



Marshfield Clinic
HEALTH SYSTEM

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MAJOR PARTNERSHIP TO BENEFIT MARSHFIELD AREA COMMUNITIES

The Marshfield Area YMCA and Marshfield Clinic Health System (MCHS) today announce a partnership that will help transform the way prevention-based health, wellness and family-service programs are delivered to Marshfield and area communities.

This is a first-of-its-kind partnership for MCHS and the YMCA. Through this partnership, MCHS is supporting a major capital campaign to expand and improve the YMCA, with the facility to be renamed the Marshfield Clinic Health System YMCA.

“Marshfield has been home to Marshfield Clinic for 100 years and we’ve been thinking for some time about how to celebrate, plan for and mark this significant milestone in our hometown,” said Dr. Susan Turney, MCHS CEO. “We’ve dedicated time to identify priority projects where MCHS can really make a difference. We were so fortunate to have YMCA leadership identify this opportunity to help area residents, many of them our patients, with such an innovative way to integrate our missions.”

Though the Clinic is now 100 years old, MCHS was formed in 2012 and community engagement, along with improving the health and wellbeing of its communities, is a key priority, “so we’re very excited about this collaborative approach to care,” she said.

Also this year, the YMCA is celebrating 30 years of service to the Marshfield area and according to Bill Sennholz, YMCA board chair, "this partnership gives us the chance to honor both milestones with an incredible initiative that will make a significant difference for the health and wellbeing of our community for many, many years to come. It will leverage the reach and capabilities of our two trusted organizations to bring unparalleled services and programming to the people of central Wisconsin. It will spur economic development, helping businesses recruit and retain employees by providing an attractive community asset. The Y's expanded and updated facility, certified instructors and staff will also help meet MCHS goals for accountable care and we expect it will spur additional community collaborations."

"Our two organizations will be brought into an even closer, ongoing working relationship, helping our friends and neighbors reduce their risk for chronic disease," said Dr. Narayana Murali, executive director, Marshfield Clinic. "As the partnership evolves, it will provide an integrated approach beyond our walls for people seeking to improve their health and wellness. This will allow for an easy transition from medically-supervised rehabilitation to ongoing exercise programs."

Programming will include onsite health screenings, risk assessments, education classes, nutritional counseling and other health, wellness and prevention-based services. "These programs," Murali said, "will help people make informed, proactive choices about their health. We'll be able to extend the continuum of care for our patients after they leave the health system by connecting them with programs and services that will help them continue to improve their health. These new and innovative programs will have a long-lasting impact on the health of people for generations to come."

The partnership builds on a longstanding relationship between two organizations. MCHS has supported the Y's annual sustaining campaign for many years and the organizations collaborate on several ongoing wellness programs. Individually, Clinic physicians and staff, along with their families, have served as donors, members, volunteers and directors throughout the Y's history in Marshfield.

"The Marshfield Clinic Health System YMCA is a destination where people can learn, plan and take action to improve their health," said YMCA CEO John Nystrom. "Staff of both organizations will combine efforts and with a shared vision for better community health, this collaboration can be limitless."

“Across the country and here in our state, YMCAs and health care providers have a proven track record of sharing resources, core competencies and distinct strengths to have a significant impact on the health of the entire community. This is a win-win.”

The organizations plan to address a spectrum of health and wellness issues, including youth obesity and chronic disease like diabetes care and prevention; offer cancer survivor wellness services, outpatient therapy and rehab, health education, nutrition counseling, pain management, weight management, sports medicine, sports enhancement, health screenings, employee/corporate wellness programs, behavioral health services, immunizations, back-to-school well checks and preventive care services.

“This is a true partnership,” Nystrom said. “Together, we plan to ensure all people we serve have access to the range of programs and services that improve people’s health and curb the spread of chronic disease through preventive health efforts.”

As part of the initiative, MCHS and the YMCA will create a joint operating council to include representatives from each organization who will develop strategies to maximize effectiveness of the partnership, expand future programming and measure outcomes.

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The Marshfield Area YMCA is a 501(c)(3) nonprofit organization strengthening community through youth development, healthy living and social responsibility. Across Marshfield and the surrounding communities, The Marshfield Area YMCA serves over 10,000 members and participants - regardless of age, income or background - by nurturing the potential of children and teens, improving health and well-being, and providing opportunities to give back and support our neighbors. The Y collaborates with 32 community partners with in-kind support through facility usage, access to training, partnership and free programs open to the entire community. Through public and private support, the Marshfield Area YMCA provides over \$130,000 each year in financial assistance and program subsidies to enrich the lives of children, adults and families who otherwise could not afford its services. For more information, visit: www.mfldymca.org.

Marshfield Clinic Health System (MCHS) oversees Marshfield Clinic and other subsidiaries, including Security Health Plan of Wisconsin, Inc., MCIS, Inc., Marshfield Clinic Health System Foundation, Flambeau Hospital in Park Falls and Lakeview Medical Center in Rice Lake. Marshfield Clinic, with more than 50 locations in Wisconsin, serves patients through accessible, high quality health care, research and education; with more than 700 physician specialists in 86 specialties and subspecialties and more than 6,500 employees. MCHS is overseen by a Board of Directors with 13 independent members and 11 physicians who comprise the Marshfield Clinic Board.