

BenchMarks

A publication of Marshfield Clinic

Spring 2016



• 1916

the beginning

1900 1905 1910 1915 1920 1925 1930 1935 1940 1945 1950 1955 1960 1965 1970 1975 1980 1985 1990 1995



2 First Clinic lab

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Cover photo: *Three of the founding physicians: Karl Doege, William Hipke and Walter Sexton in front of the 1927 Clinic.*

A message from:

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



One of my earliest memories of Marshfield Clinic is a photo taken when I was about 5 years old. I was at my hometown Marshfield Clinic Greenwood Center, where my family received our care. The photo was taken in the waiting room where my sister and I were seated on cute little chairs alongside a children's activity table that was donated to the Clinic. How exciting to think that philanthropy was already making an impact even back in 1979!

Marshfield Clinic has been enriching lives for generations. My family's history with Marshfield Clinic runs deep. I realize now just how lucky we were to have Marshfield Clinic in our little town of Greenwood, with a population of just a thousand people. My grandparents, parents and in-laws have been blessed to receive care at Marshfield Clinic.

We recently celebrated my Grandmother's 90th birthday; she's such an amazing lady. Marshfield Clinic has played a role in keeping her healthy. She's extremely grateful for the care the Clinic has provided to our family for generations, from heart surgeries to cancer treatments, neurosurgeries and pediatric care. My Grandmother is a member of our Doege Legacy Society, leaving an estate gift to Marshfield Clinic cancer research in memory of my Mom, her daughter, Jane. What a remarkable expression of her gratitude to Marshfield Clinic.

There are so many others like my Grandmother who have a deep history with Marshfield Clinic. In this issue, you'll read about our six founding physicians, whose amazing vision created Marshfield Clinic 100 years ago. You'll learn about how we expanded our care to regional locations across northcentral Wisconsin, including hometowns like mine. And you'll see how our electronic medical record and medical research have transformed healthcare and ensured Marshfield Clinic is an innovative leader.

As we celebrate our 100 years, please consider joining us for one of our special events celebrating "Enriching Lives Together for Generations." Thank you for coming together to join others who support our mission. I hope you'll continue to ensure we are here to enrich lives for generations over the next 100 years to come.

Happy 100 years,

Teri

Teri



100 YEARS: Storefront to Regional Health System

Founders' Bold Vision of Patient-Centered Care Endures

A group of physicians, working together and sharing knowledge, can provide superior patient care. That was the simple, but bold, notion of Dr. Karl W. Doege.

And so on December 30, 1916, six physicians formed the Marshfield Clinic during a 30-minute business meeting, after the State of Wisconsin approved their incorporation documents. Dr. Doege was elected president; Dr. Hansford H. Milbee, vice president; Dr. Victor A. Mason, secretary; and Dr. William V. Hipke, treasurer. Dr. Walter G. Sexton and Dr. Roy P. Potter also joined the group. They rented the second floor of a Marshfield building at Third Street and Central Avenue, above a retail store. They took their practice name from their community, rather than themselves.

Immediately, there was conflict. Patients worried that costs would go up and care would become impersonal. At least one physician decamped the area for southern California, worried about unfair competition. Others formed their own groups in response.

“Each patient can choose the physician he desires, no matter what his ailment,” the founders wrote in a missive sent to Marshfield’s three local papers at the time to explain the undertaking. “The real aim of the organization is to give better and more efficient service to the public and to do it in a more scientific way, in order to be able to compete with the medical centers of the larger cities. Each member of the firm, besides his usual work, will do reading and study in a special field. He will thus gain more expert knowledge, assist and help his colleagues in diagnosing especially difficult cases. In course of time we will all be better doctors and will give better service. We will be more efficient. That is all there is to it.”

A century later, the same message echoes across a much larger footprint – nearly 1,200 physicians and affiliated providers, a total of about 7,500 employees, providing patient care, education and research in more than 50 Wisconsin locations. The Clinic has become one of the largest comprehensive medical systems in the United States and is one of Wisconsin’s largest employers.

“It’s amazing how little has actually changed,” said Marshfield Clinic Executive Director Dr. Narayana Murali. “Think about it. In 1916 it was blasphemy for six physicians to come together and say we’re

going to form a structured practice, we’ll not charge higher fees and we’ll form a center of excellence for specialty care. Today we’re doing the exact same thing, though on a much larger scale.”

Striving for affordability remains a key challenge today, as does keeping the founders’ original intention of creating a community of physicians who inspire one another to the best possible practice of medicine, Dr. Murali said. As the Clinic embarks on modernization projects, such as renovating its Ambulatory Surgery Centers in Minocqua, Wausau, Marshfield and Eau Claire, the focus is on shorter, healthier and more affordable patient stays. And since

through intimate association of physicians in their work, constant study and mutual assistance, and [who] in 1916 brought five other men into a well-knit clinic group.”

As the Clinic grew, those ties allowed physicians to free themselves from the business aspects of running a solo practice, and create a strong network of partners that could inspire and support one another. That network made all the difference in the career of Dr. Marshall E. Cusic Jr. Dr. Cusic, an allergist practicing in Marshfield since 1990, rose to the rank of Rear Admiral in the United States Navy Reserve before retiring from his military post in 2008.

The real aim of the organization is to give better and more efficient service to the public and to do it in a more scientific way. Marshfield Clinic founders, 1916

becoming executive director, Dr. Murali has reconnected with nearly every system provider. He has each of their home and mobile numbers in his phone and knows nearly all of their interests, family member names and backgrounds. But he says he wants to do more to bring physicians together and to leverage their expertise.

Toward that goal, he says, he’s inspired by words in a 1960 article in the medical journal *The Lancet*, which described Dr. Doege as “only a small town doctor, but full of love for his profession, [who] believed in better diagnosis and treatment

“I came here because the physicians ran the organization. I remember (Dr.) Gary Mayeux once saying he didn’t want to be led by anyone who hadn’t stayed up all night with a sick patient,” Cusic recalled. “Another thing, coming here from larger cities you really noticed the work ethic and the attitude of the staff. These were people who cared about what they were doing and were grateful to be here.

“When I came here it hadn’t been that long before that every physician earned the same salary, and there was still a sense that this was a team sport, and that carries



Karl W. Doege

over today even though we're so much larger and more of an institution," he said.

Among Cusic's idols was Dr. Dean Emanuel, whose research in farmer's lung laid the groundwork for establishing the Marshfield Clinic Research Foundation and awarded the Clinic its first research funding from the National Institutes of Health in 1960.



William A. Hipke

"He could have just practiced cardiology all day long, but he saw this community had a problem and as a result farmer's lung is much less of an issue today. That's just one example of the kind of culture that got me excited about practicing here," Cusic said.

Dr. Emanuel, who passed away in February, was Provider No. 40 when he arrived at the Clinic in 1958, a time when all Clinic



Victor A. Mason

physicians earned the same salary, regardless of specialty. The salary "experiment," along with an industry-leading retirement plan, helped the Clinic foster a unique profile in healthcare, Emanuel recalled in a December interview, attracting quality physicians who cared about clinical excellence.

But even Clinic leaders at the time couldn't envision the rapid growth that was ahead, he said.

"We had population experts come in and analyze our market. They said we'd never get any bigger than about 45 physicians at one time," he said. "But we were practicing good medicine and people kept coming back. And then our association with (former U.S. Congressman and Secretary of Defense) Mel Laird got us into the world of health maintenance organizations. Mel really felt we should capitalize on that and he felt we could be much, much bigger."

Bigger, indeed. And now, full circle.

"It's amazing how little has actually changed. Think about it. In 1916 it was blasphemy for six physicians to come together and say we're going to form a structured practice, we'll not charge higher fees and we'll form a center of excellence for specialty care. Today we're doing the exact same thing, though on a much larger scale." Dr. Narayana Murali



Hansford H. Milbee



Roy P. Potter



Walter G. Sexton

Dr. Jamie Peterson, who is a great-great-great niece of Dr. Hipke, one of the original six founders, joined Marshfield Clinic's Wausau Center in 2015 after completing her residency in pediatrics at the Clinic.

Peterson grew up in Oak Creek, wanting to be a doctor for as long as she can remember. She was inspired in part by the stories

about her ancestor's pioneering career in Marshfield, she said, and experiencing some of the Clinic history during her orientation process was in many ways surreal.

"We heard a lot about how the founders got things started, and it seemed like they went through a lot of pushback," she said. "People really didn't like what they were

doing at first, but they made it through a lot of adversity. It's kind of exciting to think about, particularly as the Clinic is going through another time of change. In deciding where to practice, I was energized by the change because of the Clinic's potential. We're in a good place." ■



Beyond Marshfield: A Growth Story

Reaching patients where they are

Expanding Marshfield Clinic's regional footprint began not with a grand corporate vision, but an answer to community needs.

The enterprising widow of a private-practice doctor in Stratford contacted Clinic leaders in 1973, weeks after her husband's death, to suggest the Clinic send physicians to care for patients there, many of whom were elderly and suffering from chronic diabetes and hypertension. The arrangement would spare those patients many trips to Marshfield and provide jobs for the current office staff and some rental income for the widow.

"Several other clinics were experimenting along these lines," Dr. Russell Lewis, a former Marshfield Clinic president wrote in an unofficial history of the organization. "With the knowledge that our doctors would staff this clinic so Marshfield Clinic quality would not be jeopardized, the board voted to do it."

And so began the expansion of the Clinic beyond Marshfield, perhaps counter to founder Dr. Karl Doege's original vision of centering care in a railroad hub that could be easily accessed, but in line with the notion of delivering high quality, specialized care to a rural population.

At another juncture in the same decade, community leaders in Mosinee appealed to the Clinic after experiencing a revolving door

of physicians who left after just a few years. Clinic leaders agreed to staff the facility, stipulating that it would only happen if they could recruit a suitable doctor. Serendipity prevailed, as a young



doctor from Chicago turned up looking for a satellite practice he could run with backup from a larger group.

The city of Greenwood needed to replace a retiring physician. Then three of four doctors in a group in Ladysmith were retiring or moving, and the fourth wanted to stay and rebuild the practice.

Over time, more Clinic specialists ventured around Wisconsin to develop new care sites that they could staff as patient demand dictated. Clinic physicians traveled

by car or chartered a plane that belonged to Figi's, a Marshfield company that sells cheese and meat gift baskets, to fulfill their outreach duties.

"By completing those expansion sites, the Clinic ensured its referral base over the years," said Frederick "Fritz" Wenzel, interim executive director of Marshfield

"They convinced me that Marshfield is not a place, but a state of mind."

- Dr. Caesar Gonzaga

Clinic Research Foundation and a former Clinic executive director. "Just the nature of this part of the state is that there is not much population density, so you have to be in a lot of different places."

The expansion was in line with the notion of delivering high quality, specialized care to a rural population, but that wasn't always the original vision. Dr. Doege had, after all, gathered the six founders in Marshfield predominantly on the notion that Marshfield would grow as a railroad hub and patients could travel from other parts of the

state to be seen by doctors at the forefront of medical specialization.

Over the decades, as the rail industry waned and medicine modernized, it made more sense to reach out and develop new primary care centers that could act as referral sources to the specialists in Marshfield.

In 1987, Wenzel and other Clinic leaders began conversations with Dr. Caesar Gonzaga and other providers in the Chippewa Falls area.

"I cherished my independence and wasn't sure I wanted to jump through hoops to join a group practice," said Dr. Gonzaga, a surgeon practicing in the Chippewa Falls and Eau Claire centers. For five years, Wenzel and others, including Dr. Paul Liss, made their case.

"Very slowly, I started to soften to the idea," Gonzaga recalled. What finally convinced him to join in 1992 was the notion that he could be freed from administrative duties, allowing him time for continuing medical education that would keep him sharp and extend his career, he said. Over time, he changed his philosophy and came to adopt the Marshfield concept. "They convinced me that Marshfield is not a place, but a state of mind."

Today, Marshfield Clinic encompasses nearly 60 locations, including centers in Eau Claire,

Rice Lake, Wausau, Minocqua and Stevens Point.

"Personal relationships, developed over periods of time, created this network," Wenzel said. "It wasn't a matter of going out and doing some big deal. If there was any one thing to point to, it was trust. We worked until [potential providers] could see there was security and benefits with us that they couldn't get on their own.

"There were a lot of objections. Doctors didn't like all the rules. They said, 'If my kid has a hockey game at 2 p.m., I want to be able to cancel my appointments and

go to the game. And I can't do that in Marshfield.' And I'd have to say, 'That's right, you can't. Patients come first.' You had to get over that kind of hump to get people to realize this was in their ultimate best interest, and their patients'."

Ultimately, progress prevailed. And still does.

"If we continue to pursue the triple aim of low cost, high quality care and the best patient experience, I know we will be alright as we grow into the future," Gonzaga said. "We in the West are very proud to be a part of Marshfield Clinic Health System." ■



STEMMING THE TIDE

Promoting youth health for more than a quarter century

From teen pregnancy to bullying to substance abuse, the Marshfield Area Coalition for Youth (MACY), a coalition supported by Marshfield Clinic Center for Community Outreach, has been a strong community voice for teen health issues since 1990.

Through the Youth Risk Behavior Survey, its Marshfield Area Parent Network, its Drug Task Force, Marshfield C.A.R.E.S. program, Youth Initiatives and joint projects with local law enforcement, MACY is keeping these issues at the forefront of the community.

“You can’t arrest your way out of an alcohol or drug problem in a community,” said Marshfield Police Chief Rick Gramza, past chair of MACY. “Law enforcement is one piece of the puzzle, but we also need the Clinic, our schools, United Way, fire and rescue squads, even our local businesses. All of these groups recognize the problem and the need to collaborate.”

Since MACY moved from focusing on teen pregnancy to substance abuse a decade ago, self-reported rates of underage drinking have fallen, though new issues continue to crop up, said Danielle Luther, MPH, manager of substance abuse prevention for the Center for Community Outreach.

Between 2006 and 2015, rates of Marshfield and Columbus Catholic high school students who reported ever having more than a few sips of alcohol declined from 69 percent to 55 percent, according to the Youth Risk Behavior Survey.

And alcohol use in the last 30 days dropped from 43 percent to 32 percent. During the same 10-year period, the percentage of students reporting ever having tried cigarettes dropped from 42 percent to 24 percent.

Beyond the student surveys, underage drinking citations in Marshfield have declined substantially, from about 140 in 2010 to 40 in 2014.

Significant challenges remain, however, Luther said.

Marshfield police have seized more than 430 grams of heroin since 2010, prompting MACY to focus its 2015 awareness campaign on heroin use and prescription drug abuse. MACY’s Drug Task Force worked with students to support the campaign, Luther said.

“To make even very small progress takes five to seven years of focusing on a problem as a priority and we’ve seen the numbers trend in the right direction on alcohol and tobacco. To make real change you need to implement multiple strategies over multiple years,” Luther said. “You have to go beyond public awareness and look at the environment in a community, its policies, what might be making it difficult for youth to make healthy choices. Because we know that education itself does not change behavior. It’s a starting point.”

That notion gave rise to MACY working with store owners on alcohol placement on store shelves, offering courses on

responsible beverage serving and supporting a city ordinance in Marshfield that increases responsibilities of party hosts.

Since 2010, when the group began supporting a program to encourage patients to turn in unused or outdated prescriptions to local police stations, more than 6,700 pounds of drugs excluding the packaging have been collected in Marshfield.

The Marshfield Area Parent Network, whose members sign pledges to provide drug-free social environments for teens, grew from about 20 members in 2007 to more than 940 last year.

“MACY is one of the strongest organizations of its type in the state,” Gramza said. “We’ve had multiple committees come out of this group and we’re getting community engagement on a number of issues, whether it’s heroin, dating violence, drinking. You can tell by the attendance at our meetings. There are typically 20 to 40 individuals from the various organizations coming together to embrace what MACY is doing. There is a definite yearning in the community to be a part of this coalition that is actually making changes.”

To support MACY and the Center for Community Outreach, contact Marshfield Clinic Development at 1-800-858-5220.

To learn more about MACY visit: www.marshfield4youth.org or like Marshfield Area Coalition for Youth on Facebook. ■

Lessons learned

From patient, to student, to leader

Marshfield Clinic has meant a lot to me for literally as long as I can remember.

In fact, my first memories of Marshfield Clinic occurred when I was four years old. I had to have a simple cyst removed by Dr. William Toyama. I recall being scared and holding my mother's hand when we met with Dr. Toyama, who quickly made me feel better. He even gave me candy and that always works. On the way home to Marathon, my parents took me to Fleet Farm where I got my very own red pedal tractor. I was a very happy boy! Again, bribery with gifts helped the cause, but those first memories of the Clinic were happy, indeed.

My next experience with the Clinic came when I was a third year University of Wisconsin medical student. I chose Marshfield as the site for my medicine clerkship not only because of its great reputation but also its dedication to education. The Clinic was well regarded by my teachers at the UW, so I had to check it out.

One of my first attending physicians was Dr. John Olson, an internist, a department chair and also the director of medical education. He was -- and still is -- truly dedicated to the mission of the Clinic. Dr. Olson taught me the importance of education and leadership as well as the role of a physician. He quickly became a mentor for me.

One year later, I came back to Marshfield as a fourth-year medical student, completing several clinical rotations with many inspiring teachers. Dr. George Magnin had just recently retired from being the internal medicine residency program director, and many consider him to be the true champion for education at the Marshfield Clinic. It is worth noting that Dr. Dennis Maki, a legendary infectious disease specialist at the UW, has on many occasions spoken of Dr. Magnin's mentorship, calling him one of the finest physicians and teachers he has ever met. No small praise.

As a student at Marshfield, I rounded on patients with Dr. Magnin on a weekly basis. I quickly learned facets of medicine that were not emphasized in textbooks at the time. He taught me the importance of actually talking with your patients, building a rapport, knowing where they did their fishing: conversation that might seem only natural but perhaps has been lost over time. He did not need an echocardiogram to diagnose a valvular lesion; rather, he spent time with the patient, took a complete history and a thorough physical examination and, many times, that's all he needed. Marshfield Clinic was certainly making a great impression upon me, a place where high-quality medicine was practiced and education was of prime importance.

When the time came to apply for residency, the decision was clear: I wanted to learn the practice of medicine in a place where I would someday practice myself. Dr. Norman Desbiens, the Internal Medicine Residency Program Director at the time, was a true Marshfield Clinic physician. He was the complete package -- a leader, a respected physician, a researcher. Better yet, he did this all with a calm, reassuring demeanor, something I try to emulate -- not always successfully -- in my own practice.

Looking back over my 18 years on staff, I have many great memories of teachers and mentors who have modeled how I practice medicine. Marshfield Clinic enabled that to happen, as it does for so many others.

Matthew J Jansen MD FACP
Director, Division of Education



CALLED TO ACTION

Volunteer Fundraising for Marshfield Clinic

Black Out Cancer

On October 15, 2015, the Iola-Scandinavia Community Fitness and Aquatic Center together with the Iola-Scandinavia High School Volleyball team hosted the "Dig Pink" volleyball match. Their goal was to "black out" cancer and celebrate local survivors.

Hundreds of spectators (dressed in black) showed up to cheer on the Iola-Scandinavia Thunderbirds and the Rosholt Hornets. The two teams, along with their local communities, raised \$5,500!

One of the many fundraising activities available during the game was the opportunity to sponsor a cancer tote. Sponsored totes were filled with essentials for cancer patients and delivered to them when they needed it the most. Six totes were donated to the Marshfield Clinic Stevens Point Center.

One of the event organizers knows first-hand what it's like to undergo cancer treatment – her mother has been receiving treatments at the Stevens Point Center each

Tuesday. "We know that going through chemo is not all fun and games. Mom is now finishing her last treatment, but some have just started their journey. When we dropped off the bags, we made only one request: when someone has a rough day or treatment, give them a tote and let them know that they have people who are fighting and praying for them."



Students and survivors during intermission celebrating all the cancer survivors with a song, flowers, and signs of encouragement.



The hosts of the "Dig Pink" volleyball game: Iola-Scandinavia High School volleyball team.

V&H Trucks, Inc. celebrates being Firm of the Year by giving back

V&H Trucks is a mainstay in the Marshfield community. Outside of operating a hugely successfully national company, Terry Franklin and his team are actively involved in a variety of community initiatives. So it came as no surprise when, in lieu of gifts for the Firm of the Year attendees, V&H Trucks chose to donate \$1,000 to Marshfield Clinic for Pediatric Cancer Research.

“We have all been touched by someone who has cancer, and it becomes even harder when you know it’s a child,” said Franklin.

As a business, they wanted to do something meaningful; instead of providing another token to put on someone’s desk, they presented a check to Marshfield Clinic. V&H’s \$1,000 will be used to help continue fighting to cure this terrible disease.

Colorama

Each year since 2011, The Wisconsin Visual Artists Guild has used their art to support cancer patients being treated by Marshfield Clinic in Wausau and Weston.

Throughout the year, WVAG displays artwork in the Reaching New Heights Gallery located at the Marshfield Clinic Weston Center, but it’s their fall Colorama show that makes the biggest impact. Artist fees from that show, along with 100% of the proceeds from select artists’ works, are donated to the Wausau/Weston Cancer Care Fund. 25% of the proceeds from art sales throughout year are also used to make their annual contribution.

WVAG’s gift from Colorama 2015 was the largest yet, providing \$1,700 to support survivorship programs, comfort items, and small equipment needed to provide the best possible experience for patients undergoing cancer treatment.

HOPE Raffle and Craft Show

The HOPE Fund exists to support Marshfield Clinic employees in times of hardship. Assistance is available through this fund to help employees from all centers experiencing financial difficulty due to illness, family crisis or other unanticipated time away from work. A committee of volunteer employees reviews requests and grants funding to those in need.

The HOPE Fund Committee spends countless volunteer hours organizing the annual basket raffle and craft show. The event is led by Tamara Spindler, Tammy Simon and Christie Schilling and includes employees and crafters Bernice Mercer, Karen Hornick and Jan Kaiser. Departments from across the Clinic system donate incredible themed baskets and items for the raffle.

A total of 31 baskets and items were donated including fitness gear, electronics, gift card packages and many more exciting items. The raffle generated \$9,077 for the HOPE Fund, bringing the total to over \$103,000!

“Duel It” Fore the Kids

“Duel It” Fore the Kids paved the way for another unforgettable evening. For the seventh year in a row, “Duel It” Fore the Kids had a wild and compassionate crowd that pushed proceeds over \$33,000. About 300 people attended the event at the Marshfield Holiday Inn.

“Duel It” once again featured Deuces Wild! Dueling Pianos – two comical, improvisational entertainers working without a script, two pianos, and a room full of willing and anxious guests.

Proceeds raised will go toward pediatric initiatives at Marshfield Clinic. Event organizers Dave and Tammy Meissner continue to be humbled by the community’s generosity. “It’s the continued support from friends, family and local businesses that push us to keep looking out for the youth in our community,” they said.

Fore the Kids golf outings and dueling pianos events the past ten years have raised more than \$1.2 million to support Marshfield Clinic pediatric initiatives.





Hoops for Hope

Giving back; that is what Ryan Dieringer and his family wanted to do.

Ryan Dieringer (Columbus Catholic) and Will Maki (Owen-Withee) are both high school basketball players. Both are also cancer survivors. When their teams met for two games this season, each hosted an event to show their support – one event to benefit Ryan and Will, one event to benefit others facing a similar diagnosis.

On Friday, February 19th, Ryan and his family hosted Hoops for Hope. Hoops for Hope included bucket and 50/50 raffles, a silent auction, and a game of “musical balls” (a basketball version of musical chairs) where the winner took home an autographed Frank Kaminsky basketball. The event raised over \$6,000.



The Dieringer's chose to direct the proceeds from their event to Marshfield Clinic's pediatric oncology fund. The fund had helped both families in their time of need, and they knew this would be an opportunity to help future families. Dr. Michael McManus, pediatric oncologist at Marshfield Clinic and both Ryan and Will's doctor, accepted the check.

“We are very fortunate to have Marshfield Clinic here for us. Receiving a cancer diagnosis for your child has to be one of the absolute worst possible scenarios any family could endure. We were fortunate enough to be the recipient of many acts of kindness and we want to give back so other families facing similar situations receive the same kind of love we did.” said Derek Dieringer, Ryan's dad.

Sew Cute Event

This winter, students from the Edgar High School, alongside area community members, came together to help bring some warmth and smiles to children undergoing cancer treatment at the Marshfield Clinic.

Together, they made 21 snuggle blanket bags in the shapes of mermaids and sharks.

Kristin Federwitz and Donna Fetting organized the event. They started making donations to pediatric oncology program at Marshfield Clinic in memory of Kristin's father who died of cancer in 2010.

“These bags are great because it allows the kids to snuggle into the bag, much like a sleeping bag.” said Kristin, an organizer of the event. “It allows them to feel warm and cozy on days that are not always easy or are a little scary.” ■



Charting History

Driving Big Data Toward Healthier Lives

From back-office mainframes processing invoices to pen-based tablets recording patient histories in the exam room, Marshfield Clinic's information technology leadership has long been a point of pride. Today, that legacy is pushing new boundaries in public health.

"We were way ahead of the curve, doing things long before anyone else was," recalls John Melski, MD, a Marshfield Clinic dermatologist. Melski led or sat on the Clinic's computing committee for decades after coming to Marshfield in 1983 from Harvard University, where he completed a fellowship in computer medicine.

"When I joined, my assignment was to build a (new) billing system, but I knew that wasn't all the Clinic needed. The real issue was recording data for the data warehouse, to help with research and quality improvements in the clinical setting," he said. "But back then, there was nothing out there worth purchasing."

From early work to automate billing from the mid-1960s to mid-1970s with task-oriented functions using punch cards, the next major era was taking those functions into a computer mainframe environment. Then, around 1986, the organization was embracing the first shoots of an electronic medical record (EMR), housed in a personal computer setting rather than a mainframe environment.

"We have arguably the best in-house developed information system in the United States," Carl Christensen,

former Clinic Chief Information Officer, noted in a 2007 lecture on the history of the organization's information technology. "I'm challenged from time to time regarding our approach and whether we should still be developing the software ourselves, but the scope of our accomplishment is never challenged. It was very much a team effort."

Listening to the lecture, which captured clips from former Clinic President Fred Wesbrook, Melski and information systems team members Lee Nafziger and Pete Bauer, is similar to listening to NASA scientists struggling to reach the moon. Mistakes were made. Sleep was lost. There were as many setbacks as there were victories. Some physicians erupted angrily at first a lack of progress, and then to adapting to new systems. But the end result, better patient data, is something to behold, Dr. Melski said.

"It's just part of the job to understand that many people won't immediately see the vision. You don't ignore it, but you don't take it too seriously, either. I had people riveted with anger at me at first, and after two months they sought me out and apologized, saying this was a good thing."

Today, the Clinic's information technology group is tasked with developing new products and services that lower the cost of care and improve outcomes across the population. The mission is much the same as it was in the beginning.

"From the start, we were on a mission that no patient should ever



suffer because the information wasn't available when and where it was needed," Melski recalled. "I think we've achieved that. The other piece, which is not yet as efficient as it should be, is using that information to manage populations."

In other words, building systems that can better probe into the data to find patterns that should be studied as public health issues, or to be predictive and alert providers when certain patients should be seen for various health problems, he said.

"The key is that the best of clinical computing happens when it is patient-based and for the public trust," Melski said. Marshfield Clinic, as a charitable organization, must continue with those lofty goals in mind, he said.

"When you design systems not just to collect bills but to help patients, that's a mission-based organization and that's our history," said Melski. "It's my fervent hope that it's also our future." ■

100 YEARS *a look back*

Over the next three issues of BenchMarks we'll be featuring timelines that highlight certain parts of the Clinic's history. This timeline highlights some of the Clinic's quirkiest milestones, focusing particularly on the dramatic price differences from what we see today.

Drs. Karl W. Doege, William Hipke, Victor Mason, Walter G. Sexton, H.H. Milbee and Roy P. Potter sign an agreement on December 23, 1916, founding Marshfield Clinic.

The National Park Service was created. The first Piggly-Wiggly store opened. The Rose Bowl game became an annual tradition starting in 1916, though the first game was held in 1902. World War I was in its third year. The cost of a postage stamp was 2¢.

1916



Clinic has new office constructed, consisting of a basement and two floors, at a cost of \$78,500.

1926



Ruth Wenzel started her 49 year career as an employee of Marshfield Clinic. Ruth noted the cost of a doctor's appointment was \$2.00 at that time. Her pay was about \$40 per month, which was paid weekly in cash in a small brown envelope.

1934



The first female physician, Dr. Angie Connor, was hired.

1942

1917

Anna Andrews was hired as the director of lab with the provision that she never marry. She continued in this role, unmarried, until her retirement in 1953.



1930

The Clinic's Audit Committee reported operational expenditures that included \$73.05 for livery expenses and \$350.46 for auto and snowmobile expenses. The snowmobile was needed for house calls and to get physicians to the hospital during winter weather.

1939

Proceeds from the 5th annual Birthday Ball for the President were used to purchase an iron lung for use by residents of Marshfield and the surrounding community.

1944

Penicillin was available for the first time, though in small quantities.

During the height of the polio epidemic, Clinic physicians were making many house calls to patients.

1949

1953

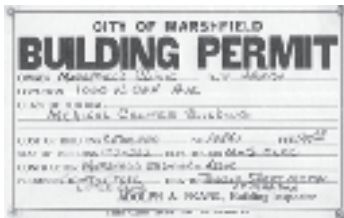
Clinic physicians adopted a salary plan that provided the same salary to all physicians regardless of practice area. This plan was in effect until 1980.

1956

Polio vaccine available; Clinic employees encouraged to have the vaccine.

1973

Plans were approved to begin construction of the Marshfield Center's current location at 1000 North Oak Avenue at a projected cost of \$7.8 million.



1979

The price of soda pop in the Clinic vending machines rises to 30¢.

1985

Postal rates increased from 20¢ to 22¢, costing an estimated additional \$25,000 to mail the 1.25 million pieces of mail sent annually.



1997

Former US President Gerald Ford and Secretary of State Henry Kissinger visit Marshfield for the dedication of the Melvin R. Laird Center. Kissinger's limo hit a deer on the way from the airport so he was driven to Marshfield by a local farmer in a pickup truck.



2003

Marshfield Clinic identified Monkeypox in a young patient, the first time the virus is found in the Western Hemisphere. Though the name implies monkeys are to blame, prairie dogs and other rodents are actually the culprit.



We invite you to share in our pride, humility and joy in what we have accomplished over the past 100 years, as well as our excitement, expectations and vision for what the future holds. We look forward to celebrating with you.

LEGACY WEEK

October 10-14, 2016

Legacy Week is a celebration to honor Marshfield Clinic's 100-year commitment to exceptional patient care, research, and education. Activities will be held throughout the week at Marshfield Clinic's Marshfield Campus and the Laird Center for Medical Research, including history exhibits, clinic tours, and city tours.

- Wednesday, October 12, 2016:
Education Day
- Thursday, October 13, 2016:
History Day and Marshfield Clinic Day in Wisconsin
- Friday, October 14, 2016:
Research Day

HISTORICAL ARTIFACTS EXHIBIT

New Visions Gallery, Marshfield Clinic – Marshfield Center
June 6-17, 2016

The Historical Artifacts Exhibit will feature artifacts from the past 100 years of Marshfield Clinic, as well as historical photos and documents, juxtaposed with examples of current medical instruments and objects.

HISTORICAL ARTIFACTS EXHIBIT OPEN HOUSE

Main Lobby, Marshfield Clinic – Marshfield Center
Wednesday, June 15, 2016
4:00 – 6:00 p.m.

HISTORICAL ARTIFACTS PREVIEW

Tucked away in a corner of the Laird Center for Medical Research building, there is a room that offers a glimpse into Marshfield Clinic's past. From old surgical instruments to 1940s microscopes, the relics in this room have patiently awaited their public debut. This June, we invite you to experience Marshfield Clinic's past, witness how far we have come, and imagine what the future has in store at our Historical Artifacts Exhibit.

"We've stored Dr. Lawton's surgical shoes for years waiting for this event!" said Brian Finnegan, manager of the George E. Magnin Medical Library and History Archive. "The Marshfield Clinic History Archive is excited to bring these items out and share them with everyone. Many of these items really showcase the medical advances that have occurred over the last 100 years."

Alana Ziaya, former manager of the Marshfield Clinic History Archive, added, "Most have never seen the extensive collection of books, papers and historic items that represent Marshfield Clinic's first 100 years. I hope visitors to this special exhibit will be surprised and delighted that we have been able to preserve such historic treasures."

In addition to showcasing how medicine has evolved over the past 100 years, this display will focus on the future of health care, research and education at Marshfield Clinic. Thanks to the generosity of our donors, we are able to invest in innovative, unprecedented advances, and unparalleled patient care for the future of medicine.



Jim Coleman

**Department: Systems Operations,
Chief Operating Officer**

Center: Marshfield

Years at Marshfield Clinic: 31

Over three decades, Jim Coleman, Marshfield Clinic's Chief Operating Officer, has served as both a steady leader and a donor to Marshfield Clinic. Catching up with Coleman during a busy workday recently, one quickly sees his passion for both roles.

He rattles off the day's statistics, which include 9,229 appointments for more than 5,000 patients. Constantly keeping track of metrics is part of the job, but the bigger picture is always in focus.

"We were founded on the notion of bringing advanced high quality care to a rural market, and we try to live that everyday, making sure we provide excellent service and the latest technologies," he said. That mission also defines his philanthropic goals.

"There are a lot of rewarding occupations, but healthcare is special because it makes such a tremendous difference in the lives of people," he said. "Within our health system, which is located predominantly in small communities, we are taking care of our friends and neighbors. These aren't just numbers, these are real people and this organization truly makes a difference and improves lives."

Coleman's personal focus also carries over to his colleagues, as he addresses every new employee orientation session to welcome new physicians and staff, said Teri Wilczek, Chief Development Officer. His ability to motivate those around him, she said, is an inspiration.

"I admire not only his generous philanthropic support over the past decades but also his quiet leadership style everyday," Wilczek said. "His steadfast support reflects his dedication to our patients and the communities we serve."

Coleman credits those who came before him.

"What became clear the longer I worked here was that all we accomplish as an organization is achieved through the skills, compassion, and dedication of our physicians and staff."

Coleman joined the Clinic in 1985, amidst an expansion wave as the organization began to widen its footprint in Wisconsin.

Working with Clinic physicians and leaders through the years has contributed to Coleman's belief that Marshfield is a unique place, and one that has been ready for growth at each critical stage of its development, Coleman recalled. "There has been a continued focus on what's best for patients, and if we maintain that focus, we will remain successful," he said.

Early in his tenure here, there was a growing realization that the Clinic needed a stronger regional presence. "Marshfield had the advantage of a central location in the state, but we also needed to be aware of population trends and vibrancy of newer markets. So there was a strong emphasis on growth of the health plan,



acquisition of medical groups and creating new facilities, and we grew in significant ways."

Today, the Clinic's growth plans and its ultimate goal of providing the highest quality, affordable care in rural communities drives Coleman's giving philosophy.

"What excites me about the health system now goes beyond new buildings and new technologies, though those are important. We are blessed with a talented team, that's what differentiates us.

"Working here, you soon realize you're part of something bigger than your individual job. I believe people do their best when contributing to something they believe in." ■

Putting Marshfield on the Maps

Clinic Played Major Role in Charting the Human Genome

In the rich history of medical research at Marshfield Clinic, the organization's contribution to unlocking the building blocks of life can't be overstated.

Just a couple of years after arriving in Marshfield in 1986, James Weber, PhD, and his team created a break-through process system for analyzing DNA that spurred significant advances in identifying genes for a host of diseases. The work also launched major new criminal investigation methods and allowed individuals to test their own ancestral heritage. It also led to the development of the Marshfield Maps, which were an important early step in the Genome Project.

"We developed an efficient means of analyzing DNA, and these markers were better than anything that had been used previously," said Dr. Weber, who founded PreventionGenetics in 2004 as a spinoff from the Marshfield Clinic Research Foundation (MCRF). He currently serves on the Board of Trustees for the Foundation.

Like many historic scientific breakthroughs, the discovery came about a bit by accident.

Prior to joining MCRF, Dr. Weber performed molecular research on Malaria parasites, work that even in scientific circles was fairly esoteric, he recalled with a smile.

"We knew the parasite genes had short, tandem repeats that varied in length," he said. "Then I

went to a cancer research meeting in Houston, and I began thinking about how the patterns also existed in the human genome." New technologies for analyzing the variations came along at about the same time, paving the way for applying the idea to humans.

"If you think of DNA as a long string of information, then Marshfield Maps identified specific points along that string of information and pinpointed particular fragments in the human genome," said Murray Brilliant, PhD, director of the Center for Human Genetics at the Foundation. "Once the Human Genome Project got going, Dr. Weber also had the idea of 'shotgun' cloning and sequencing, a way to put all the information in the correct order. These were two critical contributions."

The work continues to benefit Marshfield Clinic, Brilliant said.

"It really laid the foundation for our precision medicine initiative," he said. "The work we do there really could not be done without it. Research Foundation scientists

have made major contributions to the understanding of the genetics of diseases like Macular Degeneration, leading to new potential therapies."

Today, funding and organizational issues present significant challenges to carrying on the Clinic's leadership in research, Dr. Weber said.

"I don't think people in this community fully realize what a gem the Research Foundation is. There are very few communities in the world of this size that have a research institute within their borders. It's very special to have this institution here in Marshfield," he said, pointing to the impact of outside grants and a knowledge-based workforce. "It contributes a lot to the local economy and deserves support both from the community and the Clinic itself."

For more information, or to support future advances in genetic research at Marshfield Clinic, contact Jill Kurszewski, Development Officer for Research at 1-800-858-5330 or kurszewski.jill@marshfieldclinic.org. ■



CIRCLE OF FRIENDS

Since 2013, Marshfield Clinic Development has been proud to recognize leaders in philanthropy through our Circle of Friends annual giving society.

To qualify for Circle of Friends, donors must give \$1,000 or more in a calendar year.

While gifts of all sizes help Marshfield Clinic accomplish its mission, these leadership donors provide the foundation for the valuable programs and services offered throughout our service area. Collectively in 2015, the 382 members of Circle of Friends gave more than \$4 million.

“These donors demonstrate an outstanding commitment to making a difference in the health of friends, neighbors, family, and the larger

community year after year,” says Rikki Starich, annual giving officer.

Gifts that qualify for Circle of Friends include outright cash or stock gifts, payments on past pledges, or event sponsorships.

“Many of the donors recognized within Circle of Friends make multiple gifts throughout the year. We recognize cumulative giving within a calendar year so donors don’t have to commit to making one larger gift,” explains Starich. “We want people to give on a schedule that makes sense to them. Employees of Marshfield Clinic can choose to make many gifts via payroll deduction. Other donors have split their gifts up so they make smaller gifts monthly or quarterly.”

To show appreciation for this generosity, four levels of cumulative annual support are recognized within Circle of Friends:

Promise Circle \$10,000 and above

Compassion Circle \$5,000-\$9,999

Healing Circle \$2,500-\$4,999

Hope Circle \$1,000-\$2,499

Members of the 2015 Circle of Friends have their names displayed on the digital donor walls located in the Marshfield Clinic Marshfield Center main lobby and are listed in this issue of BenchMarks.

For more information about recognition within Circle of Friends, contact Rikki Starich at 715-389-3530 or starich.rikki@marshfieldclinic.org.

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Calendar

April 16
*Rich Seubert's Celebrity
Trap Shoot*
Rod & Gun Club, Eau Claire

June 4
Ridin' For a Reason
Eau Claire

June 14
*Steven Meissner Memorial
Classic Fore the Kids*
RiverEdge Golf Course, Marshfield

June 23
Let's Tee Off Against Breast Cancer
Trout Lake Golf Club, Arbor Vitae

June 25
Mike's Run
Steve J. Miller Recreation Area,
Marshfield

July 29
*Hub City Days Duathlon –
Kids Duathlon*
UW Marshfield/Wood County

July 30
Hub City Days Duathlon
UW Marshfield/Wood County,
Marshfield

August 6 – 7
Aim for a Cure
Black Hawk Archers Club, Custer

August 16
Golf for Research
Lake Arrowhead Golf Club, Nekoosa

August 18
Laughs on the Lake
Reulands Catering Center, Minocqua

August 27
ALS Steps for Hope
Wildwood Park, Marshfield

August 29
Fore a Cure
Wausau Country Club, Wausau

Every day, friends of Marshfield Clinic and Lakeview Medical Center remember and honor relatives and others by making contributions that support the mission of high-quality health care, research and education.

Gifts received October 2015 to January 2016

In memory of

Lee J. Accola
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William "Bill" Allen
Carlos Alvarez
Shirley E. Andersen
Clifford L. Anderson
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Ruth Kapellen
Edward Kappel
Earl Kasprak
Chris Kausch
Betty Jane Keller
Ambrose & Frieda Keller
Raymond C. Kelly
Robert C. Kelly
Kathy Kent
James & Rachel Kieffer
Lloyd & Mary Kieffer
Gus & Dorothy King
Dr. Albert Kinkella
Jerome P. Kirsch
Robert Knaak
Roger R. Kobs
Mary Ann Koehler
Timothy Koelle
Erma Kommer
Donabelle Kouba
Joseph A. Kreamsreiter
Sandy Kreamsreiter
David Krultz
George Kubica
Andrew J. "Andy" Kuehnhold
Dr. David Laird
Carol J. Lamers
Herbert G. Langfeldt
Logan Jon Larson
Raymond C. Larson
David Lavey
Dr. Ben Lawton
John "Bill" & Mary Lou
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 Harold Schneider
 Kenneth R. Schneider
 Russell Schneider
 Reuben R. Scholze
 Eileen L. Schraeder
 Jack Schrauth
 Larry Schroeder
 Carolee Schueller
 Leo Schulte
 Larry E. Schultz, Sr.
 Debbie Schumacher
 Jacquelyn Searer
 Gwen Sebold
 Justine H. See
 Joan Seefeldt
 Ronald W. Seidl
 Jeff Severson
 Dr. Walter G. Sexton
 Kim Shupe
 Norbert Singer
 Grant Smazal
 Josephine A. Smith
 John & Virginia "Gin"
 Snowbank
 Tom Sonaglia
 Stanley J. Sondelski
 Elizabeth "Liz" Spangler
 Arline Stangl
 Cecilia Stauss

Bernita Stecker
 Connie Steele
 Paul & Lucille Steger
 Myra Shaiken Steiner
 Dale R. Stelson
 Dr. C. Todd Stewart
 Terry J. Strey
 Dr. Dean T. Stueland
 Edward Earl Sturm
 Evelyn Sturm
 Warren W. Sutton
 Fred Swant
 John Swinick
 Michael Swinick
 Stanley J. Swinick
 Andrew Thiel
 Denver & Helen Tjugum
 George Tranetzki
 Judith R. "Judy" Treutel
 Evangeline "Angie" Triebensee
 Lindsay Updyke
 Shirlee Van Erem
 James Van Gilder
 Betty Vaughn-Hubbard
 Donna M. Vruwink
 Ronald Vruwink
 Ellen L. Wagner
 Mark and Marie Wagner
 Raymond P. Wagner
 Charles "Charlie" Walker
 Geraldine Walkowiak
 David Walters
 Meta E. Wegner
 Phyllis Weisnicht
 Margaret Whitty
 Victor A. Wiesman
 Ethel S. Will
 Dawn Williams
 Mae Willkom
 Edith H. Wills
 Bonnie Wittman
 Lawrence Wittman
 Frank Wojcik
 Helen Wojcik
 Avis Wysocki
 Lola M. Yde
 Gerald and Wilma Zastrow
 Wilma Zastrow
 Harold & JoAnne Zopfi
 Joanne C. Zwaschka
 John R. Zwiefelhofer

In honor of

Everett W. Alms
 William "Bill" & Bonnie Alms
 Shannon P. Annala
 Eric D. Bohl
 Vicki J. Brostowitz
 Tina Buchal
 Sue Buehler
 Barbara Bugar
 Bronnyn M. Bulgrin
 Dr. Alexandra Cameli Carley
 Sarah Cantarella
 Blake Carley
 Elaine Clapero
 Dr. David Cook
 Melvin & Regina Davis
 Margaret A. Decker
 Ginny Detterbeck
 Ryan Dieringer
 Lois Djock
 Avery M. Faber
 Sophie L. Faber
 George J. Fedorke
 Declan Fisher
 Quentin Gannigan
 Marian Giese
 Barbara L. Grzybowski
 Dr. Leslie P. Harrison
 Hailey Hudson
 Mallory Jakobi
 Jared Jarosz
 Tyler Jaworski
 Jacob Johnson
 JoAnne Kadow
 Samantha Kimmons
 Dr. Steven Kirkhorn
 Kaitlyn N. Konrardy
 Kelly Konrardy
 Cynthia Kuehmichel
 Michelle Kultgen
 Rose Lauer
 Dr. Richard Leer
 Jodi A. Linzmeier
 Len Luedtke, Jr.
 Jean MacHart
 Dr. George Magnin
 Arnold & Marjorie McClelland
 Sandra McKee
 MCRF PLCO Cancer
 Research Team
 Dr. Jill Meilahn
 David & Tammy Meissner
 Sheri Meissner

Sylvia Mertens
 Earl Nelson
 Dr. Tom Nikolai
 Debra Oleson Brock
 Marilyn P. Orton
 Lavern E. Penberthy
 Cecily Pennington
 Karen Phillippi
 Dr. Keith W. Pulvermacher
 Mary Queen
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 Quinllen Ram
 Adam Rauch
 Barbara Reichart
 Jim Reigel
 Hope Risa
 Jodie Sanken
 David B. Sarandos
 Andrew "Drew" Schaefgen
 Dorothy Mae (Williams) Scheel
 Tammy Schemenauer
 Connie J. Schubert
 Roselee Siegler
 Reed Smith
 Lyle and Kathy Steffen
 Michele Steines
 Ted Stoltz
 Agnes Strigel
 Lisa K. Taylor
 Allison Thomsen
 Pearl Tranetzki
 Anna Trzinski
 Kim E. Twesme
 Samantha Wade
 Stacy Wiehle
 Owen Wintercorn
 Women Living With Hope
 Barbara Wood
 Donald A. Zittleman
 Norma K. Zittleman
 Lindsay (Dick) Zuelke

When thinking of an exceptional experience at the doctors' office, one might expect the extraordinary examples to come to mind. The situations where a physician identified a life-threatening illness or a provider saved a life may be the situations that stand out first. But that is not always the case for grateful patients making a gift through Marshfield Clinic's Shining Star program.

"The vast majority of Shining Stars we receive are for people simply doing their jobs well day in and day out," says Rikki Starich, annual giving officer. "Lately, we've received a number of Shining Stars from people who have received consistently great care here for many years."

One family recently honored a group of physicians and staff members from a variety of departments. The providers represented everything from internal medicine to neurology to diabetes services. This Shining Star was presented as a thank you to the team who has helped one individual live a healthy lifestyle for more than 44 years, a great testament to the continuous exceptional care that is provided by Marshfield Clinic physicians and staff.

Often Shining Star gifts come in with similar testimonials.

He has been my doctor for more than 20 years. I would not be as healthy as I am if it weren't for his continuous care.

Year after year, she truly listens and goes above and beyond trying to find a solution for my challenges.

Shining Star gifts can also be made to honor the anniversary of an emotional diagnosis and celebrate the great care that was provided in treating the patient in the years since.

Six years ago our 18-year-old daughter was a patient. We will never forget that year but we knew we were in good hands. Every year we're reminded of the great care she has received at Marshfield Clinic.

Whenever a Shining Star is honored because of continuous compassionate care, it's a reminder that an outstanding patient experience is often remembered for many years.

It's also a reminder that the exceptional care provided for one individual can have an effect on the entire family's experience.

"Many of the families being treated at Marshfield Clinic have received care here for multiple generations," adds Starich. "I've talked to people whose grandparents have been patients here for their entire lives, as well as their parents, themselves, and now their own children."

As Marshfield Clinic celebrates its 100th anniversary, it's the perfect time for patients to pause and think about the care they've received here throughout that time.

Those wishing to make a gift honoring someone through the Shining Star program can do so by visiting www.marshfieldclinic.org/giving/shining-star or contacting Starich at 715-389-3530 or starich.rikki@marshfieldclinic.org.

Dr. Nisha Acharya
 Heidi J. Alexander
 Dr. Maria Charlotte Alvarez
 Dr. Gregory Anderson
 Dr. Vijay H. Aswani
 Christine Bakke
 Jacalyn Bartaszewicz
 Dr. Rebecca Bartow
 Patricia "Patti" A. Bell
 Lisa M. Body
 Dr. Jaime Boero
 Amanda Boreen
 Tamara R. Braund
 Jodi Brumer
 Stacia Burrows
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 Dr. Scott Cameron
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 Dr. Kyle Dettbarn
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 Diabetes Services
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 MC Park Falls Center
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 Oncology Staff
 MC Stevens Point Center
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 Suzanne J. Mathews
 Dr. Fergus E. McKiernan
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 Dr. Urszula Moldysz
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 Dr. Scott A. Peterson
 Karla Pfuhl
 Bryan Pooler
 Dr. John Przybylinski
 Rachel D. Rademan
 Dr. Mark Rassier
 Margaret J. Reigel
 Dr. Shereif H. Rezkalla
 Curt J. Riley
 Dr. Roxann Rokey
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 Randall D. Roseen
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Celebrating Legacies

The Legacy of Robert Froehlke

The Honorable Robert Froehlke, a longtime friend of the Marshfield Clinic and a former Assistant Secretary of Defense, passed away in February at the age of 93.

Froehlke, who also was an accomplished insurance industry executive, served as one of the first members of the Clinic's National Advisory Council (NAC) and chaired the campaign to build what is now known as the Laird Center for Medical Research on the Marshfield campus.

The Honorable Melvin R. Laird, while serving as Secretary of Defense, called upon his childhood friend Froehlke in 1969 for the Assistant Secretary post. The two had met as grade-school students in Marshfield in the 1920s. When both men were retired from military service, Laird called again to ask his friend to help further the mission of the Clinic. Froehlke helped form the NAC in 1982 and served as its chair in 1993.

He led the fundraising efforts to construct the Melvin R. Laird Center in the 1990s, a building that

was expanded in 2008 and re-dedicated under its current name.

"I'm personally so grateful for Mr. Froehlke's long and remarkable service to Marshfield Clinic," said Marshfield Clinic Health System CEO Susan Turney, M.D. "He was a dedicated supporter of our organization and medical research advocate. We were lucky to have him bring his national work experience and exposure to Marshfield Clinic and he helped put our organization on the map."

He was also a wonderful husband to his wife, Nancy, and father to his four children. He was a dedicated public servant who served his country first in the Army Reserve Officers Training Corps as a student at the University of Wisconsin and ultimately as the Secretary of the Army, overseeing the withdrawal of troops from Vietnam and bringing an end to the draft. He served in prominent roles with Sentry Insurance, Equitable and IDS, as well as national insurance associations.

The Froehlkes are members of Marshfield Clinic's 1916 Society,



which recognizes cumulative gifts in support of the Clinic's mission, at the Visionary level. They are also members of the Doege Legacy Society, which they joined more than 20 years ago with the gift of a life insurance policy to the Clinic. The policy proceeds will now be used to support the Laird Center for Medical Research that Froehlke helped build so many years ago.

Robert and Nancy will be honored at this year's Spirit of Giving celebration in May with a Legacy of Philanthropy Award. The event is held in the Froehlke Auditorium in the Laird Center for Medical Research, another fitting tribute to the legacy of Robert Froehlke. ■



In memoriam: DIETER VOSS, MD (1931 - 2016)

Dr. Dieter Voss, 84, died Tuesday, March 8, at Ministry Saint Joseph's Hospital in Marshfield, WI.

Dr. Voss was the 90th physician to join Marshfield Clinic when he started here in 1966. He helped establish the

Coronary Care Unit at Saint Joseph's Hospital and became a leading cardiologist for the organization. He was instrumental in pioneering the use of coronary artery angioplasty for treating coronary artery disease and was one of the first physicians

The Legacy of Dean A. Emanuel, M.D.

Dr. Dean Emanuel, who pioneered cardiac catheterization at Marshfield Clinic, advanced the understanding of farmer's lung disease and helped form the Marshfield Clinic Research Foundation, leaves an indelible mark.

Some referred to him as the father of the National Farm Medicine Center. Others, quite simply, as a Marshfield Clinic "giant."

"Few men that I know have lived such quiet and decent lives, and contributed as much to the profession, the community and the Clinic as Dean did," said Dr. Phil Hansotia, writing in Dr. Emanuel's online obituary page.

Marshfield Clinic Health System CEO Susan Turney, MD, has known and admired Dr. Emanuel since she was a resident at the Clinic.

"I have held him in high esteem not only for his pioneering patient care and research but also for how he cared about the community he loved and the people who work and live here," Turney told the *Hub City Times*.

Dr. Emanuel joined Marshfield Clinic in 1958, almost immediately establishing the Clinic's first cardiac catheterization lab. He was one of the first cardiologists to perform a coronary arteriography and also was an early leader in the use of the Dotter Procedure, a precursor to angioplasty. He published more than 100 research papers on cardiology and pulmonary disease.

He received the Foundation's first National Institutes of Health grant to study farmer's lung disease and helped lower the occurrence of another respiratory illness, maple bark disease, by providing recommendations and guidance to paper mills.

His commitment didn't stop with excellence in patient care and research, however. To help fund the work of the National Farm Medicine Center, Dr. Emanuel was instrumental in starting the Auction of Champions in 1982, an annual gala that has since raised more than \$3.3 million to support the Center's critical work.



Dr. Emanuel's legacy will continue in the work of the National Farm Medicine Center, through the research he conducted and shared through his publications, and from the many physicians and other healthcare professionals who had the opportunity to learn from this kind and gentle giant. ■

to use telemetry transmitters for cardiac monitoring. He retired from practice in 1996.

He will be remembered as a kind and gentle physician and a well-respected Cardiologist.

He was a member of a number of organizations including the Marshfield Clinic Emeritus Program, Elks, Wood County Medical Society, Wisconsin Medical Society and the American Heart Association.

The BENEFITS of LAUGHTER

The third annual Comedy Against Cancer, presented by Nasonville Dairy, lived up to its name in January. More than 280 cancer survivors and family members, physicians, patient care providers and community members shared many laughs as they raised over \$47,000 to support Marshfield Clinic Cancer Care.

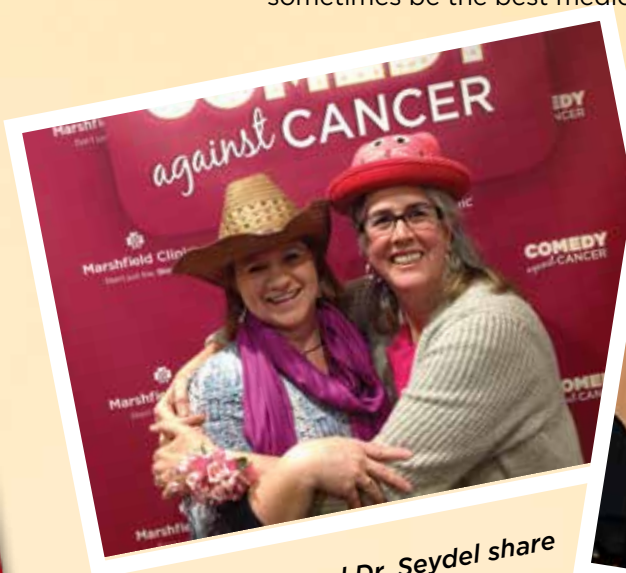
Comedy Against Cancer was inspired by Drs. Anna Seydel and Jessica Wernberg, and Nurse Practitioner Kelly Noreen, of Surgical Oncology and General Surgery, who wanted to demonstrate their commitment to cancer patients and emphasize the importance of keeping a sense of humor during a cancer journey.

The fun-filled evening featured stand-up comedians Steve Hartman and Todd Andrews. The laughter throughout the room demonstrated that while cancer is not a laughing matter, maintaining a sense of humor during treatment can sometimes be the best medicine.

Proceeds from this year's event will help provide the best experience possible for patients and families by transforming a cancer consult room into a comforting space with a warm, healing environment.

"When we started talking about this project there was one family that came to mind immediately, and we were thrilled when they embraced our vision wholeheartedly," stated Teri Wilczek. "We are delighted to share that our first cancer consult room will be named in honor of Joellen Heiman by the Heiman Families."

Joellen was the first breast cancer survivor to speak at the inaugural Comedy Against Cancer. She held up a coconut bra on stage and shared her story highlighting the great care she received at Marshfield Clinic along with the importance of keeping her humor as she endured her journey with breast cancer. ■



Dr. Wernberg and Dr. Seydel share some laughs.



Joellen Heiman speaking at the first Comedy Against Cancer in 2014.

Resources available to assist with your planning

In the last issue of BenchMarks, I shared some common indicators that your will or trust may be due for an update. The feedback I received from readers and through other conversations with Clinic friends was many of us simply don't know where to begin.

Well, I am pleased to say we are ready to help! New resources are now available through Marshfield Clinic to help you get started on your path to an updated will or trust, as well as a legacy gift plan.

- **Online resources.** In addition to visiting www.marshfieldclinic.org/giving to learn ways to support the mission of Marshfield Clinic, upcoming special events, volunteer opportunities and other information, you can also visit www.marshfieldclinic.org/giving/legacy for specific information about legacy gift opportunities and creating your estate and legacy gift plan. You can even create a free online Wills Planner account to assist in your planning efforts.

- **Seminars.** We will be hosting seminars beginning in April and throughout 2016 to share everything you need to know to create a plan that reflects your goals and dreams. If you would like information about upcoming seminars, visit www.marshfieldclinic.org/giving/legacy or contact me at the information provided below. Seminar attendees will receive our new *Provide & Protect* book, a written *Wills Guide*, and information about setting up their free online Wills Planner account to assist in their planning.

www.marshfieldclinic.org/giving/legacy or contact me at the information provided below. Seminar attendees will receive our new *Provide & Protect* book, a written *Wills Guide*, and information about setting up their free online Wills Planner account to assist in their planning.

- **Written resources.** We have many written materials we can share with you. First, is our new *Provide & Protect* book, written by Attorney A. Charles Schultz. This is an easy-to-read guide that breaks down the planning process into understandable and manageable pieces. The *Wills Guide* is another popular resource that helps you gather information about you and your

family, the people you want to make important decisions for you when you are not available, your financial information, and your desired plan to distribute those assets to your family and charitable beneficiaries. More targeted written materials are available to address specific questions or situations. Please contact any member of our Development team or visit www.marshfieldclinic.org/giving/legacy to request these materials.

- **Personal visits.** One of the best resources available to you is a personal conversation with me or one of my colleagues on the Development team. Whether we talk in person or by phone, we are better able to meet your needs after having the opportunity to better understand your needs, goals and dreams. So don't be afraid to take advantage of this valuable resource!



For more information about naming Marshfield Clinic as a beneficiary of your retirement account or other planned gifts, please contact:

Karen Piel, J.D., C.P.A., CFRE

Gift Planning Officer

1-800-858-5220

piel.karen@marshfieldclinic.org

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The celebration of our 100th anniversary is the perfect time to unveil a new giving society which acknowledges how important consistent donors are.

Beginning this year, and continuing each after this, the Loyalty Society will celebrate donors who renew their financial commitment to Marshfield Clinic each calendar year. Recognition within the Loyalty Society begins when an individual or organization makes a gift 3 or more years in a row.



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