Closing the Gap
Bright Idea to Big Impact

Jeff Thompson, MD

Be close enough to the work so the moral imperative will boost your courage.
Apple iPhone 5c 16GB (A1532)
Exploded View

Display Module
Home Button PCB
Primary Camera Module
Back Cover
Display Backplate
Main PCB
Enclosure, Main, Center
LED Flash PCB
Battery
Antenna
Loudspeaker Assembly
Enclosure, Main, Bottom
I/O Connector / Headset Jack PCB

GUNDERSEN
HEALTH SYSTEM®
Structure will increase the rate and breadth of innovation.
Disciplined disregard for conventional wisdom.
Improving Health

- CO2 (-84%)
- Mercury (-79%)
- Particulate Matter (-84%)

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td>CO2 (lbs)</td>
<td>71,618,089</td>
<td></td>
</tr>
<tr>
<td>Mercury (lbs)</td>
<td>2.1</td>
<td></td>
</tr>
<tr>
<td>Particulate Matter (lbs)</td>
<td>435,270</td>
<td></td>
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</tbody>
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Conservation
Improving Health

Hazardous Pharmaceutical Waste Reduction

Before

Disposal cost down 93% ($140,000)

After

17:1
Public Medication Collection

• In first six months of 2015 over 3,250 lbs. of pharmaceutical waste was collected from Gundersen patients and visitors in public drop boxes.

• Estimate 10-20% narcotics.

Investment Returns

<table>
<thead>
<tr>
<th>Organizational Investment Portfolio</th>
<th>Return</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>T-Bills</td>
</tr>
<tr>
<td>Energy Infrastructure Investment</td>
<td>5% of total</td>
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</tbody>
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Advance Care Planning Implementation

- Initial Conversation
- Follow-up Conversations
- A voice in the process
- Improved family and patient experience
- Dignity at end of life

Community Connectedness
- Educate and align on mission
- Collaborate on the design and implementation
- Commit to health of the community

Care providers
- Understand and respect wishes of the patient
- Confidence in the approach
- Improved staff satisfaction
- Support for providers, provide connections
- Availability of palliative and supportive care

Other Partners
- Education and engagement with political leaders, AARP, faith leaders, healthcare agencies, etc.

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Questions?