

Hope to Health

The Campaign for the Medical College of Wisconsin and Froedtert Hospital

Two Extraordinary Institutions – One Vision

Wisconsin families have access to the most advanced, specialized, and comprehensive patient care thanks to the research and clinical partnership of the Medical College of Wisconsin and Froedtert Hospital. We drive health innovation through our evidence-based approach, our dedication to bolstering a diverse and talented healthcare workforce and a deep commitment to partnering with the community to seek solutions.

We're committed to solving the most pressing problems confronting human health at every life stage and with an unwavering dedication to turn hope into health. **Everyone in our organizations plays a part in delivering those solutions for patients and families.**

What do you hope for?

Employees who donate to this year's Staff and Faculty Giving Campaign (March 1 to April 30) are joining an unprecedented philanthropic initiative supporting our commitment to building healthy and thriving communities. We launched the Campaign for the Medical College of Wisconsin and Froedtert Hospital to turn the hope we all share into the health we all deserve. We know it takes bold investments and a shared commitment to sustain the advances we've already made—and to meet every challenge the future will bring.

Giving can be a deeply personal commitment, and many generous staff and faculty support a longtime passion of research or healthcare. On the other side of this flyer you will find the most urgent Hope to Health priorities, many of which may encompass your own priorities.

Hope to Health starts with all of us. The time to begin is now.

2.8 million patient visits annually

600+

community-based partnerships to advance health and health equity

#1 educator of Wisconsin physicians

250+

active clinical cancer trials, more than anywhere else in Wisconsin

hopetohealthcampaign.org

March 1 to April 30, 2020 – Staff and Faculty Campaign to Support Hope to Health



OUR PRIORITIES

Accelerating Research and Advancing Patient Care

We take on the toughest cases in medicine—powered by the knowledge and experience of leading researchers, clinicians and professional care teams—to give our patients access to the latest and most effective treatment options.

Our priorities:

- Growing our basic science and translational research programs in the neurosciences and cardiovascular diseases
- Addressing the behavioral health crisis
- Advancing precision medicine and data science
- Investing in emerging technologies

How we get there:

- Recruitment and retention of beacon clinicians, scientists and care teams
- Clinical infrastructure that facilitates high-quality patient care and grows our capacity to treat more patients
- Research innovation funding to catalyze discoveries and accelerate treatments and cures
- Technology that advances groundbreaking research and treatment

Driving Health and Vitality with Our Community

We work closely with community partners to implement programs that directly impact healthcare services, patient support, and workforce opportunities.

Our priorities:

- Striving for health equity
- Workforce development
- Community engagement and partnerships for sustained impact

How we get there:

- Pipeline and training programs to create greater access to STEM and healthcare career opportunities
- Community-engaged research and programs that work with and for our neighbors to reduce health disparities
- Clinics and community health resources that bring our innovative and quality care to the community

Transforming Healthcare Education

We are committed to transforming how we educate healthcare professionals and to building the healthcare workforce of the future.

Our priorities:

- Boosting student scholarships and support programs for learners at MCW and Froedtert Hospital
- Innovating in health sciences education

How we get there:

- Endowed scholarship funds to ensure students, including those who are underrepresented in medicine, have access to medical and health sciences education
- Recruitment and retention of the best faculty and staff to guide the healthcare workforce of tomorrow
- Program support for our innovative health sciences education and training programs

Leading the Way in Cancer Research and Care

We are devoted to crushing cancer here in our community and worldwide.

Our priorities:

- Increasing patient participation in cancer clinical trials
- Building a world-class cancer research facility
- Reducing cancer disparities in collaboration with our community partners

How we get there:

- Clinical trial infrastructure to grow our capacity to test treatments and engage patients
- Research innovation funds to catalyze discoveries and accelerate treatments and cures
- Patient access and care programming to provide wraparound resources to cancer patients and their families
- Recruitment and retention of leading clinicians, scientists and professional care teams

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Froedtert Hospital