



Hope.Help.Healing.

## Case for Support

"Compassion is not just feeling with someone, but seeking to change the situation." • Desmond Tutu

### The Great News

Rock County is growing. It has survived economic setbacks and is rapidly moving forward. Rock County's average household income in 2019 was \$57,875, and unemployment was at 5.1% despite the COVID-19 downturn. Janesville/Beloit was ranked 25th in the country for job creation and economic growth.

Due to our need for expansion, we have purchased the building at 113 S. Franklin Street in Janesville. This provides us an amazing opportunity, which aligns with our 5-year strategic plan to have a greater impact in the lives of Rock County's underserved and vulnerable residents.

### The Need

Despite economic progress through low unemployment and an increase in the median income, not everyone has participated in this prosperity. Economic gaps remain or have worsened due to the COVID-19. There remains a significant income gap, lack of full participation in the labor force and many are still uninsured.

Almost  
**15,500**  
**RESIDENTS**  
**ARE UNINSURED**  
(9% of the population  
of Rock County)



34,000 are  
**UNDERINSURED**  
for **DENTAL**  
**SERVICES**



**47% OF**  
**STUDENTS**  
in Janesville schools  
are on **FREE**  
**AND REDUCED**  
lunch



12%  
**OF THE**  
**COUNTY**  
remains at **100%**  
**OF THE FEDERAL**  
**POVERTY LEVEL**



HealthNet is focused on lifting up this group with continuing improvements in quality of life, which should help continue economic growth. Blue Cross Blue Shield indicates that a healthy workforce drives key economic indicators. The lack of good physical and behavioral health causes both lack of participation in the workforce and lower productivity. Helping this group will continue the improvements in our community success.

When the uninsured get sick they typically go to the emergency room. Costs of treatment are significantly more in the emergency room and are uncompensated care for the hospital. These costs are then passed to insured consumers in the form of premium increases. In many cases, these costs are picked up by employers.

### HealthNet as a Solution

HealthNet provides alternative medical and dental services to patients at significantly lower costs. We leverage medical and dental professionals with volunteer time, donated medical supplies and medications. For every dollar that is donated to annual operation, we are able to provide \$6.60 of care. The benefits to the community for better healthcare come at the lowest possible costs.

We currently have 23 staff members, and over 65 volunteers helping provide patient services. With our current facilities, patients may have to wait almost a month for an appointment. This difficult for patients in pain or a child in need of dental care.

HealthNet is fortunate to receive millions of dollars-worth of donated medications annually. Last year, our volunteer pharmacists and staff dispensed over \$1.5 million dollars of medications to low-income residents. In 2019-2020, we provided care to 3,030 patients with over 9,147 visits. As good stewards of the community's support, 89% of all funding donated goes directly towards patient services. Since its inception in 1994, HealthNet has been a viable operation with the ultimate end-goal in having a balanced budget annually.

Our vision is to make Rock County a healthier place to live, work, play and grow – for everyone. This impacts the entire County – those who need health services and those who provide them, businesses, and community residents.

## Out Start

In 1993, a Salvation Army assessment identified access to affordable healthcare as one of the major problems in Rock County, which led to the creation of HealthNet of Rock County in 1994. HealthNet provides medical, dental, vision, and limited behavioral health services to low-income and uninsured individuals at or below 200 percent of the federal poverty level.

### **HealthNet of Rock County also provides the following:**

- Specialty Consults
- Free Labs/Diagnostic Testing
- Women's Clinics
- Pain Management (Chiropractic Clinics, Physical Therapy, Cortisone Injection)
- Monthly Satellite Clinic at Beloit Memorial Hospital
- Intensive Case Management and Education for Diabetes
- Integrated Mental Health Care (Depression, Anxiety, and bipolar disorder)
- Dentures (on a limited basis)

According to the 2017-2020 Rock County Community Health Assessment, a commitment to health equity through community collaboration is needed to ensure that we reach our full health potential. HealthNet provides a viable and cost-effective option for community-based healthcare through over 25 years of experience.

## How HealthNet Responded to COVID-19

During the COVID-19 pandemic, HealthNet, was on the frontlines in responding to the community's needs. When the shutdown was first initiated, HealthNet:

- dispensed more than \$608,000 worth of medications over a two-month period to the general public;
- adjusted its services to meet the needs of our patients by beginning telehealth services;
- opened its dental clinic for emergency dental services so that emergency rooms could treatment COVID-19 patients instead of individuals with oral health complications;
- provided more than 3,100 doses of the COVID-19 Vaccine;
- vaccinated Rock County Jail correctional officers and inmates when many other partners refused to do so;
- HealthNet was recognized by the State of Wisconsin for its efforts in equitably distributing the vaccine to minority groups who are often overlooked, and for starting a community ambassador program to improve vaccination rates in communities with fewer resources.



## Current Challenges

### Currently, HealthNet operates out of three locations:

- a dental clinic at Creston Park Mall;
- medical clinic and medication room from the second floor of 23 West Milwaukee; and
- administrative offices of the first floor and basement of 23 West Milwaukee.

We have to turn away many donations of medications and medical equipment due to our very limited storage space and inability to accept pallets of donations. Our patients experience longer wait times due to increased numbers of patients and appointments. Partially because of the availability of physicians and dentists, but also because of our limited patient care areas. With additional service areas, our doctors and dentists, staff and volunteers, would be able to see more patients improving the efficiency and effectiveness.

## Behavioral Health Opportunities

We want to provide behavioral health services. Currently there is no space for counseling rooms or provide the privacy for those who already feel stigmatized by their mental illness or addiction. This community need is not being provided by a non-profit organization and stakeholders have cited as top priority for their clients.

## An Exciting Opportunity

The new facility will allow us to consolidate our operations from three locations to one location which will increase our patient treatment areas and accept more donated medications and medical supplies.

### We will have the opportunity to:

- More than double our medical services rooms;
- More than triple dental services;
- Provide limited laboratory testing;
- Provide office and patient area for mental health services;
- Begin an addictions program with medication assisted treatment, individual therapy, group therapy, and peer support;
- Begin hosting a women's health clinic for all low-income women;
- Allow for more volunteer opportunities to treat more patients;
- Significantly increase medications and medical equipment storage; and
- Have the ability to accept and store palletized and larger donations.

In addition to being able to provide additional health care services, we will be able to treat an additional 2,000 patients per year. This will revitalize the workflow for our staff, allow for improvements in technology, simplify the progression of patient treatment from one care area to another, and increase the efficiency and effectiveness of staff and volunteers.

### This increase in the medical services space will provide the room to:

- create much needed women's health services;
- behavioral health services;
- host counseling services;
- provide telepsychiatry;
- conduct group sessions

Additional dental chairs, including a chair to serve patients with special needs, will allow us to utilize Marquette Dental Students, a source of donated services we have not had the ability to utilize because of the lack of dental chairs. In addition to serving the uninsured we have expanded our target patients to include the underinsured. Organizations like ours across the country are expanding their mission to assure they can serve the underinsured. Since the passage of the federal Affordable Care Act (ACA), we have adjusted our care model to ensure that we are not only treating the uninsured, but those who are low-income and have little healthcare coverage.

These improvements will go a long way towards providing needed healthcare for the uninsured and underinsured in our community, increasing the quality of life, ability to obtain and retain employment and providing a healthier environment for our families.

### **About the New Location**

HealthNet purchased the building located at 113 S. Franklin Street which is 12,472 square feet. The building ensures patient care will be delivered on a single barrier free floor. This location is downtown in Janesville's Fourth Ward and is easily accessible on the bus route and provides ample parking for patients and staff. This will also enable us to increase receipt of government funding.

### **The Goal of Our Campaign**

We need to renovate the current office building into clinical treatment spaces. As with any other medical facility, the renovations are more expensive than a typical office building. Construction costs have increased over a two-year period as a result of the COVID-19 pandemic. In order to accomplish this, we need to raise approximately \$3,250,000 through the "Families supporting Families" capital campaign.

These gifts will provide funds to renovate the existing facility, purchase furniture, equipment and systems necessary for a fully functional medical, dental and mental healthcare facility. Please see the project budget sheet for additional information and details.

