

DEFINING MOMENTS

FALL/WINTER 2021

*“A zip code
should not
determine
the quality of
care people
receive.”*

*Matt Heywood, President
& CEO of Aspirus*

Better Health Close to Home

Aspirus brings an expanded care team and new resources to serve patients with excellence and compassion.

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Howard Young
Foundation



HOLIDAY MESSAGE

Throughout the past year, despite the ongoing pandemic, our friends and neighbors continued to work together to care for those in need and ensure outstanding medical care in the Northwoods. More individuals stepped up to help where and when needed. That is the power of community. Thank you for all you do. We wish you a joyous and peaceful holiday season.



HY Foundation Staff (left to right) Erin Biertzer, Barb Maines, Elizabeth Gering, Julie Nickelsen, (Jessie Halverson not pictured)

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SPECIAL THANKS IN CREATING DEFINING MOMENTS

Howard Young
Foundation Staff

*Carrie Hoyer, Howard
Young Foundation Board of
Directors Marketing Chair
and Executive Committee
Member at Large*

*Vanessa Embling
Women's Legacy Council
and Event Photo*

*Jack Eldred &
Heather Holmes,
Lakeland Times
Golf Outing Banquet Photos*

*Robin Patrick,
Moxie Creative Studio
Graphic Designer/Art Director*

*Susan Reetz,
Clear Focus Media, LLC
Copywriter*

All who shared
their stories.

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HOWARD YOUNG FOUNDATION **our mission**

The Howard Young Medical Center was built in 1977 through a very generous bequest provided by philanthropist Howard Young. Bearing his name to honor his philanthropic gift, the Foundation was established in 1984 to advance the health and wellness of all people in the communities we serve through your charitable support.

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*Erin Biertzer,
President*



FROM THE CHAIRMAN & PRESIDENT

We would like to extend a special welcome to Aspirus as they complete their transition into Howard Young Medical Center (HYMC) and Aspirus Eagle River Hospital (AERH). They are fortunate to have inherited a strong team of heroes who throughout the transition and pandemic, have worked tirelessly to provide excellent healthcare services for our community. Thank you for your continued support.

We dedicate this issue to a strong supporter of local healthcare as well as a donor and friend to the Howard Young Foundation, Dr. George T. Anast, who passed away on June 28, 2021, at the age of 92. When Dr. Anast retired from clinical practice he continued his commitment to local patients and medical providers by serving as CEO of the Howard Young Medical Center. He will be missed.

Please join us in welcoming Jessie Halverson to the Howard Young Foundation staff. Jessie serves as Donor Specialist and brings more than two decades of customer service experience to her new role. She is excited to be a part of all the good things the Foundation does for the Northwoods, and we are delighted to have her on board.

Last year you generously funded new patient monitors for the Emergency Department. They have made such a significant difference that we are now raising funds to purchase these life-saving devices for all ten beds in the Intensive Care Unit at Howard Young Medical Center. With the ongoing threat of COVID in our communities, it's more important than ever to have the best technology possible to monitor patient vitals.

We hope you enjoy the following stories highlighting the impact you make within and around our community. Thank you for your ongoing generosity, and best wishes for a happy and healthy holiday season.

Sincerely,

*Trig Solberg, Board Chairman
Howard Young Foundation*

*Erin Biertzer, President
Howard Young Foundation*



this season support PATIENT MONITORS

Though the year is drawing to a close, you still have time to make a difference and give patients the best this holiday season.

Last year, our donors generously purchased new patient monitors in preparation for potential pandemic-fueled patient surges in the Howard Young Medical Center (HYMC) Emergency Department (ED). The result? Phillips Intellivue X3 Monitors were implemented throughout the ED and continue to make a significant impact. They are used daily to track and record vitals for all ED patients including those undergoing monoclonal antibody infusions – a treatment for COVID-19.

“I can’t thank each and every one of you enough for the generous gifts and donations provided to the hospital and the positive influence they have had on patient care and the growth/development of clinical & nursing staff,” commented Becky Mader, RN, BSN, Supervisor Patient Care Services, Emergency Department.

Expanding on the success of the patient monitors in the ED, we now have the opportunity to raise \$180,000 towards the purchase of monitors for all ten Intensive Care Unit (ICU) beds at HYMC.

Your generous gift this holiday season will help upgrade patient monitors and bring better healthcare to our community. The new monitors will allow HYMC to fully utilize the new technologies available through the Epic medical record system.

THE BENEFITS WILL BE NUMEROUS AND INCLUDE:



Increased efficiency for caregivers and staff so they can spend more time caring for patients



Improved patient monitoring by allowing for customization of patient information to ensure that each patient is closely monitored for the appropriate vitals



Single, centralized location for data storage



Portability, ensuring a seamless transition to other departments in the hospital

“It will be wonderful to use technology for the greater good, to have more time for personal interaction, forming an even better patient-provider relationship,” said Melanie Hodgdon, RN, BSN, Manager of Inpatient Nursing Care Services. “This technology can aid in early detection of patient changes which, in turn, can improve our patient outcomes. That’s something we all want.”

This investment will bring new and innovative technology to our ICU and improve patient outcomes today and into the future. During this season of giving, please consider making a tax-deductible year-end holiday gift to this special initiative.

*You can help make high-tech patient monitors a reality for all ten ICU beds at HYMC.
Donate online at howardyoungfoundation.org or mail a check to P.O. Box 470, Woodruff, WI 54568.*

BETTER HEALTH CLOSE TO HOME

Whether you live in northern Wisconsin year-round, are a seasonal resident or occasional visitor, you deserve outstanding medical care and Aspirus is committed to providing better healthcare close to home. According to Matt Heywood, President and CEO of Aspirus, the integration of Howard Young Medical Center and Aspirus Eagle River Hospital into the Aspirus network will provide better and more connected care to thousands more people in our region.

“By working together as a tightly aligned team, we can provide local care in places that never had access before. And we are leveraging our system resources to grow and improve, even during challenging times like the last two years,” Matt said. “From the patient perspective,



Matt Heywood, President & CEO of Aspirus

“ IN THE EVENT THEY NEED ADVANCED SERVICES, SUCH AS SPECIALIZED HEART CARE, THEY WILL HAVE A DIRECT LINK TO A LEADING REGIONAL CARE CENTER IN WAUSAU. ”

Matt Heywood, President & CEO of Aspirus

people will enjoy access to the same familiar experts, but they also will have an expanded care team and new resources focused on serving them with excellence and compassion. The Aspirus model is to make as many services as possible available locally, by leveraging technology and size. In the event people need advanced services, such as specialized heart care, they will have a direct link to our leading regional care center, Aspirus Wausau Hospital.”

Over the past several months, Aspirus has been out listening to our communities about what they expect. Caregivers and staff have worked through the details of implementing Aspirus systems and processes within our local hospitals. This includes transitioning to the Epic electronic medical record (EMR), which will improve convenience for patients and providers.

Epic is the nation’s largest EMR platform and makes it easier to access and connect medical providers and patients throughout the country. This system collects all the patient information in one place, so someone who lives in Florida but vacations in the Lakeland area can access their medical records regardless of their location. It also supports greater efficiency.

Aspirus brings new insurance options with the Aspirus Health Plan (AHP). Created in 2016, AHP builds on Aspirus’ commitment to bettering patient health and wellbeing by providing a variety of commercial health insurance and Medicare Advantage plans to choose from. AHP provides access to all Aspirus hospitals, clinics and physicians with convenient local access.

Rural healthcare faces different challenges compared to that in large cities and densely populated areas. It’s typically harder to recruit and retain certain caregivers and employees to small communities. Aspirus is able to draw on their extensive resources and experience to ensure that local healthcare needs are met.

During his career as a healthcare executive and executive search consultant, Dick Gustafson managed many major CEO and healthcare system transitions.

Now retired and a member of the Howard Young Foundation Board of Directors, Dick is optimistic

about the current process of bringing Howard Young Medical Center and Aspirus Eagle River Hospital into the Aspirus system.

“The Foundation is thrilled and excited about the future with Aspirus, especially given the increased provider options and the new systems that will increase patient care and convenience for providers,” Dick said. “We look forward to the community’s help in supporting local care and Aspirus. Together we will continue enhancing the healthcare options available to the community.”

Aspirus will continue to work closely with new team members to learn about the individual needs of each community served, establish consistent systems of care, and then collaborate with communities on delivery. Our Northwoods hospitals are now part of a tightly connected Aspirus team providing excellent and compassionate services to communities and partnering with them in new and progressive ways to improve wellness and vitality.

“Aspirus is not new to the Northwoods, but we are working to further engage, build relationships and get more involved locally,” Matt said.

“Aspirus understands rural communities. We live here and love it here. Our entire team is aligned in a unique way: *We believe a zip code should not determine the quality of care people receive.*”



You can continue to support our state-of-the-art community hospitals by making a gift at howardyoungfoundation.org.

BE HOPE.
BE GENEROUS.

**Be a Shining Light
for Our Community.**

Planned Charitable Giving is essential to preserving and expanding the Howard Young Medical Center and Aspirus Eagle River Hospital's ability to offer quality healthcare to the residents of our communities. Please consider having a real and lasting influence on the future of healthcare in the area by becoming a member of the Signature Society. Call the Howard Young Foundation at 715.439.4005 for more information.

LEGACY

Howard Young, an art dealer from New York, loved northern Wisconsin and his summer retreat in Minocqua. Like many of us, he enjoyed spending time hunting, fishing and playing golf here, and even helped found the Minocqua Country Club. The true depth of his appreciation for and commitment to the Northwoods was not fully apparent until the reading of his will in 1972.

The community was astonished to learn that Howard Young had planned an incredible gift for the Northwoods. He left his entire estate, approximately \$20 million, to Woodruff's Lakeland Memorial Hospital for an expansion of its facilities. His will also stated that \$7 million would be used solely for the purpose of building, equipping, furnishing and opening a new main hospital which became the Howard Young Medical Center. The net income on the remainder of his incredible gift was to be endowed to the hospital.

Howard Young's gift stunned and delighted the community, beginning a legacy of generosity and commitment to outstanding medical services and facilities through planned giving that is alive and well in our community today.

The Howard Young Foundation was established to build on the legacy left by Howard Young. Through the effective stewardship of the gifts we receive, large and small, planned or otherwise, the Foundation is able to help ensure the delivery of superior healthcare to patients and their families in the Northwoods.

You too can leave a legacy like Howard Young. With a planned gift to the Howard Young Foundation, you can combine your passion for the Northwoods and local healthcare with your overall financial, tax and estate planning goals.

Howard Young's generosity paved the way for the state-of-the-art healthcare we enjoy here today. What will you choose? Choose to support the Howard Young Foundation. Choose to be a shining light for our community. Your support can ensure that this gift to the community continues for generations to come.

You can follow Howard Young's example by making a planned gift to ensure ongoing excellence in healthcare for the Northwoods. Keep us in mind as you plan your estate and create a plan for your own legacy of giving to support ongoing excellence in medical services in our area.



Howard Young in front of Lakeland Memorial Hospital



Howard Young sits with Dwight D. Eisenhower

community

support for STAR shines



Women's Legacy Council members (from left to right) Cheryl Pitman, Carrie Hoye, Judy Russell, Mary McFerrin



Golfers enjoying their day on the course

If you want to know the impact of what you do, simply listen to those who benefit from your actions.

On Tuesday, June 8, 2021, after the Third Annual Lakeland STAR Golf Outing, a room full of golfers, business owners, educators, philanthropists, volunteers and others who support Lakeland STAR Academy and School listened as three STAR students shared how this unique learning environment has changed their lives.

“There wasn’t a dry eye in the Minocqua Country Club dining room that evening,” recalled Carrie Hoye, Howard Young Foundation Board of Directors Marketing Chair and Executive Committee Member at Large. “These students spoke with eloquence and grace about their appreciation of smaller classes, dedicated teachers who understand them and help them gain confidence, and so much more.”

“The ability to articulate what’s been a challenge for them on top of what’s been a triumph is something that is very uncommon in autistic individuals,” said Nicole Hansen, Lakeland STAR Golf Outing Director, Parent Representative for the Lakeland STAR School Governance Council, and owner of Minocqua Pest Control. “That is such an enormous win for them in their ability to function outside of the school and to have hope of a future where they’re able to function as independent adults.”

Community support for Lakeland STAR and the transition-focused, individualized education provided there continues to shine.

“Our Third Annual Lakeland STAR Golf Outing hosts Doug McCoy, Mike McCoy, Gregg Walker, Greg Nicklaus, Trig Solberg, Aldo Madrigano and Duane Foulkes, along with our volunteers, the Howard Young Foundation staff and Women’s Legacy Council put a tremendous amount of time and effort into making the event a success,” Nicole stated. “The number of sponsors increased significantly this year, and we raised \$1.25 million as compared to about \$686,000 in 2019. That says a lot about our community’s commitment to Lakeland STAR.”

The demand for services continues to rise. The Lakeland STAR School/Academy is currently at full capacity with 38 students and dozens more on the waitlist. But there is a plan in place to increase capacity.

The Lakeland STAR Transition Center will support students ages 18 – 21 on the spectrum and with other disabilities who have received an Individualized Education Plan (IEP). This will open spots for younger students while allowing staff to teach the older students practical life skills geared toward independence like living in an apartment, paying bills, learning to drive, applying for a job and thriving in a work environment. Graduates become motivated workers in our job force and government funding required for the long-term support of adults on the Autism spectrum is reduced.

All funds raised through the STAR Golf Outing will be used for ongoing support for the health and wellness needs of STAR students, including the Transition Center.

*“Lakeland STAR is a special place for me because I like the smaller class sizes. I also like the availability of the sensory room for me when my body needs it. Having Indigo makes it special.” ~ **Bryson***

*“I came to Lakeland STAR because my family and I thought it would be a better opportunity for me. STAR is a special place for me because I have a lot of good friendships that I would not have had without it. They have done a lot for my brother and me in regard to our learning challenges.” ~ **Hayle***

*“STAR is a special place for me because the students are nicer and I have more fun here. I get help when I need it. I am challenged in my academics.” ~ **Serzhio***





Women's Legacy Council members back row (from left to right) Carrie Hoye, Tonna Appelgren, Mary McFerrin, Erin Bierterz, Judy Russell, Katie Drerup, Joni Kahn, Cheryl Pitman Front row (from left to right) Barb Maines, Mary Ahern, Marilyn Hopper, Elaine Hoth, Pat Hall and Julie Nickelsen. Unavailable for picture Elizabeth Gering-Duemmel.

WOMEN'S LEGACY COUNCIL A Commitment to Northwoods Healthcare.

Combining compassion and philanthropy to support quality healthcare at Howard Young Medical Center and throughout the Northwoods community is not just a passing thought for members of the Women's Legacy Council, a committee of the Howard Young Foundation; it's a commitment.

"Philanthropy gives perspective on what is important to us and helps us decide the kind of life we want to live and the world we want to live in," said Cheryl Pitman, Chair of Philanthropy for the Women's Legacy Council. "This philosophy resonates with me because I care deeply about our community. I'm willing to invest in it and I encourage everyone else to do so also."

In 2011, Cheryl was one of 16 women who came together to find new ways to meet the needs of Howard Young Medical Center and Northwoods patients. Today the Women's Legacy Council has over 360 donors and a dedicated group of members. Since the group formed, they've led or supported several philanthropic projects with the hospital and the Foundation to fund prevention, advanced diagnostic, treatment and rehabilitation services that are provided locally.

The Women's Legacy Council works closely with the Howard Young Foundation Board of Directors and staff and the Howard Young Medical Center to determine the focus of their philanthropic campaigns. These efforts are always based on current and emerging local needs.

"I think women are extraordinary philanthropists because they see things as a means to pursue a life that fits their deepest values," Cheryl said. "Women have the ability to influence change, create and commit to a vision, and then celebrate our accomplishments and have fun doing it."

The first Women's Legacy Council campaign was for the Heart Care

Center of Excellence. After that, it was Early Detection Here and Now to raise funds for a 3D mammogram diagnostic machine. Then came the Tick-Borne Illness Center of Excellence, a much larger project resulting in a team of doctors and researchers recognized as the most effective in the nation at diagnosing and treating tick-borne illnesses. The group was instrumental in raising \$3.2 million to get the clinic open, staffed and seeing hundreds of patients in its first year.

This summer, the Women's Legacy Council set a goal to raise \$250,000 for Lakeland STAR School/Academy so they can open a Transition Center. The Transition Center will support students ages 18 to 21 who are on the autism spectrum or have another disability and an Individualized Education Plan (IEP). The Center's focus will be on teaching practical life skills that allow students to one day become independent.

"We've heard stories from families about the incredible support they've received through Lakeland STAR and the difference it has made for their children and their family as a whole,"

stated Cheryl. "It's a good feeling to know that we can help support the special health and wellness needs of our students through counseling, therapy and the specialized teaching approach that Lakeland STAR provides."

The Women's Legacy Council met their goal of raising \$250,000 through the generosity of the community at the 2021 Lakeland STAR Golf Event. Their ongoing success continues to support high quality healthcare in our community while building strong relationships among dedicated Northwoods women.

"I sincerely thank each person who has supported the Women's Legacy Council and the Foundation," Cheryl stated. "If you'd like to make a commitment to the future of healthcare in the Northwoods, we welcome your time and talents. You will feel in your heart how wonderful it is to complete projects that leave a lasting impact for generations to come. Plus, you will be with a passionate, energetic and talented group of women, having a bunch of fun doing it."



Welcome to the Women's Legacy Council's two newest members, Joni Kahn and Katie Drerup.

ASPIRUS TICK-BORNE illness center

Though the cold temperatures of winter have arrived, the medical providers at the Aspirus Tick-Borne Illness Center (the Center) are continuing to see more patients suffering from chronic illness, keeping them busy all year round.

Located within the Howard Young Medical Center, the Center is the first of its kind in the Midwest for tick-borne illness research, testing, diagnosis and treatment. These efforts have kept the staff busy, including Dr. Samuel Shor, MD, FACP, world renowned Lyme disease physician with over 30 years of experience, and past President of the International Lyme and Associated Diseases Society (ILADS); Ashley Johnson, NP-BC; and Kathy McCaughn, Office Manager.

According to Kathy, the ticks were active even into the fall this year. During peak tick season, which runs from the beginning of April through the end of August, the Center had 684 patient visits. Over 50 percent of those patients were classified as chronic because they had symptoms of a tick-borne illness for six months or more.

At the Center, data scientists work together with clinicians to provide unprecedented patient care. In Dr. Shor's research study titled, "Analysis of clinical outcomes in the management of Lyme and other tick-borne diseases in an endemic center," when a patient at the Center tests positive for a tick-borne illness, their symptoms are measured using the Horowitz Multiple Systemic Infectious Disease Syndrome Questionnaire (HMQ). HMQ tracks a patient's symptoms and quality of life – a crucial component in the identification and treatment of tick-borne illnesses.

When research is combined with clinical treatment, results not only give relief to patients being treated, but they also bring us closer to improved treatments, and possibly a cure. For someone who's suffered for a long time with this type of illness, seeing proof of improvement is important and provides hope of returning to their normal life. The Center is now working with the Aspirus research team to further develop the Center's research program.

The highly skilled staff at the Center continue to diagnose, treat and research tick-borne illness at this unique practice, bringing health and hope to patients in our community and beyond.



ANNUAL community events

We are *beyond excited* with our plans to be back *in person!* Be sure to come out and support quality healthcare in the Northwoods by participating in these wonderful local events.

LAKELAND STAR GOLF OUTING Tuesday, June 7th, 2022

Join us at the exclusive Minocqua Country Club for our Annual Lakeland STAR Golf Fundraising Event! All monies raised will directly benefit the students of Lakeland STAR School/Academy. Registration will open in February of 2022 at lakelandstar.org.

LET'S TEE OFF AGAINST BREAST CANCER Thursday, June 23rd, 2022

A memorable, women-only golf event at Trout Lake Golf Club to help us provide support to breast cancer patients across the Northwoods.

BEAR CUPBOARD RUN Saturday, June 25th, 2022

Get ready for the 13th Annual Bear Cupboard Run! Enjoy the beautiful Bearskin Trail. Please check our website for more information. This fun event benefits the Lakeland Pantry.

THANK YOU! *to all who sponsored, volunteered, participated or donated to one or more of our community events. Your support helps advance healthcare in our community!*



MINOCQUA DRAGON BOAT FESTIVAL Saturday, August 20th, 2022

It's time for the 6th Annual Minocqua Dragon Boat Festival! The Minocqua Dragon Boat Festival is about camaraderie, fun, and enjoying a day on the water to benefit the work of the Howard Young Foundation. Registration will open February of 2022 at minocquadrdragonboat.com.

BONHOMIE CLUB RECOGNITION DINNER September 2022

This dinner is all about you, the donors that allow us to continue advancing healthcare in the Northwoods. Join us to celebrate your 2021 contributions with dinner and an update on Howard Young Foundation activities. Be a part of the Bonhomie Club by donating \$100 or more during the calendar year.

WINE, WOMEN AND WINTER Thursday, December 1st, 2022

Celebrate the holiday season while benefiting Lakeland Pantry. Wine tasting, holiday demos, festive holiday appetizers and gift raffles. You won't want to miss it!



Howard Young
Foundation

Howard Young Foundation, Inc.
P.O. Box 470, Woodruff, WI 54568
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A GIFT THAT CONTINUES TO GROW

During this season of gift giving, consider joining the Signature Society by giving a gift that continues to grow.

With a planned gift to the Howard Young Foundation, you can combine your desire to benefit local healthcare with your overall financial, tax and estate planning goals.

\$12,900,000

Total amount in gifts promised by Signature Society members. Together these planned gifts will lead to further enrichment of healthcare for the region far in the future.

THERE ARE SEVERAL WAYS TO DONATE AND SHOW YOUR SUPPORT FOR QUALITY HEALTHCARE IN OUR NORTHWOODS COMMUNITIES.

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715.439.4005 to donate



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