



2015
ANNUAL
REPORT

Together We Can Accomplish Great Things

In 2015 Curative Care acquired New Berlin Therapies—building on the organization’s historical roots as a premier provider of medical therapies.



2015 Community Impact

3,495

clients benefited from Curative Care programs and services

21,468

therapy visits at Curative Care New Berlin Therapies

Counties Served

Milwaukee
Waukesha
Walworth
Washington
Ozaukee
Racine



21%

Increase in clients served by Curative Care



29%

Increase in Club Curative participants



90% maximum independence goals met for Adult Day Services



1,682 staff training hours



545 client community integration outings



182 student internships and service learning students



10 university and college partnerships



“To respond to the growing needs of our clients, I have spent the last several years searching for additional resources that align with Curative’s Mission, Vision and Values.”

Letter From Our President and CEO

2015 was an amazing year. It was filled with change and growth as Curative Care stayed mission focused and responsive to the growing needs of people with disabilities or other limiting conditions.

The need for our services has never been greater.

To respond to the growing needs of our clients, I have spent the last several years searching for additional resources that align with Curative’s Mission, Vision and Values. I found such an opportunity in New Berlin Therapies, an organization that shared a similar mission and passion for quality services with Curative. In August, Curative acquired New Berlin Therapies. Curative New Berlin Therapies, LLC provides physical therapy, occupational therapy, speech therapy and massage therapy to children and adults, and takes us full circle back to 1919 when Curative was founded to provide medical therapies.

You may have noticed that Curative has a new look, logo, and tagline.

We developed a new branding strategy that reflects the warmth, compassion and dedication of our exceptional staff. Our new look and branding efforts will be carried out in a branding campaign that will launch in 2016.

Community partnerships have been the cornerstone of Curative’s 97 year success.

In 2015, we worked collaboratively with a number of organizations to celebrate the 25th anniversary of the Americans with Disabilities Act—recognizing that more needs to be done to ensure full inclusion of people with disabilities. For the second year, Curative was a sponsor and partner with the Medical College of Wisconsin to plan and engage in the Adaptive Sports and Recreation Expo.

Delivery of quality, goal-oriented care and services is at the center of all that we do at Curative.

Assuring that our staff has the knowledge and skills to best meet client goals was a key priority in 2015. We expanded training options for staff based on industry best practices and evaluated our performance against a national benchmark.

In keeping with our priority to improve the coordination and delivery of care, we began our journey to launch an electronic health record system.

Improved communication between caregivers and clients/families will be a significant benefit from this change when it is fully launched in 2016.

This year’s annual report provides a summary of our quality outcomes featured through the stories of our clients who continue to benefit from our comprehensive services.

I am grateful to our dedicated Board of Directors, compassionate and committed staff, generous donors and funders, volunteers, students and outstanding community partners for their dedication to helping people of all abilities thrive.

Candace Hennessy PhD, RN

*President and Chief Executive Officer
of Curative Care and Curative Care
New Berlin Therapies*



Effectiveness - 90% of Maximum Independence goals were achieved by adults with developmental disabilities served in the program.



Effectiveness - 98% of client-family survey respondents agreed or strongly agreed that the client and their guardian or caregiver helped to set their goals.



Satisfaction - 98% of Adult Day Services client-family survey respondents said that the program is helping them.



Satisfaction - 99% of Adult Day Services client-family survey respondents said they would recommend Curative to other people.

David

David has a smile that lights up a room. He's 24 years old and enjoys dancing, taking walks, playing video games, cooking, and pretty much any activity offered to him. He also has Down syndrome.

When David first started at the Club Curative Adult Day Services Program for young adults in March of 2014, he had a hard time verbalizing and communicating. Now, he interacts with his peers, Curative Care staff, and people in the community, especially at church where he now greets people by name. According to David's mom, his progress can be attributed to the exposure to communication and the socialization he receives at Curative.

Curative's Adult Day Services Program Specialist, Tony, has been working with David for four months. They work on communication skills, with a strong emphasis on using verbal language. While playing The Allowance Game, a board game similar to Monopoly but with everyday expenditures, Tony explains everything he's doing to encourage David's use of language.

Tony pays 45¢ to buy some gum, then David earns \$2.25 for mowing the lawn. As they continue taking turns around the board, Tony asks David to count out loud for every space moved, and every dollar earned or spent. This way, David gets to practice verbalizing, in addition to working on his math skills, which David has been thriving at lately, Tony mentions with a proud smile.

“I use practical games and exercises to help him outside of Curative, exercises that will help him in life,” says Tony. “One size does not fit all, therefore we need to be hands-on.”

Before packing up, Tony explains to David the reason photographs are being taken of them. “We're helping other people this way, and that's a good thing. You are helping other people!” David looks around the room, beaming, and loudly exclaims, “Yeah!” while giving Tony a high-five.

Outcomes

2015 Adult Day Services: Our Program Coordinators and Program Specialists involve clients, family and other stakeholders in the goal planning process and in progress updates.

We measure goal attainment because we are committed to improving the function and quality of life for our clients and their families.

Curative Program Specialist Tony (left) works with David on his communication and independence goals through the use of board games and other hands-on activities.



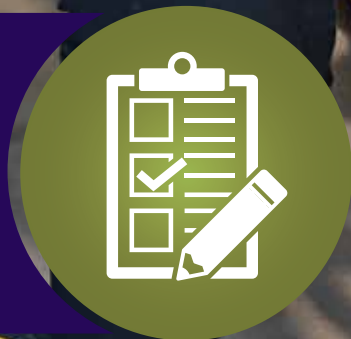
What does Adult Day Services Provide?

Adult Day Services provides programming at community-based sites in Milwaukee and Waukesha Counties. Programs offer a variety of purposeful, goal-oriented activities and opportunities that promote independence for adults with disabilities. The programs also provide daytime respite for caregivers.



What does Case Management Services Offer?

Case Management Services provides individualized support for children and adults with physical and developmental disabilities, as well as for frail elders. Staff members work in partnership with persons served and various agencies to maximize access to community resources.



Donna

Donna is a busy lady, keeping her schedule full of activities to look forward to, and she might just be the biggest Milwaukee Brewers fan you'll ever meet.

In 2010, Donna was in a car accident resulting in traumatic brain injury. She has faced physical and cognitive struggles, and a difficult transition adjusting to her new lifestyle and functional abilities. As a contracted organization through My Choice Family Care, Curative Care has helped Donna connect with vital community resources through its Case Management Services since 2014. It hasn't been an easy road, but Donna's positive attitude has paved the way.

“Every day is a good day!”

Since then, she has made significant strides, and is thriving. Donna now walks short distances with help, has become much more communicative, and has developed better coping mechanisms for the hard days. Case Manager Samantha says her job is to make sure Donna is happy, that her needs are being met, and that her goals are realistic to her lifestyle. Samantha visits Donna monthly, and together they work to find ways for Donna to have the best possible health, remain safe in her home, remain free from financial hardship, and have access to the community.

Donna loves playing bingo at her group home and at the casino with her husband. She also enjoys the activities at her day programming, where her favorites include ceramics, exercising, getting her hair and nails done, and making beautiful jewelry, especially when the beads are blue and yellow (Brewers colors, of course).

It's clear that Donna has kept an extremely positive outlook on life. In her Brewers wheelchair, complete with baseballs on the back and blue and yellow lights on the sides, she excitedly announces that she's going to an upcoming Brewers game. Though it's still a few days away, Donna smiles and says, "That's okay because every day is a good day."

Outcomes

2015 Case Management Services: Our Case Management teams work with our adult and pediatric clients and their families to get to know them and to foster their health and independence at home and in the community.

We measure our frequency of contact with our clients and families because we are committed to trusting relationships and communication with those we serve. Frequent communication helps us to provide the most appropriate and personal care possible.

Curative Case Manager Samantha (left) helps to ensure Donna has access to vital community resources that support her well-being and independence.



Effectiveness - 93% of our new adult members were contacted by our case management team within three days of enrollment.

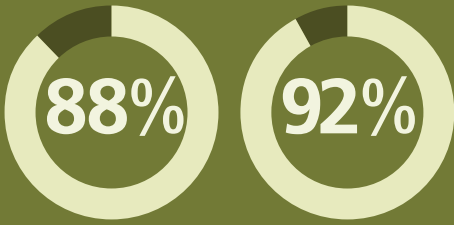


Effectiveness - 99% of our existing adult members were contacted by our team at least once per month.



Satisfaction - 98% of our adult survey respondents and 90% of our child-family respondents said they would recommend Curative to other people.

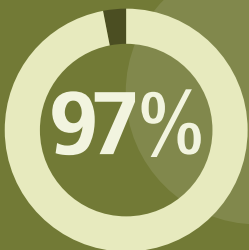
Jaxson



Effectiveness - 88% of short-term and 92% of long-term goals were achieved by children receiving consistent therapy and education in the program.



Effectiveness - 98% of child-family survey respondents said they will use the skills they learned as a result of coming to the program.



Satisfaction - 97% of our child-family survey respondents said they would tell others to bring their children to Curative.

Born at 31 weeks, weighing barely over two pounds, and faced with a plethora of medical complications, Jaxson's parents knew his road would be long. Then just before Jaxson's first birthday, his family got connected with Curative Care's Birth to Three Services, and he has been making progress ever since.

Through the Curative Birth to Three Program, Jaxson receives physical therapy, occupational therapy, and communication and feeding services weekly.

“I don't know how much he'd be capable of if it weren't for the therapy, and the care,” said Jaxson's mom, Shannon. “It's a nice change of pace to work with such caring people.”

Jaxson's therapy exercises include working on standing, pulling up, walking, and motor skills, plus speech, eating, sign language, and making noises. His right thumb is immobile so he prefers using his left hand, but his therapists gently coach him to work with both hands. Shannon says Jaxson's current Curative team works very well together in his best interest, especially when it comes to communication. This includes talking with Jaxson's parents about his progress and what he needs to work on, and offering suggestions on exercises and equipment as needed. She also greatly appreciates the flexibility of the Curative staff, as their family's schedule tends to change quickly depending on Jaxson's health status.

Though Jaxson still has a ways to go, both of his parents are so proud that he is thriving. “Curative has taught me to have patience, that progress doesn't happen overnight and you can't force it,” says Shannon. Jaxson has recently learned to walk in a gait trainer. He quickly glides across the room to his two favorite toys: stacking rings and an elephant that moves its ears and sings, “Do Your Ears Hang Low.” When he gets there, Curative Physical Therapist Carly exclaims, “Yay!” and Jaxson bounces with excitement and begins to dance.

Outcomes

2015 Birth to Three Services: Our Service Coordinators, Pediatric Therapists and Special Education Teachers partner with families and medical teams to identify goals for each child.

We measure goal attainment because we are committed to improving the function and quality of life for the children and families we serve.

Jaxson works with Curative Physical Therapist Carly (left) and the rest of his Curative Birth to Three team to become stronger and more independent.



What does Birth to Three Services Provide?

Birth to Three Services are offered to children with developmental delays or disabilities in natural environments and Curative-based settings, and include Physical, Occupational and Speech Therapy, Early Childhood Education and Family Service Coordination.



We invite you to
learn more about
Curative Care New
Berlin Therapies:

Jermaine

When three-year-old Jermaine zip lines across the therapy gym at Curative Care New Berlin Therapies, you'd never guess that he had such a rough start in life, spending his first days in the neonatal intensive care unit (NICU). Jermaine was born two weeks early, suffered a brachial plexus injury to his left arm, and also broke his right arm.

His mom, Marilyn, recalls the day his pediatrician referred him to Curative Care New Berlin Therapies. "She told me that if I want the best for Jermaine, New Berlin Therapies was the place for him." Jermaine has been coming to Curative Care New Berlin Therapies for occupational therapy since he was a baby, and his progress has been nothing short of amazing.

“New Berlin Therapies did wonders for my child – from not moving at all to progressing and having function. It’s just amazing.”

In addition to the wonderful therapists at Curative Care New Berlin Therapies, Marilyn also found support from other parents. "It was nice to talk to other parents in similar situations, to receive guidance and to know that I am not the only one that is dealing with this."

Marilyn wanted the best chance for her son to progress and thrive. She found just that at Curative Care New Berlin Therapies. "The care he received at New Berlin Therapies has set him up for good progress throughout his life."

Curative Care New Berlin Therapies is a certified rehabilitation agency providing physical therapy, occupational therapy, speech/language and oral motor therapy and massage therapy for people of all ages. It has long been the provider of choice with experts in all areas of child development including movement, speech and sensory processing—also specializing in sports rehabilitation and post-concussion therapy.

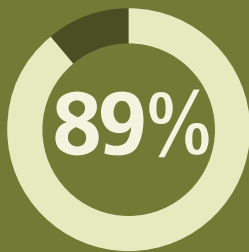
Curative Care New Berlin Therapies also provides comprehensive state of the art rehabilitation services for adults and children following injury, illness or surgery.

Jermaine (pictured at left) works with Occupational Therapist Laura to strengthen his muscles through fun activities.

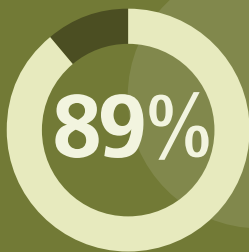




Effectiveness - 100% of clients achieved their goal to be recommended to begin pursuing employment in the community.



Effectiveness - 89% of persons hired in the community retained their employment for over 90 days.



Satisfaction - 89% of our client-family respondents said they would recommend Curative to other people.

Mario

22-year-old Mario has worked at Pomp's Tire warehouse since October 2015, where his duties include loading and unloading multiple tire shipments per day, getting tires where they're supposed to be, and keeping them organized.

"The tires are like an adventure that I have to conquer," Mario said, pointing down a row of seemingly endless, yet organized, tire stacks. Initially, he was overwhelmed by the challenges of getting to know tire numbers, where they go, and how to keep them all straight. Mario has Autism, which can make it difficult to gain employment. Working at Pomp's Monday through Friday has helped him overcome those challenges. Melissa, a Curative Care Job Coach, said the other Pomp's employees played a huge role. "They quickly became a natural support system and helped him figure it all out."

Mario has benefitted from many of Curative's Employment Services, which brought him to Pomp's. A job coach visits Mario every day, ensuring he's managing his workload and staying on-task, but he's down to only 30-45 minutes per visit. Everyone at the Curative Employment Center looks forward to working with Mario. Mario's Curative Placement Specialist, Jennifer, said, "I am proud of how far Mario has come in such a short period of time."

“ Mario has made this job his own. He brightens everyone's day. ”

Outside of work, Mario enjoys video games and movies, especially James Bond, Star Wars, and any superhero movie. He's currently looking for somewhere affordable to live on his own. He also has dreams of opening his own business someday. "If I can get to know this much about tires, I think I could do a lot more," said Mario.

"He's very ambitious, always 10 steps ahead, always looking to the future," explains Melissa. "All he has to do is set his mind to something, and he *will* do it, he *will* thrive."

Outcomes

2015 Employment Services: Our Placement Specialists and Job Coaches work with clients to prepare them for employment in the community and ultimately to obtain their goal of permanent community employment.

We measure the percent of our clients who become enrolled in a community employment program or who gain employment in the community because this is a first step toward long-term employment. We also measure the percent of our hired clients who retain their employment for more than 90 days because this is an indication that our clients are becoming established in their new roles.

Mario (right) has accomplished his goal of permanent employment in the community. He continues to excel with the help of Curative Placement Specialist Jennifer and other Curative Employment Services staff.



What does Employment Services Provide?

Employment Services provides assistance to adults with disabilities or limiting conditions who are interested in paid work opportunities. Curative Employment Center staff members offer pre-vocational training and work experience at Curative's Commercial Services facility, as well as temporary and permanent placement services and job coaching in community-based businesses.



What does Senior Services Offer?

The Senior Care Center offers a warm, friendly environment for older adults with memory loss, dementia and/or health concerns who want to remain active in the community.



Sharon (left) and Kelly (right) know they found the best place for Rosemary.

Rosemary

As a nurse for over 40 years, Sharon knows what it takes to care for people during their most vulnerable times in life. So when her mom, Rosemary, was diagnosed with dementia, Sharon knew she'd need help as she became Rosemary's full-time caregiver. After Rosemary had a stroke, she went to a nursing home and her family feared she'd never come home again. But now, Rosemary is at home with Sharon and receives care at Curative's Senior Care Center—which Sharon calls a "God send." Since starting at Curative Care, Rosemary has displayed transformational growth, allowing her to become a wonderful part of her family again. "My mom is back to being my mom. She has a very dry sense of humor and that wasn't there. Now she's smiling and telling jokes. She walks in the door at Curative and everyone says good morning to her, and that smile on her face, it's worth a million."

Sharon is comforted knowing that the Senior Care Center has a nurse on staff, and she appreciates the convenience of the other services that are offered, including whirlpool bathing, podiatry and salon services.

"Each staff member is a wonderful individual that adds to the community here. You can just go and talk to each individual and know that they have a love in their heart for my mom as much as I do."

Knowing Rosemary is in good hands, Sharon is able to continue in her career, thanks to Curative's respite care. Rosemary's granddaughter, Kelly, is also very grateful.

“Without Curative, my mom would not have been able to care for my grandmother at home; my grandmother would be in a nursing home.”

Rosemary, Sharon and Kelly are three very special, amazing women. Their love for life and each other shows in all that they do. Kelly attributes the experience at Curative to helping them all get back to enjoying their family time together and to helping Rosemary thrive.

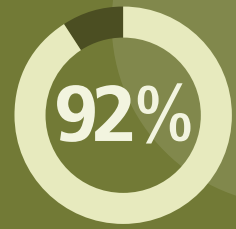
"She's come out of her shell. She's not a patient anymore, she's Grandma again. She's Mom again."

Outcomes

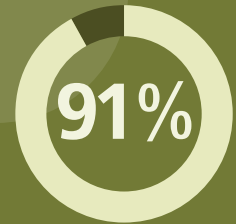
2015 Senior Services: Our Licensed Practical Nurse and Program Specialists work with our seniors and their families to determine the best way to maximize physical and cognitive health.

We measure goal attainment in the areas of physical mobility, health and well-being and social interactions because these are key factors to maintaining health and community Independence.

Rosemary (top left) enjoys the painting and craft opportunities that help encourage her creativity.



Effectiveness - 92% of health and well-being goals were achieved by older adults served in the program.



Effectiveness - 91% of social interaction goals were achieved by older adults served in the program.



Effectiveness - 91% of physical mobility goals were achieved by older adults served in the program.



Satisfaction - 100% of Senior Services client-family survey respondents said they would recommend Curative to other people.

Curative Care Senior Leadership

Candace L. Hennessy PhD, RN,
President and CEO

Richard D. Schutte, *Chief Financial Officer*

Maureen M. Collins, *Vice President of Quality and Education*

Denise J. Hahn, *Assistant to the President*

Jenny K. Nelson, *Director of Human Resource Services*

Julie A. Rogers, *Vice President of Marketing and Communications*

N. Muni Reddy MD, *Medical Director*

Curative Care Board of Directors 2015-2016

Kristofor L. Hanson,
Chairperson

James Maslowski,
First Vice Chairperson

Jennifer L. Rathburn,
Second Vice Chairperson

Pardeep Gupta, *Treasurer*

Candace L. Hennessy PhD, RN, *President*

Kristine M. Bachmann, *Secretary*

Steven C. Barney, *Member*

Carmen N. Couden, *Member*

Peter A. Glaser, *Member*

Steven L. Kass, *Member*

Wayne T. Morgan, *Member*

Paula M. Rhyner PhD, *Member*

Bruce Twomey, *Member*

Richard M. Woods, *Member*

Lynette M. Zigman, *Member*

Curative Care Key Strategic Initiatives in 2015

Delivery of High Quality Services

- ✓ Received three year accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF) for Adult Day Services and Birth to Three Services.
- ✓ Sponsored Second Annual "Adaptive Sports and Recreation Expo" in partnership with the Medical College of Wisconsin.
- ✓ Participated as a research team member on the "Physical activity through adaptive sports and recreation: A strategic, regional, community-based assessment of opportunities" led by the Medical College of Wisconsin's Department of Physical Medicine and Rehabilitation and Marquette University's Exercise Science Program.
- ✓ Developed a standardized electronic health record on budget and on schedule.
- ✓ Enhanced measurable quality through the creation of a Quality and Education Department.
- ✓ Developed and implemented an Employee Education Strategy.
- ✓ Partnered with 10 academic institutions for student interns and service learning students.
- ✓ Acknowledged as an exceptional community resource at the 100 year Anniversary Celebration of the Junior League of Milwaukee—Curative's founding organization.

Our Mission:

Curative Care improves the function and quality of life for persons with disabilities or limiting conditions through high quality care and services.

Our Vision:

To be the premier provider of comprehensive, efficient and effective services to children, adults and seniors with disabilities or other limiting conditions in Milwaukee and surrounding counties.

Our Values:

- Quality
- Cost
- Service



Talent Management

- ✔ Conducted Employee Engagement Survey for the second year. 94 percent of employees completed the survey and all targeted goals were exceeded.
- ✔ Incorporated change management principles into Curative's Education Strategy.
- ✔ An enhanced benefits package was offered to employees.
- ✔ 100 percent of Curative employees pledged a donation to United Way of Greater Milwaukee and Waukesha County.
- ✔ Town Hall Listening Sessions were conducted and employee feedback was obtained from all sites.

Opportunities to Sustain and Grow

- ✔ The number of clients served by Curative increased by 21 percent.
- ✔ The number of Club Curative participants increased by 29 percent. Club Curative Trademark was acquired as part of Curative's Adult Day Services.
- ✔ Searched for additional resources that align with Curative's Mission, Vision and Values. Acquired New Berlin Therapies as part of this process—strengthening the organization's historical roots as a premiere provider of medical therapies.
- ✔ Developed a branding strategy that reflects our dedication to helping people of all abilities thrive.
- ✔ Integrated New Berlin Therapies into Curative's brand portfolio.
- ✔ Host site for the national Americans with Disabilities Act (ADA) "Road to Freedom" Legacy Bus Cross Country Tour commemorating the 25th anniversary of the passing of the Americans with Disabilities Act.

Curative Foundation Board 2015-2016

- C. Frederick Geilfuss, *President*
 John A. Stocking, *Vice President*
 Candace L. Hennessy PhD, RN, *Executive Vice President*
 Robert O. Schlytter*, *Treasurer*
 Elizabeth M. Lierk, *Secretary*
- Paul Ayers, *Member*
 Donald H. Benson, *Member*
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 Kenton W. Fritz, *Member*
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 Wayne T. Morgan, *Member*
 Julie W. Petri, *Member*
 Jay R. Radmer, *Member*
 William J. Starr, *Member*
 Steven P. Swanson, *Member*
 Carmen W. Witt, *Member*
 Richard M. Woods, *Member*
 Lynette M. Zigman, *Member*

*Deceased

Financials

As of December 31, 2015

\$37,331,000

Total Assets

\$25,293,171

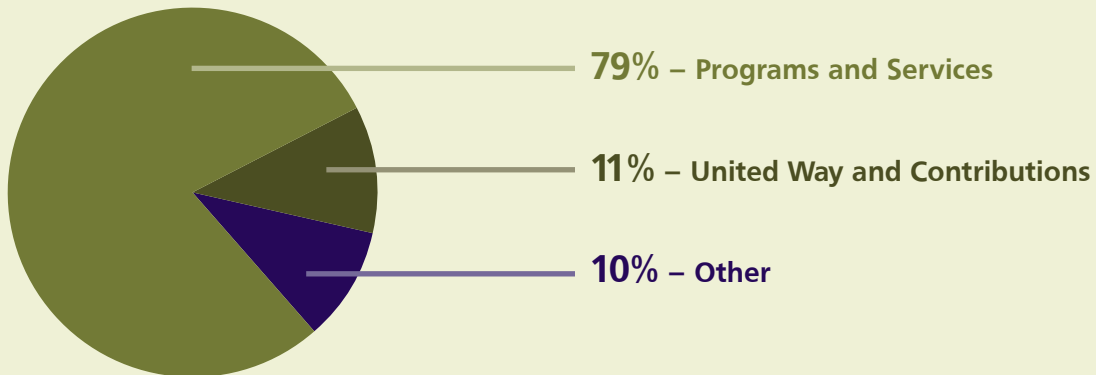
Net Assets

\$12,037,000

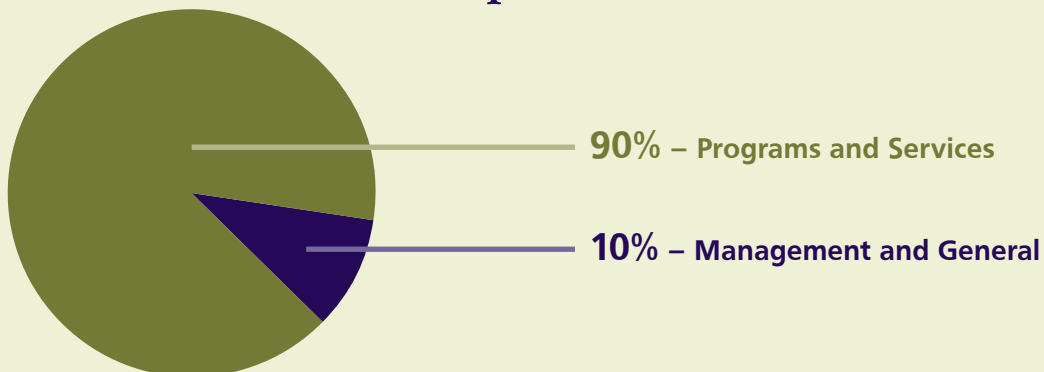
Total Liabilities

Amounts for 2015 are unaudited as this report was prepared before completion of the annual audit.

Revenue Sources



Expenses



Community-Based Service Locations

Curative - 92nd Street

1000 North 92nd Street
Milwaukee, WI 53226

414-259-1414

Available Services:

- Adult Day Services
- Case Management Services (Adult and Pediatric)
- Birth to Three Services

Curative - Central City

2607 West Fond du Lac Avenue
Milwaukee, WI 53206

414-263-6732

Available Services:

- Adult Day Services

Curative - Employment Center

1647 South 101st Street
West Allis, WI 53214

414-257-4057

Available Services:

- Employment Services (Community Employment, Pre-Vocational Training)

Curative - Forest Home

6700 West Forest Home Avenue
Milwaukee, WI 53220

414-342-7000

Available Services:

- Adult Day Services

Curative - Menomonee Falls

W187 N8661 Maple Road
Menomonee Falls, WI 53051

262-251-8670

Available Services:

- Adult Day Services

Curative - Waukesha

149 Wisconsin Avenue
Waukesha, WI 53186

262-574-9147

Available Services:

- Senior Services

Curative Care New Berlin Therapies - New Berlin

2895 South Moorland Road
New Berlin, WI 53151

262-782-9015

Available Services:

- Physical therapy
- Occupational therapy
- Speech / language and oral motor therapy
- Massage therapy

Curative Care New Berlin Therapies - Elkhorn

1532 North Fairway Lane
Elkhorn, WI 53121

262-743-1101

Available Services:

- Physical therapy
- Occupational therapy
- Speech / language and oral motor therapy

Learn more about all of Curative Care's services:

Call 414-479-9399 or visit curative.org

Curative Care

Dedicated to Helping People Thrive

1000 North 92nd Street | Milwaukee, WI 53226

414-259-1414

www.curative.org



Curative Care is nationally accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF), the gold standard in accreditation for rehabilitation facilities.

