



[care]

FOR OUR COMMUNITY'S
FUTURE

Cultivating a robust, talented and diverse workforce to meet the healthcare needs of our community—*thanks to you.*



UnityPoint Health
Meriter Foundation

In Fall 2022, Meriter Foundation launched the CARE for our Community's Future fundraising campaign built upon a fundamental belief: every person in our community should have access to expert, compassionate healthcare, now and for generations to come.

Our community, mirroring challenges faced by the entire nation, encountered what often felt like an insurmountable hurdle: a growing deficit in our healthcare workforce.

Setting ambitious goals in both fundraising and organizational development, we sought innovative solutions to address this complex issue.

Thanks to your generous support, the CARE for our Community's Future campaign surpassed its \$2.5 million fundraising goal. Your commitment to this crucial cause was instrumental in reaching this extraordinary achievement, and we extend our deepest gratitude for your partnership.

Beyond its significance as a financial milestone, this accomplishment lays the groundwork for a brighter future for our community. The funds raised are pivotal in ensuring our healthcare workforce is adequately resourced and our training centers offer an environment conducive to learning and career development. Thanks to your support, care teams are thriving within the newly established Jeff Levy Education Center—a hub for learning, collaboration and equitable access to opportunity. Caregivers are not only reaching the patient bedside faster but are also actively pursuing further education, fostering both personal and professional fulfillment.

It is an honor to share the impact of your generosity, enriched by the voices of just a selection of those directly affected. The gratitude expressed by students, caregivers and patients belongs to you, and we personally thank you for making these success stories possible.

Your support has left an enduring mark on the lives of countless individuals, and we are excited about the positive ripple effects it continues to generate. Thank you for being an invaluable part of our community and for contributing to the outstanding success of the CARE for our Community's Future Campaign.

Sincerely,



Renee Bukovich, MS, RN, NPD-BC
Manager, Nursing Education
UnityPoint Health - Meriter

CARE for our Community's Future
Campaign Co-Chair



Kiah Calmese Walker, MHA
Director, Human Resources
UnityPoint Health - Meriter

CARE for our Community's Future
Campaign Co-Chair

[transforming] HEALTHCARE

ACROSS OUR REGION FOR GENERATIONS TO COME

The ambitious Healthcare Workforce Initiative was constructed using a suite of creative solutions, expertly designed to tackle the complex healthcare concerns within our community, targeting both emerging and immediate needs.



\$2,933,242
RAISED
241 DONORS

THANK YOU

We couldn't do this
work without you.



Sam Bester, Phlebotomist and graduate of the Phlebotomy Scholars Pathways Program at UnityPoint Health - Meriter



Gloria Jones-Bey Certified Nursing Assistant (CNA) Scholars Summer 2023



Four members of the Medical Assistant (MA) Scholars graduating class, November 2023 Cohort



Phlebotomy Scholars from the January 2024 cohort practicing venipuncture with UnityPoint Health - Meriter Market President, James Arnett.

Your generous support is

[EXPANDING]

the talent pool.

1

Career Pathways Navigator hired, focusing on recruiting students new to healthcare and advancing existing healthcare team members, guiding them to grow and secure positions in their new field.

4

students, supported by donors through Meriter Foundation, have graduated from a two-year Medical Assistant (MA) program held in partnership with UW Health. A second cohort of MAs began in Fall 2023.

21

students have completed the Phlebotomy Scholars Pathways Program, with half of the students identifying as BIPOC.

26

students have graduated from the Gloria Jones-Bey Certified Nursing Assistant (CNA) Scholars Program.

52,000
+

patients are cared for by these CNA graduates annually.

Tenzin Ngawang's Inspiring Path

EMPOWERED BY YOUR SUPPORT



Tenzin Ngawang, a graduating senior at University of Wisconsin-Madison and recent graduate of the Gloria Jones-Bey CNA Scholars Pathways Program at Meriter, is forging his path in the healthcare sector.

Born in Himachal Pradesh, India, Tenzin recognizes the scarcity of Tibetan physicians and the importance of representation within healthcare. As a first-generation college student and an immigrant, he aims to catalyze change by addressing health disparities within his Tibetan community and beyond.



"Growing up, my mom always instilled the lesson of 'others before self,' as taught by our religious leader, His Holiness the 14th Dalai Lama.

"Being a part of the Gloria Jones-Bey CNA Scholars Pathways Program at Meriter allowed me to better understand and experience working in a healthcare setting, equipping me with the technical skills, empathy, and understanding to meet the needs of my future patients. In addition to hands-on experience, I have the chance to explore different hospital departments and learn from diverse patient populations as I progress on my medical path.

"Honestly, the one word that comes to my mind is 'grateful'. I am extremely grateful to be a part of this CNA program, which has not only enabled me to obtain my certification but also provided me with the opportunity to work at the hospital immediately after completing the program.

"I am immensely thankful to every donor who has sustained this program."

- Tenzin Ngawang, CNA

THE SUE ERICKSON PATHWAYS TO SUCCESS FUND



Each day, promising future healthcare professionals like Tenzin are benefiting from the funds raised through the Sue Erickson Pathways to Success Fund.

Sue Erickson, former President and CEO of UnityPoint Health - Meriter, and Honorary Chair of the CARE for our Community Future campaign, had an

extraordinary career journey, from Laboratory Technician at Meriter to Chief Operating Officer with UnityPoint Health before retiring in December 2023. Her trajectory stands as a remarkable testament to her hard work and

expertise, as well as the invaluable support she received from others throughout her career—a concept she fondly refers to as "inviting people in."

In that spirit, she introduced a deeply generous initiative: the Sue Erickson Pathways to Success fund, established through Meriter Foundation, which supports aspiring healthcare professionals enrolled in the Pathways Program at Meriter.

Sue's personal financial commitment propelled the fund to a strong start, paving the way for transformative change in the lives of aspiring healthcare professionals. The generosity of many others, including many of you, further fueled the fund, leaving a profound impact on the journeys of countless future healthcare workers.

As Sue enjoys a well-deserved retirement, we honor her legacy and the enduring impact she has had on our community.

Your generous support is [ACCELERATING] getting care team members to the patient bedside.

1

state-of-the-art building, the Jeff Levy Education Center, now stands as a dedicated space for streamlined onboarding, collaborative learning, and equitable access to opportunity.

798

caregivers have received training at Jeff Levy Education Center.

22

Patient Care Orientation classes completed, new team members are well-prepared for their roles.

28

Management of Aggressive Behavior (MOAB) classes completed. These classes are specifically tailored to the needs of caregivers in high-risk areas, including Emergency, Psychiatry and those who provide support to these critical areas. The specialized classes aim to ensure a safer environment for staff and patients.

28

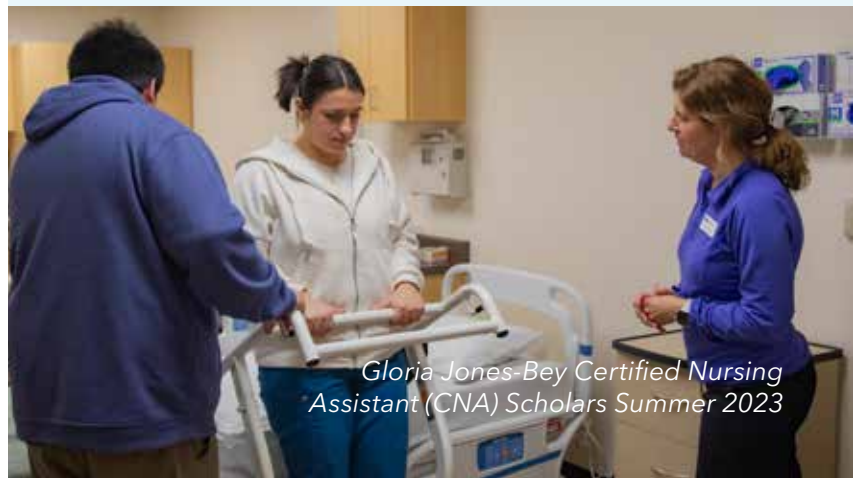
Preceptor/Charge continuing education classes completed. These classes are designed for nurses who serve in nursing supervision and leadership roles.



JEFF LEVY EDUCATION CENTER

"Through the creation of this welcoming and modern learning environment, enabling seamless coordination across departments, we are accelerating each caregiver's journey to the patient bedside. The versatile environment caters to diverse group sizes and educational styles, streamlining training efforts and fostering effective teamwork. And, conveniently located in Dane County along the Beltline, accessibility is guaranteed for all students and team members, mitigating parking and mobility challenges. Our teams, including Nursing Professional Development Specialists, in particular, are so grateful for this innovative education facility."

- Lindsay Rosemeyer, MSN, RN, NE-BC
Director of Care Coordination, UnityPoint Health - Meriter



Gloria Jones-Bey Certified Nursing Assistant (CNA) Scholars Summer 2023



Photos by Peter McCullough Photography

In 2022, UnityPoint Health - Meriter broke ground on the Jeff Levy Education Center. Today, this vibrant hub of innovation, opportunity and community plays a central role in our ongoing mission to address the mounting shortage of healthcare workers in our community – something the entire nation is grappling with.

The Jeff Levy Education Center warmly welcomes aspiring students who are passionate about pursuing careers in healthcare through Pathways Programs. It provides comprehensive onboarding for new team members joining the Meriter family, ensuring a solid foundation for their professional journeys. It also serves as a home for essential nursing training and education, enabling our dedicated caregivers to continuously advance in their professional journeys.

The realization of this state-of-the-art facility became possible through generous donor support, including a transformational gift from lead donor Jeff Levy of Madison. His personal and family experiences with healthcare ignited his involvement in bolstering the healthcare workforce and ensuring equitable access to high-quality care, education, and career opportunities for everyone in our community.

A FAMILY LEGACY OF CARE

At just three weeks old, Jeff unexpectedly stopped breathing. Thanks to the swift intervention of the only infant respirator available in the La Crosse area at the time, his life was saved, marking the beginning of his family's deep-rooted connection to healthcare.

Reflecting on this pivotal moment, Jeff emphasizes the crucial role his family's financial support played. "It was a terrifying moment for my parents, Dorothy and Irv, which prompted them to purchase life-saving infant respirators for each of the hospitals in the region," he recalls. "Since then, my brothers, Marv and Phil, and I have worked to carry on the family legacy of supporting local healthcare."

Jeff adds, "The simple fact is everyone has a connection to healthcare—whether it be themselves or through a loved one. We must prioritize ensuring that our community has sustained access to high-quality healthcare for generations to come."

"In recent years, we've faced a wake-up call regarding the shortage of healthcare workers," Jeff notes, highlighting the pressing challenges facing the local healthcare sector. "I don't want a single patient or family to ever worry about accessing high-quality care when they need it."

Motivated by this urgent need, Jeff lent his support to Meriter's healthcare education and staffing initiatives, recognizing the significant impact he could make in advancing this cause. "Making a financial gift in support of this important work seems small compared to all that healthcare teams have done for me, my family and our community over the years," Jeff remarks.

At the heart of Jeff's advocacy lies the Jeff Levy Education Center, a hub of innovation and opportunity in our region's healthcare landscape. "It serves as a cutting-edge learning facility and an environment of support, fostering partnerships and ensuring equitable access to opportunities," he explains.

Reflecting on the center's impact, Jeff expresses a sentiment shared by many in the community: a profound gratitude to all those contributing to the strength and resilience of the local healthcare ecosystem. "Every individual who receives education or training at the center will forever be written on my heart."



Fatoumata C., UnityPoint Health – Meriter Healthcare Scholarship Recipient pursuing a career in nursing



Medical Assistant (MA) Scholars graduating class, November 2023 Cohort



Some of Meriter's newest team members undergoing training at the Jeff Levy Education Center.

* Scholarship recipients include individuals from historically marginalized communities (BIPOC, LGBTQ+, persons with disabilities) and first- or second-generation immigrants.

Your generous support is **[ADVANCING]** team members through career support and growth opportunities.

39

scholarships of \$1,000, each, awarded to local high school seniors pursuing healthcare majors. Scholarship recipients include individuals from historically marginalized communities, such as Black, Indigenous and People of Color (BIPOC), LGBTQ+ individuals, persons with disabilities, and first- or second-generation immigrants.

6

scholarships of \$1,500, each, awarded to current Meriter volunteers who have contributed 100+ volunteer hours. Each volunteer honored with a scholarship is pursuing a healthcare career.

1

comprehensive plan developed to expand scholarship support with the aim of bolstering the healthcare workforce and increasing the number of bachelor's-prepared RNs. These programs are set to launch in 2024.

COURTNEY RIEGE

Medical Assistant and recent graduate of the MA Scholars Pathways Program at Meriter

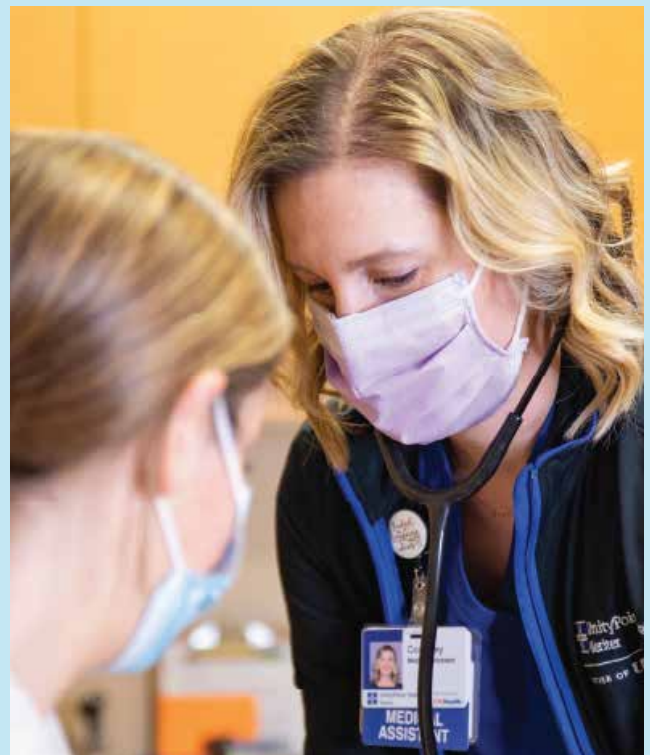
"In February 2021, while working in sales, I was diagnosed with stage 2b breast cancer at 35 years old with 3 kids under 10. As you can imagine, this rocked my world. It left me feeling like I wasn't where I wanted to be in life. After meeting so many amazing people through my health journey, I knew I wanted to get into the healthcare field.

"I started working as a Health Unit Coordinator at Meriter. I LOVED it, but I wanted more patient interaction. I soon stumbled upon the job posting for the Meriter MA Scholars Pathways Program. It solved all my problems as far as paying for school and trying to figure out how I would work and go to school while being a mom. It's been an amazing opportunity that I never once took for granted.

Now that I've graduated, I'm happily falling into my new position a Medical Assistant with Meriter. It's such a great fit for me.

"Forever grateful for this opportunity!"

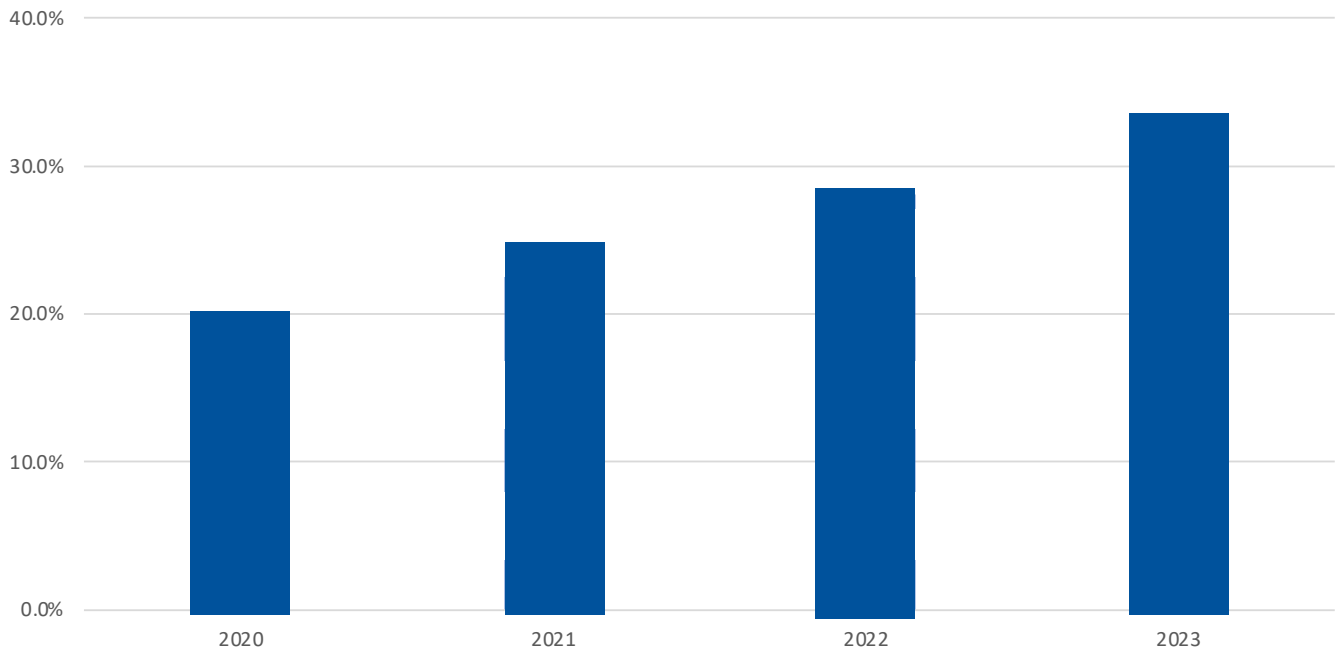
- Courtney Riege, CCMA, CPT
Medical Assistant, UnityPoint Health - Meriter



Your generous support is [DIVERSIFYING] the healthcare workforce.

The percentage of new hires who identified as BIPOC grew from 20% in 2020 to 33.5% in 2023.

Percentage of New Hires Identifying as BIPOC (Black, Indigenous and People of Color)



Approaching this work through an equity lens is foundational. By cultivating future generations of healthcare professionals from a diverse range of backgrounds, cultures and lived experiences, we are building a workforce that is best equipped to advocate for all patients and address health inequities.

Thanks to your invaluable support of these critical programs and resources, the care team at Meriter is increasingly reflective of our community. In Dane County, where 22% of the population identifies as BIPOC, Meriter has experienced a substantial increase in the representation of BIPOC staff, rising from 13% in 2020 to nearly 17% in 2023.



*Alexandra Nunez, graduate of the
Phlebotomy Scholars Pathways Program
at UnityPoint Health - Meriter*

Gloria Jones-Bey CNA Scholars January 2024 Cohort

Continuing Momentum: Onward with [CARE]

Although the CARE for our Community's Future Campaign has come to a close, these efforts to expand the talent pool, accelerate caregiver access to the patient bedside, enhance career advancement and learning opportunities for team members, and promote diversity within our workforce will persist. The healthcare learning initiatives made possible through your support of the CARE for our Community's Future Campaign are consistently delivering successful outcomes, helping to ensure every aspiring healthcare worker in our community has access to education and advancement opportunities within the healthcare field, and every patient has equitable access to the care they need, now and for generations to come.

Because of your extraordinary generosity, we've accomplished something together that is truly extraordinary: pioneering a healthcare training and advancement initiative that is making a tangible impact on healthcare in our community. These outcomes we celebrate are yours.

Thank you for being an essential part of this endeavor. You have made a lasting impact on countless lives. Together, we will continue to build a healthier future for all.



[care]

FOR OUR COMMUNITY'S
FUTURE

EXPAND. ACCELERATE. ADVANCE. DIVERSIFY.

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UnityPoint Health
Meriter Foundation