members in July volunteered at the annual American Legion baseball game, this year at Hackman Field in Marshfield, to benefit breast cancer care and research.
- Rachel Finn and her daughter Hallie dropped off a special donation of 25 care packages for families in the Neonatal Intensive Care Unit (NICU), Marshfield Medical Center-Marshfield. Hallie was in the NICU as a baby and her family made the donation in honor of her fifth birthday. Rachel, Hallie and their friends and families made homemade lotion and lip balm for NICU staff. The donation also included blankets, onesies and outfits for babies in the NICU.



Children's Miracle Network Hospitals volunteer fundraising:

- IHOP hosted National Pancake Day Feb. 27 with Wausau and Plover locations offering free short stacks of pancakes and accepting donations to CMN Hospitals at Marshfield Children's Hospital. IHOP has been a proud partner of CMN Hospitals since 2006 and has raised over \$22 million for local children's hospitals.
- Throughout February, credit unions in central and northern Wisconsin were filled with stuffed animals for the annual Credit Unions for Kids Share-A-Bear campaign. Over 4,500 stuffed animals were donated to Marshfield Children's Hospital to be given to sick and injured children throughout the year. Many branches also hosted other fundraisers to benefit CMN Hospitals, bringing total support from local credit unions to over \$15,000.
- UWSP students raised \$2,610 at this year's Dance Marathon in March to benefit CMN Hospitals. Since its inception, the national Miracle Network Dance Marathon movement has raised more than \$200 million for kids across North America.





- Thanks to the Colby Community Library for donating Courage Capes for kids at Marshfield Children's Hospital in March. Library patrons and community members joined together to sew 131 reversible capes at a 10-hour sew-a-thon. Courage Capes inspire hope, healing and strength for hospitalized children and they can take them home and use them for superhero fun. The Colby Community Library also donated care packages with books for babies in the NICU and their families during National Library Week.
- Marshfield Girl Scout Troop 6161 completed a bronze award in April by making 10 tie blankets and donating them to Children's Miracle Network Hospitals at Marshfield Children's Hospital. They chose this project because of the need for blankets in hospitals. Some Girl Scouts had been hospitalized previously and understood the need for items like blankets to comfort pediatric patients. A Daisy Troop joined Troop 6161 on the project to demonstrate teamwork and responsibility.

- Girl Scout Troop 7241 stopped by with a donation of handmade blankets for hospitalized children in May. They picked out fabric, made the blankets and personalized each with an inspirational note and picture.
- Miss Wisconsin's Outstanding Teen 2017, Grace Stanke, coordinated a "Shoot, Mingle, Raise" trap shoot May 19 benefiting CMN Hospitals of Wisconsin. The event at the Wausau Skeet & Trap Club raised over \$3,000 and Marshfield Children's Hospital received a portion of these funds. CMN Hospitals is the national platform of the Miss America's Outstanding Teen Program. This organization annually raises more than \$15 million for CMN Hospitals.



- After a late spring snowstorm, Boogie and the Yo-Yoz rescheduled the band's annual Spring Fling concert and raffle to benefit CMN Hospitals for May. Bakerville Sports Bar, the event location, donated a portion of proceeds to support local kids. The event raised \$1,400.
- Music for Miracles on Father's Day June 17 at Bull Falls Brewery raised awareness and funds for CMN Hospitals. CMN Hospitals Champion Lakken spoke at the event about the importance of CMN Hospitals at Marshfield Children's Hospital.
- Tees For Kids annual golf outing, sponsored by The Samuels Group and Environments, June 18 raised over \$26,000 for local kids at Marshfield Children's Hospital. Miracle Kids Audrina, Amiya and Isaac were there, too. Isaac golfed while the girls helped on the course selling Beanie Babies. Both families shared their stories and the kids donated artwork for the auction.

- Papa Joe's in Stevens Point hosted its 13th annual Snoopy Pole Classic June 24 to raise money to support CMN Hospitals and Marshfield Children's Hospital. The fishing event started with an idea to support a sick child in need, but the staff soon learned they could do even more. Snoopy Pole this year brought in another \$3,400 for local kids and their families.
- Lumberyard Bar & Grill in Marshfield donated 50 percent of proceeds from s'mores dessert sales in June to CMN Hospitals at Marshfield Children's Hospital.
- Nearly 80 golfers from the Central Wisconsin Contractors Association gathered at Greenwood Hills Events Center in July to raise funds for CMN Hospitals at Marshfield Children's Hospital. This is the Association's 22nd year of hosting the event to benefit CMN Hospitals and over \$50,000 has been raised to help local kids. Miracle Kid Isaac and his friend Keller golfed and several people generously donated their raffle prize winnings to the boys.
- The Hooten Beamers Club of Wisconsin Rapids had its' 35th annual raffle benefiting CMN Hospitals. They raised \$650 which was presented by Sally and LeRoy Joosten.
- Christmas in July at Marshfield Children's Hospital was July 21, complete with Santa visiting, delivering toys and spreading cheer to children. Dozens of others joined him on the motorcycle ride from Harley-Davidson of Wausau to the Children's Hospital. The group donated hundreds of toys as part of its year-round fundraising efforts to support the Child Life program. July's delivery included a gift card from Knights of Columbus and Harley-Davidson of Wausau for three Touch 2 Play interactive game tables for the pediatric sedation waiting area, as well as bereavement supplies.
- Pierce Manufacturing, Appleton, won the Oshkosh Excellence Award in the Innovative Excellence category for its Pierce Truck Builder. Brad Burzynski, Pierce Manufacturing Engineering manager, nominated Children's Miracle Network Hospitals at Marshfield Children's Hospital to receive the \$10,000 award in honor of his niece Lakken, our local CMN Hospitals Champion.



Feeling inspired to start your own fundraiser for a cause at Marshfield Clinic Health System? Contact Mary Beth Knoeck, volunteer fundraising coordinator, at marybeth@marshfieldclinic.org or 715-389-3258.

Shining Stars

The Shining Star program through Marshfield Clinic Health System Foundation offers grateful patients the chance to thank physicians and staff who have had a positive impact on their Marshfield Clinic experience.

Gifts to the Shining Star program can support funds of your choice in patient care, research and education across the Health System. Consider a gift through the Shining Star program and learn more at www.marshfieldclinic.org/giving/shining-star.

Please take a moment to read these impactful Shining Star stories received this year:



Kelly Koshak, Patient Assistance counselor
Marshfield Clinic Park Falls Center

“Late yesterday afternoon, I worked with a patient newly diagnosed with uncontrolled Type II diabetes. He recently lost his insurance and could not afford to purchase insulin. His fiancé had called Patient Assistance and she learned it would take a couple of weeks to process paperwork. The family was near tears as they recognized the need for insulin but simply could not afford it. The patient’s blood sugar was at a dangerous level. I called Patient Assistance here in Park Falls and was relieved to get a hold of Kelly. After I explained the situation, Kelly called the pharmacy to arrange a pack of insulin through the Angel Fund. The patient picked up the insulin and necessary supplies while on his way to the

Emergency Department to be evaluated and treated. Kelly went the extra mile for this patient, taking action that could in this case literally be lifesaving. She is truly a Shining Star!”

- Anonymous



Marshfield Clinic Comfort & Recovery Suites
Endocrinology
Internal Medicine
Neurology/Neurosurgery
MMC 5 North
Child Life staff

“Last fall, I was diagnosed with a meningioma brain tumor and thyroid cancer. The diagnosis knocked our whole family sideways but it was my son who I worried about the most. Alex has Tourette syndrome and anxiety disorder, which challenges us every day. When life gets tough, I am his biggest advocate. However, this time, it couldn’t be me helping him through and I knew it was going to be tough.

“I have volunteered for Children’s Miracle Network Hospitals since I was 11 years old and was at the Marshfield Hospital when the Child Life program was first established. However, I never realized this was a service available to me until my pediatrician, Dr. Edna DeVries, mentioned it right before my first surgery. She immediately got a hold of Heidi Giese, Child Life manager. Before I knew it, Heidi and Jaurdon Wood, a Child Life specialist, were planning out every detail of how they were going to help Alex through my brain surgery. And oh my, they made the best out of a bad situation. It was amazing! Jaurdon was with my son through my surgery and recovery and it helped put me and my parents at ease.

“The whole experience has reminded me how very lucky we are to have such great care and programs like this so close to home. When we first connected with the Child Life specialists, I believed I was doing this to help Alex. Now I realize how much it helped me, too. I am forever grateful!

“I cannot say thank you enough for how extra special everyone made us feel during a very tough time.”

- Kara Johnson-Siegler



Taylor Rose, Amy Schmitt and Danika Kanneberg, Registered Nurses
Marshfield Medical Center Birth Center,

“My experience at the Birth Center was full of unexpected road bumps. During what should have been such a happy and joyful time, these nurses went above and beyond to be so helpful and kind to me to make a stressful situation a little more tolerable. They gave me some happy moments to remember from the birth of my child. Thank you so much for all you did and continue to do.”

- Anonymous

SHINING STAR

Physicians and staff members who have recently been honored with gifts through the Shining Star program:

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Celebrating Legacies

Verlyn Scheider: A surprise gift will benefit many children and families

It began with a phone call to the Marshfield Clinic Health System Foundation in October 2017. A bank employee was seeking information about sending funds from a certificate of deposit owned by a gentleman who recently passed away. The gentleman was 90-year-old Verlyn Scheider and the gift was to benefit Children's Miracle Network (CMN) Hospitals at Marshfield Children's Hospital.

But who was Verlyn Scheider and why did he make this gift to help local children receiving care at Marshfield Children's Hospital?

"It is not uncommon for us to receive gifts from estates of individuals who chose not to inform us of their intentions during their lifetime," said Karen Piel, charitable gift planning officer, MCHS Foundation. "However, when we learn of these surprise gifts my initial reaction of gratitude is quickly followed by my need to know more about people like Verlyn Scheider and what inspired them to so generously support a cause like CMN Hospitals."

Fortunately, Scheider's good friend, Tom Guth, was able to assist. Guth said Schneider was a bachelor farmer from Buena Vista in Portage County who was very active until his passing. Scheider enjoyed traveling, baseball, music and weekly golf outings with Guth during summer months.

Guth was not surprised that his friend left a large portion of his estate to support children and families who needed care at Marshfield Children's



Verlyn Scheider (left) golfs with his good friend, Tom Guth.

Hospital. However, Guth was not aware of any specific reason Scheider chose to support CMN Hospitals since there was not a known family member or close friend who received care at the hospital.

"Verlyn was a simple man who lived a simple life but had a heart of gold," said Guth. "When he first told me about his desire to donate to CMN Hospitals I wondered what reason he had to help that organization. He said he wanted to help young children and that was the best place. He heard a lot about good work being done at CMN Hospitals."

Amanda Lancour, program manager - CMN Hospitals, MCHS Foundation, has met Guth and heard stories about Scheider.

"The support Verlyn provided will help numerous local children

and families who need care at Marshfield Children's Hospital," said Lancour. "Though there is something unfulfilling in not having had the opportunity to meet Verlyn and thank him for his wonderful gift, there is incredible joy in knowing that we will be able to use his gift to help children just as Verlyn wished."

If you'd like to join Verlyn Scheider and provide a gift in your will, trust or by beneficiary designation to support Children's Miracle Network Hospitals at Marshfield Children's Hospital or any Health System area that's meaningful to you, contact Karen Piel, charitable gift planning officer, at piel.karen@marshfieldclinic.org or 715-389-3868.

Ideas for your year-end giving

Another year will soon end and it's this time when many people make charitable gifts, often without much advance consideration.

Now is a great time to think about charitable gifts you would like to make in 2018 and plan how to make those gifts cost-effectively.

Marshfield Clinic Health System Foundation is grateful for gifts of cash that arrive between now and year's end but we know some of our supporters could benefit from gifting assets other than cash.

As you plan your gifts, here are a few things to consider:

Use your IRA.

If you have an IRA, are over the age of 70 ½ and have not yet taken your required minimum distribution (RMD) for 2018, you may save taxes by making your charitable gifts from your IRA rather than from your checking account. You need to direct your IRA administrator to make a gift directly to charitable organizations before the IRA administrator sends the RMD to you. Many IRA administrators automatically send the RMD around

Dec. 1 so you may need to take action in November. You can make gifts to more than one charitable organization using your IRA, up to an annual maximum of \$100,000.

Check your stock portfolio.

Take a look at the fair market value and cost basis of the stock you own. If you have stock with a fair market value greater than the cost basis, you can save taxes by gifting the stock instead of cash. You need to make sure you have owned the stock for at least one year, so check the purchase date as well. Also, never gift stock that has a fair market value lower than your cost basis. You won't be able to claim a loss on the stock if you accidentally gift stock to a charitable organization that has decreased in value.

Take a look at what else you own.

You may not realize you have other assets besides cash or stock that you can use for your charitable support. Some examples include:

- Life insurance
- Real estate
- Personal property
- Funds held in a donor-advised fund

Get information about life income gifts.

If you would like to support an organization but also know you need income, you may want to explore life income gift options. Charitable gift annuities and charitable remainder trusts both allow you to gift cash or property and receive a current tax deduction, as well as income for your lifetime or a set number of years. Now is a good time to request an illustration so you have time to fully consider this option before Dec. 31.

Talk to your tax preparer.

Schedule time to meet with your tax preparer to review your anticipated income, deductions and potential tax liability. This can be helpful in determining which assets to use for your charitable gifts as well as to consider the timing of those gifts. With tax law changes that went into effect Jan. 1, 2018, you may benefit from different strategies than those you used in the past.



MCHS Foundation offers assistance with charitable gift planning as a free service to our donors. Contact Karen Piel, charitable gift planning officer, to schedule your consultation at piel.karen@marshfieldclinic.org or 715-389-3868.

This assistance is for educational purposes and does not replace the need to consult with your personal tax and financial advisors. You are welcome to invite your advisors, family members or other trusted individuals to join you.

Marshfield Clinic Health System Foundation
1000 N Oak Ave
Marshfield, WI 54449-5790

ADDRESS SERVICE REQUESTED

Give from your heart to theirs this season.

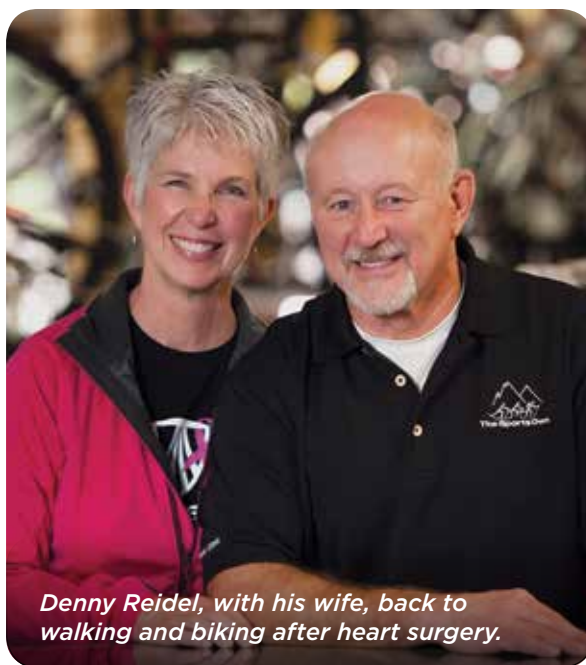
Chances are, you know someone who has suffered from heart disease. By supporting heart care at Marshfield Clinic Health System, you can fund new equipment, awareness programs, help for families, innovative research, educational resources and more.

Your help is needed to grow important heart care programs in our communities.

Help keep more hearts beating strong by making a gift today.



marshfieldclinic.com/giving/heart



Denny Reidel, with his wife, back to walking and biking after heart surgery.



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