Annual Report





Our standards are high

Because our clients deserve the best

2016 Community Impact

3,783

clients benefited from Curative Care programs and services 26,862

therapy visits at Curative New Berlin Therapies



In 2016,

Curative Care was recognized by the Wisconsin Center for Performance Excellence with a Challenger Award.

Counties Served

Ozaukee Washington Milwaukee Waukesha

Racine Walworth



All Curative employees attended "Power of One" customer service training



Satisfaction rating from customers of Curative's Landscaping Services



94%

Primary goals met for clients in Adult Day Services



Hours invested in staff training



529

Client community integration outings in 2016



196

Student internships and service learning students



10

University and college partnerships



"2016 was a year of innovation and development as Curative focused on the priorities of quality, talent management and growth."

Letter From Our President & CEO

Leading the way in quality and customer service

As we began our journey to pursue the Malcolm Baldrige National Quality Award, Curative was honored to be recognized by the Wisconsin Center for Performance Excellence with a Challenger Award. In addition, all Curative staff completed a "Power of One" customer service training program, and we developed a Customer Experience Committee with representatives from each site who are committed to building and sustaining a culture of service excellence.

The need for our services has never been greater

Curative services continue to grow for people of all ages – our youngest client is one month old while our oldest is 100 years old. Curative's Birth to Three program received a 69% increase in referrals for screening and intervention compared to the previous year. Our Adult Day Services program also continues to grow to meet the needs of young adults 18 to 29 years old through our Club Curative program. Our solid reputation has resulted in a steady stream of referrals to Curative New Berlin Therapies in the areas of physical, occupational, speech and massage therapy for adults and children.

Collaboration and community partnerships have been the cornerstone of our success for 98 years

We are in our third year of consulting with the Medical College of Wisconsin's Center for Bioethics and Medical Humanities to employ an ethical framework for delivering and evaluating the services we provide. Our staff members are very invested in this work. We also collaborate with and invite colleagues from similar health and human service organizations to attend our Ethics Educational Case Studies.

Our commitment to mentoring the next generation of therapists and other caregivers continues to expand and we now have partnerships with ten academic institutions.

Improving the coordination and delivery of care

In the fall of 2016, we launched our electronic health record for Birth to Three Services enabling real time communication among our caregivers in the community.

Helping our clients thrive with the dignity of a job

The employment of persons with disabilities is a major focus at Curative and this year we placed clients with 40 different employers. Once again, Curative's Landscape Maintenance Team, comprised of 75% of workers with disabilities, maintained 77 different employer sites and achieved the highest satisfaction rating of all vendors engaged in this work.

Attracting and retaining top talent

Key to living our mission, vision and values is attracting and retaining the best leadership and staff. Much was accomplished this year, including the development of a more robust onboarding process and job skills training for frontline staff. We also developed a new Leadership Evaluation Tool incorporating Baldridge Leadership Criteria.

Listening to the voice of our customers

We conducted focus groups and listening sessions to identify the voice of the consumer, key choice drivers and any unmet needs of current and future customers. This valuable feedback helped us to improve and expand our services so that we can continue to lead the way in providing high quality care for people with disabilities or other limiting conditions.

Please take a look at our revamped website that is designed to provide a seamless experience for people using desktop and mobile devices to connect with Curative.

I am grateful for the support of Curative's Board of Directors, our compassionate and dedicated staff, generous donors, funders, volunteers, students and community partners for their commitment to helping our clients thrive.

Candace Hennessy, PhD, RN

Candace Hennessy

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



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.

Melissa

Melissa has big dreams, and Curative Care has helped her to make many of them come true. When she started at Curative's Adult Day Services, she was very shy and not sure what to expect. Her mild intellectual disability caused her to feel uncomfortable in public settings and Melissa just needed a little help to come out of her shell.

Melissa's self-determination and the support she received from Curative's staff helped her to become actively involved in the planning and decision-making process concerning her Individual Program Plan. She has also attended self-advocacy training and is now a self-advocate.

The community integration outings and social skills she learned at Curative have enhanced Melissa's confidence. Thanks to the money management skills she has been working on with Curative's staff, Melissa now feels more comfortable paying for a restaurant bill and interacting with people in public places.

"Curative has helped me with my money skills and independence. I now ride the bus by myself."

Melissa has an adventuresome spirit and Curative's Adult Day Services has opened a whole new world to her. She enjoys listening to music, shopping, cooking, playing video games and traveling. Her goals for the future include moving into her own apartment and attending math and reading classes at Milwaukee Area Technical College. She looks forward to coming to Curative where she will continue to blossom and build on her efforts to increase her confidence and self-advocacy.

"I work on my goals and then do fun stuff like going on community outings. I really like it here because this is where my friends are."

Outcomes

2016 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.

Melissa (left) and Program Coordinator, Sonya, practice money skills like identifying coins and bills as well as making change for items Melissa may want to purchase at a store.

94%

Effectiveness

94% of clients' primary goals were achieved by adults with developmental disabilities served in the program.

97%

Effectiveness

97% of client-family survey respondents agreed or strongly agreed that the client and their guardian or caregiver helped to set their goals.

97%

Customer Experience

97% of Adult Day Services clientfamily survey respondents said the program is helping them.

98%

Customer Experience

98% of Adult Day Services client-family survey respondents said they would recommend Curative to other people.

96%

Effectiveness

96% of adult client survey respondents said Curative Case Managers follow up on their concerns.*

94%

Effectiveness

94% of child-family survey respondents said Curative's Service Coordinators are knowledgeable and helpful.*

97%

91%

Customer Experience

97% of our adult survey respondents and 91% of our child-family respondents said they would recommend Curative to other people.*

*2015 and 2016 combined for adequate sample size.

Donna

Sometimes even the best love stories need a little help along the way. Donna and her husband learned that back in 2007 when they first turned to Curative Care. Their goal was to remain in their condo for as long as possible. As her husband's medical needs progressed, Donna was also dealing with her own health concerns. Over the next nine years, Curative's Case Management team was able to connect the couple with in-home care and other support services to meet their changing needs.

In February of 2016, Donna fractured her ankle and required hospitalization. This left her struggling to find the 24-hour assistance that her husband required. With help from Curative, Donna and her husband were able to transition to a rehabilitation facility. Most importantly, they were able to stay together. While Donna recovered, her husband received the care he needed.

After her husband passed away, Donna knew that returning to her condo was not the best option for her. While she finished her rehabilitation, Curative Care worked with Donna and her family to find a Senior Living Apartment.

Donna has lived in her new apartment for the past year. It is decorated with family pictures that depict the beautiful life that she and her husband created – from a black and white wedding photo, to color images of her children and multiple grandchildren.

As Donna's health continues to improve, she smiles and talks about her Curative Case Manager: "Tracy keeps a close eye on me. We have been through a lot together, and now things are looking up." They meet once a week so that Tracy can assess how Donna is doing and ensure that she is connected to any resources needed.

"I don't think I would be here today without Curative Care."

Since leaving rehab, Donna has been working hard to regain strength in her legs. She is now able to take daily walks, with assistance, through the halls of her apartment building. Currently, she has advanced to two walks a day. Donna's ambitious goal is to walk with the aid of her walker, so she can attend her grandson's graduation in June.

Outcomes

2016 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 are committed to a process of continuous improvement, communication and building trusting relationships with those we serve.

Donna (right) and Case Management Supervisor, Tracy, talk regularly about her needs, so Donna is able to stay connected with various community resources.





Gabby

Gabby may have two big brothers to keep up with, but it is the world that is going to have to keep up with her. At just over two years old, Gabby has been through more than most people have to deal with in a lifetime, yet nothing seems to slow her down or limit her potential.

Gabby was born prematurely at just 32 weeks and spent the next 79 days in the neonatal intensive care unit (NICU). Throughout her first six months of life, Gabby underwent three heart surgeries, one of which led to complications requiring her foot to be partially amputated. Gabby started receiving physical therapy with Curative Care's Birth to Three program when she was just five months old. Her therapist, Paola, helped her adjust to tummy time, taught her to sit independently and prepared her for crawling.

Several months later, Gabby underwent another foot surgery, but it didn't slow her down. She began crawling just four months later. A speech therapist was also added to Gabby's team to help her with communication and feeding concerns. Just a year after starting with the Curative Birth to Three program, Gabby started to pull herself up on furniture, supported her weight on both legs, and had a handful of words in her vocabulary.

Gabby's mom Sara, remembers that even after needing to have her foot fully amputated, Gabby's progress barely skipped a beat. Less than eight weeks after surgery, just prior to her second birthday, Gabby began walking independently with the use of a prosthesis.

"Just amazing. All the big things we didn't think Gabby would do, like walk or talk — Curative Care helped her get there."

Since birth, Gabby and her family have been able to depend on Curative Care to help facilitate effective communication between Gabby's family and her medical team; offer smooth transitions between surgeries and therapy; and provide the comfort and consistency of working with the same, familiar therapists throughout her in-home and outpatient care.

With the continued support of Curative Care, Gabby is currently working on climbing stairs, increasing her strength and balance, and improving her communication skills. It seems the sky is the limit for what this amazing young girl will accomplish.

Outcomes

2016 Birth the Three Services: our Service Coordinators, Pediatric Therapists and Special Education Teachers partner with families and medical teams to identify goals for each child.

Improving the function and quality of life for the children and families we serve is a top priority.

100%

Effectiveness

100% of parent survey respondents said they will use the skills they learned as a result of coming to the program.

99%

Effectiveness

99% of child-parent survey respondents said, "My child's program has what I feel is important."

98%

Customer Experience

98% of our child-family survey respondents said they would tell others to bring their children to Curative.

98%

Effectiveness

98% of patient-families said, "My therapist is both knowledgeable and skilled."

96%

Customer Experience

96% of patient-families said,
"My therapist responds to my
questions and concerns."

98%

Customer Experience

98% of patient-families said they would recommend Curative New Berlin Therapies to others.

Elijah

Two-year-old Elijah (Eli) is a very determined little boy. He had a stroke at birth and seizures soon followed. His parents were told that he may never walk or talk and there was also a possibility that he could be blind. Faced with this devastating news, his mom, Caitlin, recalls the comforting words Eli's pediatrician said to her when he recommended Curative New Berlin Therapies.

"Our pediatrician said that this is the first place he recommends for people who need a little extra love."

Caitlin shared that Eli's pediatrician has been practicing for over 40 years and has a personal connection to their family – he also happens to be Eli's great uncle.

It's been a long road, and Eli has worked very hard in his physical, occupational and speech therapy sessions. He's been coming to Curative New Berlin Therapies since he was a baby, and these early interventions have helped him to walk with a walker, start to use words and eat a variety of foods with a spoon.

Eli is very social and energetic. Caitlin shared that the personalized care he received at Curative New Berlin Therapies has helped him to adjust to touch, noise and vision input. All of these early interventions have resulted in Eli being able to happily interact with others and play. "Everyone here is so patient and Eli's progress has been amazing."

In addition to the exceptional therapists at Curative New Berlin Therapies, Caitlin found support from other parents. "We have made many friends and Eli takes his music lessons with another little boy we met here."

Although Eli had a rough start in life, his adventurous spirit, loving family and dedicated team of therapists from Curative New Berlin Therapies have helped him defy the odds and set out on a path to thrive.

Outcomes

2016 Curative New Berlin Therapies: our skilled therapists work with infants, children, teens, adults and families to help address developmental, neurological and orthopedic therapy need.

We measure client feedback regarding our knowledge, skill and responsiveness because we are committed to improving the function and quality of life for the individuals we serve.

Elijah (right) and Donna, Occupational Therapist and Director of Curative New Berlin Therapies, enjoy playful activities that also help Elijah meet his developmental goals.





Doug

Doug has an infectious smile that lights up the room. Looking at him today, it's hard to believe that his world was shattered five years ago after suffering a traumatic brain injury that completely altered his life.

Unfortunately, Doug was the victim of a violent crime which left him with injuries that affected his communication, memory and mobility. His injuries were so severe that he had to quit his job as a supervisor at a local wholesale retail store, and he now uses a cane for walking and balance.

Despite such a horrible setback, Doug was determined to rebuild his life. He was referred to Curative's Vocational Assessment Services in 2013 and worked with a Curative Job Developer to create a resume and apply for jobs. He started a trial work experience at Cousins Subs in St. Francis and became an official employee last year.

"It was really important to me to be able to work again. Curative helped me every step of the way."

Today, Doug leads a very busy life. He continues to work at Cousins three days a week where he assists with food prep, customer service and cleaning. Cousins' General Manager, Michele, shared that Doug is a model employee. "He's a joy to work with because he's always so upbeat and happy. I've never seen him have a down day."

The road to recovery has not been easy for Doug, but he is determined to get back to the life he once knew. Especially being able to regain the strength in his arms so that he can enjoy his favorite hobby – playing pool. "I have my own pool stick and used to shoot one to two times a week."

Doug now works diligently with a trainer to help him regain some of the physical strength he lost after his injury. He lifts weights to strengthen his arms and runs on a treadmill to regain his balance and hopefully someday be able to walk without a cane.

Doug's unwavering persistence and positive attitude will have him hitting the cue ball at the local pool hall in no time.

Outcomes

2016 Employment Services: our Job Developers and Job Coaches work with clients to prepare them for employment and to ultimately help them reach 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.

100%

Effectiveness

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

100%

Effectiveness

100% of persons hired in the community retained their employment for over 90 days.

86%

Customer Experience

86% of our client-family respondents said they would recommend Curative to other people.

100%

Effectiveness

100% of health and well-being goals were achieved by older adults served in the program.

100%

Effectiveness

100% of social interaction goals were achieved by older adults served in the program.

99%

Effectiveness

99% of physical ability goals were achieved by older adults served in the program.

100%

Customer Experience

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

Barbara

Barbara is one talented lady who truly loves to paint. One of her pieces was recently selected to be featured in two art exhibits as part of Curative's partnership with the Alzheimer's Association's Memories in the Making® program. Her artwork was selected as one of 66 pieces to be displayed out of over 1,000 entries.

She is now a regular at Curative's Senior Care Center where she enjoys socializing, doing yoga, going on community outings and of course, being able to express her passion for painting.

Her daughter, Roxanne, shared that Barbara was a bit hesitant at first about coming to a day program for seniors. "We looked at a number of options and just knew this was the right place for her." Roxanne said the warm atmosphere, goal oriented programming and loving staff all made the decision really easy for her family.

"There's not a second in the day that I have to worry about her when she's here. We know this is the best place for our mom."

Roxanne shared that her mom now loves coming to Curative and waves at people through the window every morning as she walks in. "The staff treat us like family. My mom is a picky eater and she loves the food here. Sometimes she even asks for seconds."

Barbara has Chronic Obstructive Pulmonary Disease (COPD), and Roxanne wanted to make sure that she was in a place where she could be safe and remain active. "She loves to go on bowling outings with the volunteers from Carroll University. My mom has a lot of sass and they give it right back to her."

Barbara has five children, six grandchildren and two great grandchildren. She spent over 40 years as a caregiver for the elderly and cherishes her own independence. Roxanne noted that her family is very grateful for the respite care that Curative offers so that they can all continue to lead busy lives, knowing that Barbara is in a great place.

"She is a little fireball and we all know that she really loves coming here."

Outcomes

2016 Senior Services: our Registered Nurse, Program Coordinator 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.

Barbara enjoys her time at Curative where she has created many pieces of art, tried new things and made great friendships along the way.



Curative Care Senior Leadership

Candace Hennessy PhD, RN, President and CEO

Maureen Collins, Vice President of Quality and Education

Karin Langsdorf, Director of Information Technology

Jennifer Nelson, Vice President of Human Resources

Janine Overeem, Vice President of Therapies

N. Muni Reddy MD, Medical Director

Julie Rogers, Vice President of Marketing and Communications

Barbara Tice, Chief Financial Officer

Curative Care Boardof Directors 2016-2017

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James Maslowski, First Vice Chairperson

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Lynette Zigman, Member

Curative Care Key Strategic Initiatives in 2016



Delivery of High Quality Services

- Curative was recognized by the Wisconsin Center for Performance Excellence with a Challenger Award for its successful completion of the Wisconsin Challenger Profile.
- All Curative employees completed a customized "Power of One" customer service training program.
- A Customer Experience Committee was developed with representatives from each site who are committed to building and sustaining a culture of service excellence at Curative Care.
- Launched a standardized electronic health record for Birth to Three services, enabling real time communication among caregivers in the community.
- Expanded our internship program and partnered with 10 academic institutions to provide internships and service learning opportunities.
- Two-thirds of Curative staff responded to a survey sharing input on revised values for the organization. New values were developed and approved by Curative's Senior Leadership Team and Board of Directors.
- Curative completed the Baldridge Leadership Criteria Assessment.
- 100% of clients receiving job placement and job coaching retained their jobs for 90 days or more.
- Curative's Job Developers found placements for clients with 40 different employers in the food service, hospitality, automotive, retail, fitness, janitorial and educational industries.
- Curative's landscaping crew, comprised of 75% of workers with disabilities, maintained the grounds of 77 employer sites and achieved a 96-100% satisfaction rating with their customers the highest rating of all the vendors in its category.

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

- Compassion
- Respect
- Service Excellence
- Quality
- Teamwork









Talent Management

- Invested in 480 hours of individualized training for frontline staff.
- Expanded new employee orientation program to provide a more robust onboarding experience.
- Developed and executed talent acquisition plan to attract top employees.
- Broadened recruitment advertising and employed a targeted approach to source and attract top talent.
- Revised open enrollment process to include additional benefit plan education for staff.
- Developed new Leadership Evaluation Tool incorporating Baldridge Leadership criteria.
- Expanded Curative's Ethics Committee case study presentations to include partner provider organizations.
- Provided training seminar from Waukesha County Technical College to educate staff on working with people with developmental disabilities.



Sustain and Grow

- Curative's Birth to Three program received a 69% increase in referrals for screening and intervention compared to the previous year.
- Conducted focus group research to identify the voice of the consumer, key choice drivers and any unmet needs of current and potential new clients.
- Completed transition to incorporate Curative New Berlin Therapies staff and all integrating functions into Curative Care to operate as one cohesive organization.
- Connected with the community, raised awareness and created demand for Curative's services through a comprehensive branding and marketing campaign.
- Revamped the organization's website and invested in a new content management platform to provide a seamless experience for customers using desktop and mobile devices to connect with Curative.

Curative Foundation Board 2016-2017

C. Frederick Geilfuss, President

John Stocking, Vice President

Candace Hennessy PhD, RN, Executive Vice President

Jay Radmer, *Treasurer*

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Paul Ayers, Member

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Julie Petri, Member

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Steven Swanson, Member

Carmen Witt, Member

Lynette Zigman, Member

Financials

As of December 31, 2016

\$35,977,326

Total Assets

\$23,396,367

Net Assets

\$12,580,959

Total Liabilities

Revenue Sources



Expenses



Community-Based Service Locations

Curative – 92nd Street

1000 N. 92nd Street, Milwaukee

414-259-1414

Available Services:

Adult Day Services

Birth to Three Services

Case Management Services

Curative – Fond du Lac Avenue

2607 W. Fond du Lac Avenue, Milwaukee 414-263-6732

Available Services:

Adult Day Services

Curative – Employment Center

1647 S. 101st Street, West Allis

414-257-4057

Available Services:

Employment Services

- Community Employment
- Pre-Vocational Training

Curative - Forest Home

6700 W. Forest Home Avenue, Milwaukee 414-342-7000

Available Services:

Adult Day Services

Curative – Menomonee Falls

W187 N8661 Maple Road, Menomonee Falls

262-251-8670

Available Services:

Adult Day Services

Curative - Waukesha

149 Wisconsin Avenue, Waukesha

262-574-9147

Available Services:

Senior Services

Curative New Berlin Therapies – New Berlin

2895 S. Moorland Road, New Berlin

262-782-9015

Available Services for Children and Adults:

Physical therapy

Occupational therapy

Speech/language and oral motor therapy

Massage therapy

Curative New Berlin Therapies – Elkhorn

1532 North Fairway Lane, Elkhorn

262-743-1101

Available Services for Children and Adults:

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









1000 North 92nd Street | Milwaukee, WI 53226 414-259-1414 | curative.org



Curative Care is nationally accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF), the gold standard in accreditation for rehabilitation facilities. CARF has awarded a full three-year accreditation through March 2018 to Curative's Adult Day Services and Birth to Three Services.



Curative Care Network
Curative New Berlin Therapies, LLC
Curative Rehabilitation Services
Curative Rehabilitation Center
Milwaukee Rehabilitation Center