Reaching for tomorrow, together

Community partnerships have been the cornerstone of our success

2018 Community Impact

- 5,358 clients benefited from Curative programs and services
- 96% Primary goals met for clients in Adult Day Services
- 60% Increase in referrals for early intervention in Birth to Three Services
- 2,785 Hours invested in staff training
- 764 Client community integration outings in 2018
- 100% Clients of Curative New Berlin Therapies surveyed would recommend our services to others
- 9 Number of university and college partnerships
- 97 Number of properties managed by Curative’s Landscaping Services
- 187 Student internships and service learning students

Internationally Recognized Accreditation

In 2018, Curative’s Adult Day Services again received a three-year accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF), the gold standard in accreditation for rehabilitation facilities.

Leading the way in quality and customer service

2018 was an amazing year. As you read the compelling stories in this report, you will witness the impact that our programs and services have on individuals, families and the community. Every day, I am humbled by the selfless attitude of our employees, who are the heart and soul of the organization. Their tireless efforts helped us receive international recognition for quality by earning a three-year accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF) for our Adult Day Services. Our journey toward pursuing the Malcolm Baldrige National Quality Award was also advanced by implementing Baldrige Criteria for Performance Excellence that focused on the Voice of the Consumer and Workforce Engagement categories through customized surveys, reports and training plans.

Attracting and retaining top talent

Key to living our mission, vision and values is attracting and retaining top talent. To get a better sense of our current staff engagement, we invested in a third-party survey tool, shared it with all employees, and developed work plans to increase engagement based on the results. We also implemented Human Capital modules to support career development and invested in over 2,785 hours of training and continuing education for staff. To ensure ongoing success, we developed a leadership development and succession plan designed to retain and promote top talent.

Advancing ethics at Curative

Our staff continues to be very invested in advancing ethics at Curative. In 2018, we celebrated our fifth 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. We also collaborate with colleagues from similar health and human service organizations to attend our Ethics Educational Case Studies.

Reaching for tomorrow, together

On the eve of our 100-year anniversary, I am grateful to Curative’s Board of Directors for giving me the opportunity to lead the organization into the next century of community service. I appreciate their encouragement, as well as the support of our compassionate and committed staff, generous donors, funders, volunteers, students and community partners for their commitment to helping people of all abilities thrive.

Candace Hennessy, PhD, RN
President and Chief Executive Officer of Curative Care Network and Curative New Berlin Therapies

Letter From Our President & CEO

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Outcomes

Birth to Three Services: Our Service Coordinators, Pediatric Therapists and Early Childhood 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.”

Vivian

Vivian has a distinctively sweet giggle that is guaranteed to melt your heart. She came into this world at 33 weeks, weighing just three pounds. Vivian was diagnosed with Cerebral Palsy (CP) and has a history of hip dysplasia, visual defects, scoliosis and other complications due to her muscle tone.

Her parents, Sara and Jon, knew Vivian had a rough road ahead of her. “At first we didn’t know if she would ever smile or recognize us,” shared Sara, who is also a neonatal intensive care unit (NICU) nurse. “We knew that early intervention would give her the best chance to thrive.”

Through Curative’s Birth to Three Program, Vivian started working diligently with occupational and physical therapists when she was just two months old. Sara shared that the therapy has made a world of difference in all of their lives.

“This was totally new territory for us and Curative has been a great resource, giving us a lot of good days.”

Vivian is now two and still needs quite a bit of help with her head control. She loves Sesame Street, reaching for her toys, and playing on her iPad. Vivian is also known to give up some great smiles and laughs every time she works with Carly, her physical therapist from Curative.

Carly shared that Vivian used to only be happy lying on the floor. “It took a while, but she now loves sitting in her Tumbleform chair and her wheelchair,” said Carly. “We are working on getting her own stander as well.”

In addition to all of the love and support from her parents, Vivian has two older siblings, Audrey and Brady. Grandma and the family’s dog, Winnie, also play a big role in helping Vivian progress and reach her goals.

“It takes a village,” said Sara. “Carly goes above and beyond. She really knows how to work with parents of kids with special needs, and we are so grateful that she came into our lives.”

What does Birth to Three Services provide?

Birth to Three Services are offered to children with developmental delays or disabilities and include Physical, Occupational and Speech Therapy, Early Childhood Education and Family Service Coordination.

Effectiveness

99% of parent survey respondents agreed or strongly agreed that they will use the skills they learned from the program.

Effectiveness

100% of child-family survey respondents agreed or strongly agreed that the program has helped/is helping their child to achieve established goals.

Client Experience

100% of child-family survey respondents agreed or strongly agreed that Curative staff demonstrate skill, knowledge, respect and professionalism.

Client Experience

99% of child-family survey respondents agreed or strongly agreed that the staff listen to and respond to questions and concerns.

Outcomes

2018 Birth to Three Services: Our Service Coordinators, Pediatric Therapists and Early Childhood 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.
Outcomes

2018 Children’s Long-Term Support Services: Our team works with children 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.

Effectiveness
95% of child-family survey respondents agreed or strongly agreed that the program has helped/is helping their child to achieve established goals.

Effectiveness
97% of child-family survey respondents agreed or strongly agreed that the staff include them in decisions about services received.

Client Experience
99% of child-family survey respondents agreed or strongly agreed that they felt Curative staff demonstrate skill, knowledge, respect and professionalism.

Client Experience
100% of child-family survey respondents agreed or strongly agreed that the staff listen to and respond to questions and concerns.

Nigel

Ten-year-old Nigel is an amazing young man. He has a passion for the Brewers, Godzilla and life. Nigel was diagnosed with autism before the age of two. He lives with his grandparents, Valerie and Tony, his sister, Svannah, and his two dogs, Bailey and Buddy. Nigel’s supportive family has never let his diagnosis define his limits. Instead, they have encouraged him to explore his interests and passions to create a world where he can thrive.

When you spend time with Nigel, you can’t help but feel his childhood sense of wonder and excitement as he shares his stories about Godzilla and the Milwaukee Brewers. He received a lot of media attention in 2018 after giving some of his Godzilla figurines to Brewers players for good luck. His belief in harnessing the power of Godzilla brought smiles to many of their faces and helped fuel the Brewers first trip to the post season in seven years.

Valerie worked with Curative’s Service Coordinator, Anna, to connect the family with vital community resources they needed to make life easier for Nigel and the family.

“At Curative was right there from the beginning helping us in so many ways.”

She shared that Nigel has made a lot of progress. “He used to be severely nonverbal and would often hit himself in the head,” said Valerie. “It is so important to get intensive therapy as soon as possible.”

Nigel is now working on goals related to social engagement with his peers and self-care tasks to help him be more independent in his daily living skills.

A great deal of Nigel’s progress is due to the relentless advocacy of Valerie, who never puts limits on him and believes he can do anything. She shared that kids like Nigel have so much potential and should never be underestimated. “Give them no limitations and believe they can do anything,” said Valerie. “It’s a lot of work, but it’s worth the effort when you see the changes in him.”

Nigel looks forward to summer camp, the release of the new Godzilla movie in 2019, and to spending time with Grandma and the family as they cheer on the Brewers in another stellar season.

What does Children’s Long-Term Support Services offer?

Children’s Long-Term Support Services provides individualized support for children with physical, developmental or emotional disabilities. Staff members work in partnership with children and families plus other organizations to maximize access to community resources.
Outcomes

2018 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 caregivers.

Severa (Sevie)

Severa (Sevie) is part of a very large extended family that absolutely cherishes her. She was born with cognitive and developmental delays and now lives with her sister, Felipa, and her family.

Growing up, Felipa had questions as to why Sevie was “different” from her other siblings. She recalls her sister attending special education classes while in school and also remembers that she was taught some sign language.

“As Sevie got older, somebody introduced my mother to a day services program in the community that seemed to be a good fit for her,” shared Felipa. “Now anybody who knows her knows how much of a big difference Curative has made in Sevie’s life.”

Although Sevie is not able to talk, she has a lot to say and certainly knows how to express herself. “Sevie’s body language and facial expressions are unique, one of a kind and most definitely priceless,” shared Felipa. “This allows us to know how much Curative has helped her thrive and be inspired as she gladly looks forward to each day she spends there.”

Sevie enjoys going on community outings with Curative, and she loves spending time with her best friend, Kisha, another client in Curative’s adult day program. Felipa shared that Curative gives Sevie a sense of her own independence, and the rest of her family benefits from the peace of mind they get knowing that she is in a safe and supportive environment.

“Being with her friends at Curative helps Sevie be happy and feel free.”

Felipa shared that Sevie has come out of her shell and is much more confident because of the socialization she gets at Curative. The program even helps her feel happier and follow directions at home. “Now a lot of times we do not have to tell her to pick up after herself,” shared Felipa. “We are so glad that Curative was able to ignite such happy feelings for Sevie.”

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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.

(Pictured left) Sevie (right) enjoys opportunities to page through magazines in addition to many other goal-oriented activities with her peers and Curative staff, including Program Specialist Caroline. (Pictured right) Sevie with her sister, Felipa (far right) and a few of her other family members.
Cassandra

Cassandra is a very determined little girl. She was born not breathing for 10 minutes, had seizures and ended up spending the first 23 days of her life in the neonatal intensive care unit (NICU). “Some days we didn’t know if she would even survive,” recalls her mom, Monica.

Cassandra is now four years old. She has Cerebral Palsy (CP) and many other delays, but her strong-willed personality, combined with a top-notch team of therapists at Curative New Berlin Therapies (CNBT) has helped her reach many milestones.

“"We could not ask for more compassion, love, thoughtfulness and caring not only for our baby girl, but for our whole family."

Monica was particularly impressed by the collaborative approach that all of the therapists take to ensure that Cassandra is getting the best care.

“All the different therapists come together to work on the feeding, occupational and physical therapy,” shared Monica. “They communicate very well with us and even with the school therapists.”

Cassandra has been in early childhood education for two years and is working diligently with her physical therapist, Anne, to get ready for her big debut in 4K this fall.

“She is working on her balance and on walking on uneven surfaces,” said Monica. “Stairs are a tough one for her.”

Despite her setbacks, Cassandra leads a very full and busy life. She loves music and dancing and is currently enrolled in a special needs dance class. Her brother, Conner, is a Special Olympics coach and will be volunteering at the special needs camp that she will be going to this summer.

Her sister, Nicole, will be getting married in July, and Cassandra will be the little flower girl. Monica shared that there was a time when she and her husband, Don, did not know if Cassandra would ever be able to walk. “At first we didn’t know if she would ever walk, and she surprised us all by walking before she was two because of all the great therapy from Anne.”

Monica said she and her family are constantly impressed by the therapists who are always coming up with new, innovative ideas and personalized touches for Cassandra. “Claire, her occupational therapist, even thought of an adaptive fork idea in her dream one night, and we were able to make one for Cassandra,” shared Monica. “Our therapists have become like family to us and the amazing care she has gotten since day one is unbelievable.”

(Pictured right) Cassandra continues to achieve critical milestones in her development through fun and interactive activities with the help of Physical Therapist, Anne.
Patrick

Patrick has been working in Curative’s Commercial Services area for over 25 years. He is a trusted member of the landscaping crew, which is comprised of 75 percent workers with disabilities and 25 percent workers without disabilities. Patrick has cognitive and developmental delays. He is proud of his independence and the fact that the Curative crew relies on him to help them tackle the big landscaping jobs.

“I like working here a lot and I know I do a really good job.”

Patrick’s supervisor, Alex, said he has made a lot of progress along the way. “When he first started, he could only provide basic landscape services like picking up garbage and limited push mowing,” shared Alex. “Now he operates several pieces of equipment and is a dedicated member of the team.”

Alex has been a resourceful and patient mentor to Patrick for many years, teaching him landscaping and soft employment skills like showing up on time and being part of a team that has to meet goals and job expectations.

“My brother takes me to work and I ride the bus home all by myself,” shared Patrick. “Some days if I get crabby, Alex and I have to have a talk and he helps me figure things out.”

Alex shared that Patrick is well known amongst the landscaping crew for making jokes and “messing” with people. “He’s always jovial and makes us laugh with his funny stories and sayings,” shared Alex. “You never know what’s going to come out of his mouth.”

Patrick likes watching TV shows from the ’70s and is known to impersonate many of the characters from that era. Sanford and Son is one of his favorites. “I’m having the big one,” demonstrates Patrick as he grabs his chest and drops to his knees. Alex said the whole crew is entertained by Patrick and his theatrics. “Sometimes he references the show and calls our supervisor, Travis, ‘Big dummy.’”

Patrick is a real movie buff, and owns over 1,500 DVDs. Sometimes he shares his collection with his co-workers at Curative. “He’s like our very own movie rental place,” said Alex.

Patrick leads a very full life. He loves to go on vacation and is planning to take a trip to see his sister who lives near Seattle and his other relatives who live in California. “I like to go and watch my nephews play soccer,” shared Patrick.

During the “off season,” when Patrick is not raking lawns or trimming hedges, he works at O’Sullivan’s in Brookfield.

What does Commercial Services provide?

Curative provides assistance to adults with disabilities or limiting conditions who are interested in paid work opportunities. Curative trains individuals to work on our landscaping crew and at our Commercial Services assembly plant.
Outcomes

2018 Senior Services: Our Licensed Practical 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.

Chester

Chester is 86 years young and has been coming to Curative’s Senior Center since 2017. He has Alzheimer’s disease and is legally blind, making it unsafe for him to be home alone. Fortunately, the senior center has proven to be a great community resource for Chester and his family.

His wife, Janet, drops him off in the morning so that she can go about her busy day knowing that her beloved Chester is in good hands. They’ve been married for over 62 years and have four children, ten grandchildren and five great-grandchildren.

“It gives me time to clear my mind, go shopping or have lunch with friends knowing that he is in a safe, supportive environment.”

Janet is pleased with the care Chester receives at the senior center and credits the program with helping him remain active and social. “His neurologist thinks the program at Curative is helping slow the progression of his Alzheimer’s,” said Janet. “He’s holding his own and it’s not getting any worse.”

Chester served in Okinawa during the Korean War and has been known to swap old war stories with his new friends at the senior center. He also participates in activities including art and music therapy, memory boosting games and programs that focus on increasing his physical activity.

Curative’s Senior Center has a licensed practical nurse (LPN) on staff, which is very comforting to Janet because Chester also has diabetes.

“He loves to eat, and they work with him to help manage his diabetes,” said Janet. “They really listen and if I make a request, they take care of it right away.”

Chester and Janet feel very fortunate to be able to stay in close contact with their family. They live in an in-law suite that is connected to their son’s home. “The grandkids always come in for food and Chester sits right in the kitchen, so he sees them all the time.”

Chester has a great sense of humor and is quick to share a joke or tell a funny story, keeping both the staff and guests at the senior center entertained. “It’s such a friendly place and he never resents me leaving him at Curative because he has so many friends there,” shared Janet. “The first time I dropped him off I felt like I had a lot of freedom.”

Chester and Janet share a very busy and full life. Curative plays an important role in keeping them both active. “Today I was able to go to a senior lunch at church,” shared Janet. “He was more than happy to come here to paint and be with his friends.”

Client Experience

100% of client-family survey respondents strongly agreed that Curative provides a joyful atmosphere where people of all abilities can thrive.

Effectiveness

100% of client-family survey respondents strongly agreed that they felt Curative staff demonstrate skill, knowledge, respect and professionalism.

100% of client-family survey respondents strongly agreed that they felt Curative staff demonstrate skill, knowledge, respect and professionalism.

What does Senior Services offer?

The Senior Center offers a warm, friendly environment for older adults with memory loss, dementia and/or health concerns who want to remain active and social in the community.
Curative Care Key Strategic Initiatives in 2018

Delivery of High Quality Services

✔ 96 percent of the children discharged from Curative’s Birth to Three program showed improvements in at least two out of three of their primary outcome areas.

✔ Received three-year accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF) for Adult Day Services.

✔ Created a Sensory Room at our 92nd Street location to serve children with sensory processing disorders. Sensory Room made possible through a generous grant from the Junior League of Milwaukee.

✔ Added new curriculum to enhance job skills training for our Adult Day Services clients. “Bridge to Employment” was made possible through the support of the Greater Milwaukee Foundation.

✔ Further implemented Baldrige Criteria for Performance Excellence focusing on the Voice of the Customer and Workforce Engagement categories through customized surveys, reports and training plans.

✔ Celebrated five-year partnership between the Curative Ethics Committee and the Medical College of Wisconsin Center for Bioethics and Medical Humanities.

✔ Recognized by United Way of Greater Milwaukee and Waukesha County through their selection of a Curative Birth to Three child to represent significant program impact in our community during the 2018 campaign.

✔ Implemented an IT infrastructure security plan with ongoing updates for redundancy and disaster recovery. Built on last year’s base platform to secure the extensive Curative IT infrastructure.

✔ Increased Curative’s IT efficiency and security through the implementation of Microsoft Office 365 which allows centralized management and security of computer hardware/software and personal devices.

✔ Curative’s landscaping crew, comprised of 75 percent of workers with disabilities, maintained the grounds of 97 sites.

Sustain and Grow

✔ Expanded Curative’s Birth to Three program, doubling the number of patients served in Milwaukee and surrounding counties.

✔ Streamlined the admissions process at Curative New Berlin Therapies to increase efficiency, business intelligence and continuity.

✔ Implemented a follow up to the 2016 baseline awareness and familiarity survey to monitor the success of Curative’s advertising efforts. Results indicate that Curative’s advertising and community engagement efforts drove a 68 percent increase in awareness and a 24 percent increase in familiarity of Curative’s key services in two years.

✔ Implemented positive first impression space planning at the Senior Center in Waukesha with updates to the lobby and programming areas.

✔ Developed a strategy to leverage Curative’s 100 year anniversary in 2019, including a fund development gala and several internal and external initiatives to commemorate this special milestone in Curative’s history.

✔ Hosted community seminars and networking events for social workers, parents and guardians of children with special needs.

Our Mission
Curative Care Network 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

✔ Implemented additional Human Capital Management system modules to support career development and benefit management.

✔ Completed a company-wide employee engagement survey providing feedback on operations and strategic initiatives to allow Curative to continue to be an employer of choice.

✔ Implemented a customer experience plan with detailed strategies and learning modules designed to advance Curative’s journey toward creating a culture of service excellence.

✔ Designed a leadership development and succession plan to retain and promote top talent.

✔ Developed and implemented a person-centered behavior support training series for Adult Day and Senior Services staff.

✔ Created and launched an in-house evidence-based leadership training series.

✔ Created and launched an in-house evidence-based leadership training series.

✔ Created an advanced skills learning plan/certification for Curative’s Birth to Three and Curative New Berlin Therapy employees to enhance their ability to assess and treat children with neurological disorders.

Curative Foundation Board of Directors
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Gwen Jackson, Member*
Thomas Kosler, Member
Wayne Morgan, Member
Julie Petri, Member
William Stan, Member
Steven Swanson, Member
Carmen Witt, Member

*Deceased
Curative – 92nd Street
1000 N. 92nd Street, Milwaukee
414-259-1414
Available Services:
Adult Day Services
Birth to Three Services
Children’s Long-Term Support Services
Outpatient Children’s Therapy

Curative – Fond du Lac Avenue
2637 W. Fond du Lac Avenue, Milwaukee
414-263-6732
Available Services:
Adult Day Services

Curative – Commercial Services
1647 S. 101st Street, West Allis
414-257-4057
Available Services:
Assembly/Production Services
Landscaping Services

Curative – Forest Home Avenue
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 Waukomis Avenue, Waukesha
262-574-9147
Available Services:
Senior Services

Curative New Berlin Therapies
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
Aquatic Therapy

As of December 31, 2018

Revenue Sources
82% Programs and Services
7% United Way and Contributions
11% Other

Expenses
88% Programs and Services
12% Administrative and General

Assets & Liabilities
$38,191,460 Total Assets
$11,339,388 Total Liabilities
$26,852,072 Total Net Assets

Learn more about all of Curative’s services:
Call 414-479-9254 or visit curative.org

Amounts for 2018 are unaudited as this report was prepared before completion of the annual audit.