



# ANNUAL 2020 REPORT

Curative  Care  
Dedicated to Helping People Thrive

# 2020 COMMUNITY IMPACT

3,046

clients benefited from Curative programs and services

18,886

therapy visits at Curative New Berlin Therapies



98%



Adult Day client families surveyed indicated programs helped achieve goals

100%



Parents surveyed indicated involvement in goal creation in Birth to Three Services

84



Number of properties managed by Curative's Landscape and Maintenance Services

677



Adult Day Services clients had goals including community integration

13



University and college partnerships

100%



Curative New Berlin Therapies (CNBT) clients surveyed would recommend CNBT to others

## 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

# LETTER FROM OUR PRESIDENT & CEO



2020 was a year of change at Curative and despite unprecedented events, I am proud to say that our teams remained steadfast in our focus on our Mission, Vision and Values.

As we started the year, no one could have predicted the obstacles that laid ahead for the organization. In 1918, as Curative was being formed, another influenza pandemic was gripping the country and now, just after celebrating 100 years, Curative found itself in a similar situation. As Curative did in the past, we rose to the occasion, modifying service delivery methods and continuously focusing on the needs of our clients, our teams and their safety.

Despite these challenges, Curative achieved many milestones in 2020 and progressed in all aspects of business as you will see throughout this report. This included expansions of our electronic health records into Adult Day and Children's Long-Term Support, implementing Curative University, an online learning platform, and improving employee engagement. What remains constant, despite change, is the remarkable impact Curative has on the lives of others and the dedication our team members have to our clients and to Curative.

I am grateful and honored to have the opportunity to lead Curative. To the Board of Directors, leadership team, team members and clients, thank you for your dedication, support and belief in our quality-driven services. Together we will continue to live the mission of Curative and grow stronger every day. To our generous donors, thank you for having faith in Curative's commitment and delivery of quality of care. We sincerely appreciate your support and value your dedication to helping Curative's clients thrive. I thank you all for being a part of the Curative family.

**“2020 was a year of resilience and a time to focus on what matters most, our clients and team members.”**

Many of our programs remained open throughout the year, despite the pandemic, except for Adult Day and Curative New Berlin Therapies which closed for three months. Once it was deemed to be safe for the provision of services, these business lines opened and were active for the remainder of the year. We did make the difficult decision to close the Senior Center in Waukesha, in order to maintain safety.

Just as we felt we were successfully navigating through the pandemic, Dr. Candace Hennessy, our President & CEO, passed away suddenly in October. In December, Dr. Reddy, Curative's long-term medical director for over 40 years retired. Candy and Dr. Reddy worked tirelessly to propel Curative forward, improving quality and services. We are grateful for their service and dedication and they will be dearly missed.

## Joy Gravos

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



## BIRTH TO THREE SERVICES



95%

### Effectiveness

95% of child-family survey respondents agreed or strongly agreed that they will use the skills they learned from the program.

### Effectiveness

92% of child-family survey respondents agreed or strongly agreed that the program has helped/is helping their child to achieve established goals.

92%

98%

### Client Experience

98% of child-family survey respondents agreed or strongly agreed that they felt Curative staff demonstrate skill, knowledge, respect and professionalism.

### Client Experience

98% of child-family survey respondents agreed or strongly agreed that the staff listens and responds to questions and concerns.

98%

## OUTCOMES

**2020 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.

# LUCAS

Defying expectations. That is what Lucas has been doing for all his short two years of life. Born four weeks early with hydrocephalus, a build-up of fluid in the brain, Lucas' first six months were a challenge, but that hasn't slowed him down. With the help of the therapists at Curative's Birth to Three program, Lucas is a boy with no boundaries.

After complications with surgery to treat his hydrocephalus, Lucas' doctors determined he would have some developmental delays. But Lucas had something to say about that. "Everybody, from neurology to his physical therapists, are so surprised with his progress," explains Lucas' mom, Melissa.

**"His vocabulary level is so impressive. You can have a conversation with this kid – no problem. He is speaking at the level of a four- or five-year-old," says Melissa.**

But his hydrocephalus has impacted him in other ways. Lucas has cerebral palsy that causes instability in his hips and he is learning to use a Crocodile gait trainer to get around. "It's great to have the services of Curative. I don't know what I'd do without them," continues Melissa. "And, I don't know where Lucas would be stuck at right now... if he'd still be crawling or if he would still be babbling just words... without the interaction of the therapists helping him."

Melissa gets choked up just thinking about the support she has received from Curative. "Going through this makes you feel like you are alone, but then Curative stepped in and I know we're not alone," adds Melissa. "We could never have done this without their help. I am so thankful for it. I would recommend them to anybody."

While Lucas is the one who has been going to Curative for therapy, Melissa feels she has gained just as much from them. "There are so many questions a parent like me has, and Curative has had the answers" adds Melissa. "Curative is the 'Go-To Resource' everyone in our situation needs to have on their side."

## WHAT DOES BIRTH TO THREE SERVICES OFFER?

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.

(Left) Lucas explores his surroundings with the help of his Curative caregiver, Amber.  
(Right) Lucas is mastering walking with the aid of a Crocodile walker.





# LISA

## WHAT DOES ADULT DAY SERVICES OFFER?

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.

Greeting each day with a smile is how Lisa has been showing up at Curative's Adult Day Services for the last 10 years. In addition to the routine of seeing her friends, Lisa has had the opportunity to learn many skills, like how to do math and how to read. She is even learning how to count money. Lisa also participates in Consumer Council at Curative, where participants share their work experiences so others can learn from them. While topics vary each time they meet, there is always something Lisa gets out of it – and something for her to contribute. "We talk about what people do at their jobs and it helps others learn what kind of job they may want to do," describes Lisa.

**"Lisa's got such a great personality, just fun to be around. I've seen her change in the time she's been here with the level of confidence she has in herself," says Rachel, Program Coordinator at Curative Forest Home.**

Over the years, Lisa has also learned many life skills at Curative. She has been responsible for cleaning the kitchen, from wiping down the refrigerator and stove, to cleaning countertops and windows. It has prepared her for her current job at Pick n' Save where she can be counted on to step in where needed. "I bring in the carts. I do bagging," adds Lisa. "I help out wherever they need me." Curative also helped Lisa prepare for getting her job at Pick n' Save by teaching her how to fill out an application, and by doing role playing on the phone with her to prepare for job interviews.

When asked how she likes her job, Lisa responds with an enthusiastic, "I love my job and they just love me there." So, where does Lisa's contagious smile come from? Perhaps it stems from feeling valued and waking each day knowing you have something to contribute.



Lisa, with the assistance of an Adult Day Services staff member Leslie, is learning to count money (left) and prepare her own meals (right).

## ADULT DAY SERVICES



96%

### Effectiveness

96% of client-family survey respondents agreed or strongly agreed that the program has helped/is helping them to achieve established goals.

### Effectiveness

100% of client-family survey respondents reported being involved in decisions of services received.

100%

96%

### Client Experience

96% of client-family survey respondents agreed or strongly agreed that they felt Curative staff demonstrate skill, knowledge, respect and professionalism.

### Client Experience

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

100%

## OUTCOMES

**2020 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.



## CHILDREN'S LONG-TERM SUPPORT SERVICES



98%

### Effectiveness

98% of child-family survey respondents agreed or strongly agreed that the program has helped/is helping their child to achieve established goals.

### Effectiveness

100% of child-family respondents agreed or strongly agreed that the staff includes them in decisions about services received.

100%

### Client Experience

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

### Client Experience

98% of child-family survey respondents agreed or strongly agreed that the staff listens and responds to questions and concerns.

98%

## OUTCOMES

**2020 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.



# BLAZE

Hippopotamus. It is a mouthful to say for any seven-year-old, but it is simply amazing for Blaze, who has been diagnosed with autism spectrum disorder. Several years ago, Blaze's autism symptoms seemed to start overnight. "One day he disappeared into his own little world," describes his mom, Sheila. "He just stopped talking." But with the help of the therapists at Curative, he found his voice again, and many other skills he needs to be a first-grader in a general education class.

Now, as a participant in Curative's Long-Term Support program, Blaze and his family are part of the Children's Community Options Program (CCOP), which provides Blaze the opportunity to engage in his community with access to the Milwaukee County Zoo, Milwaukee Public Museum, Discovery World and The Sensory Club. The passes have been a blessing to the family. "One of the few times I have seen pure joy on Blaze's face was riding the train at the zoo," Sheila says. "Another was Superhero Day at Discovery World when Blaze came face-to-face with Spiderman." The passes also have given Blaze the opportunity to get out of the house and explore his community. It is helping him learn to connect with other children.

**"We never saw him relate to others;  
now at the zoo he will approach  
another child and give a statistic like  
'The hippopotamus is the second  
largest land animal on earth,'"  
shares Sheila.**

Another service they utilize through the CCOP program is AngelSense. "Many kids like Blaze don't have a sense of concern for their own personal safety," explains Sheila. "AngelSense is a GPS device that we can program and get alerts if he deviates from his normal routine." Sheila can follow Blaze on her phone and know he hasn't wandered away.

Sheila also appreciates how Blaze's service coordinator makes recommendations she sees working for other families. "The exchange between parents and the coordinator helps you fine-tune what your kiddo needs," Sheila adds, which is such a blessing considering this is uncharted territory for Blaze's family, as well as many other families that have children with special needs.

## 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.

(Left) Blaze shares his stuffed hippo Henrietta with Curative staff member Chelsea. (Below) Blaze enjoys visiting the hippopotamus at the Milwaukee County Zoo with the pass his family received through Children's Long-Term Support Services.



# ROBERT

## WHAT DOES COMMERCIAL SERVICES OFFER?

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.

Everyone has their story about how the pandemic of 2020 impacted them. For Robert, the shutdown came just a month or so after starting a new position in the Curative pre-vocational training program. Robert has autism and he appreciates having the routine of a job in his life. He found it very hard having to be at home for days and weeks at a time and not being able to go to work.

“When the pandemic set in, it took a lot of adjusting for Robert. Knowing he has someplace to go every day... It’s his everything,” explains Nicole, his sister. “He will often come home and share his accomplishments of how he met his quota for the day.”

Robert works five days a week at Curative and has been an employee of Curative Commercial Services since he was in high school. He works on a variety of jobs from performing one-step projects to multiple-step assembly using hand tools. He especially likes working on the account where he gets to count and pack a variety of hardware.

**“Robert has really done a good job of developing skills for himself to do every job that we have asked him to do,” shares Travis, the Commercial Services Director at Curative. “With all these skills, Robert has become a real asset to the assembly team.”**

Robert takes pride in his work and his supervisor says Robert does a good job cleaning up his work area at the end of the day. This is no surprise to Nicole. “He has always liked things neat and tidy,” she says.

Robert (left) is proud to share a job well done with the Curative Commercial Services Director, Travis (right).





## COMMERCIAL SERVICES





## CURATIVE NEW BERLIN THERAPIES



100%

### Effectiveness

100% of client-family survey respondents reported they would recommend CNBT to others.

### Effectiveness

97% of client-family survey respondents agreed or strongly agreed that their therapist includes them in developing the treatment plan.

97%

100%

### Client Experience

100% of client-family survey respondents agreed or strongly agreed that their therapist responds to their questions and concerns.

### Client Experience

100% of client-family survey respondents agreed or strongly agreed that their therapist is both knowledgeable and skilled.

100%

## OUTCOMES

**2020 Curative New Berlin Therapies:** Our skilled therapists work with infants, children, teens, adults and families to help address developmental, neurological and orthopedic therapy needs.

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.



# NICCO

Watching their son walk into school with his walker was a milestone Anthony and Jessica were never certain they would see. Nicco's motor movements, language and sight were impacted by a stroke he suffered. "Shortly after he was born, we were bracing for the worst. Doctors were saying he was going to have a lot of challenges," explains Anthony. "Fast forward three months, we got him into Curative."

Curative therapists not only worked with Nicco, but they explained to Jessica and Anthony what they were doing so they could support the care he was getting. "One of the things I've always enjoyed about going to Curative is how involved they make the parents," says Anthony. "They always give us insight on how to continue his therapies at home... which helped out a lot during COVID-19. I was basically off of work and I would be doing therapy with him during the day. I don't think that Jessica and I could ever express how much we've appreciated and loved the involvement we've had at Curative. It's had such an impact on Nicco's success." Suzy, Nicco's physical therapist, agrees that Anthony and Jessica have had a huge impact, "Nicco's parents have been excellent with what they've been doing at home. They follow through with what we ask them to do and it really helps make the progress week by week."

**"Nicco is a very bright spirited four-year-old. He is an awesome guy, he's my best friend. He has his challenges but he doesn't let that slow him down," shares Anthony.**

"We are first time parents of a special needs kid and we don't know what the next steps are," explains Jessica. "We didn't know when he was supposed to go to school or whether kids with his challenges even went to a traditional school." Hannah, Niki and the whole Curative team helped Nicco and his family navigate through his next milestones. They even connected with Nicco's therapists at school to share his goals. Jessica and Anthony attribute the fact that Nicco can stand, that he is walking and that he talks as much as he does not only to the work they have done with him themselves, but to Curative as well.

"They are almost like family," adds Jessica. "They are as concerned and excited for him as we are." Anthony videotaped Nicco walking into school on that memorable first day and shared it with Nicco's therapist, Hannah. He told her, "You were a big part of why he was able to do this." And she replied, "This is why I do what I do."

## WHAT DOES CURATIVE NEW BERLIN THERAPIES OFFER?

Curative New Berlin Therapies is a certified rehabilitation agency providing physical, occupational, speech/language and oral motor therapy, as well as massage and aquatic 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.

(Left) Nicco explores the jungle swing at Curative New Berlin Therapies and (below) walks with his Crocodile walker along with his physical therapist, Suzy.





## Delivery of High Quality Services

- ✓ Recertified Medicare for Curative Care Network.
- ✓ Implemented new electronic health record for Adult Day and Children's Long-Term Support, increasing efficiency.
- ✓ Opened Curative University, an online educational platform for continuing education for professionals and compliance education.
- ✓ Implemented additional requirements to be able to serve clients during COVID-19, including but not limited to social distancing, mask requirements, sanitizing, hand washing, etc.
- ✓ Modified Adult Day curriculum to ensure that community-related goals were adapted to simulate community integration activities when not able to be in the community.
- ✓ Successfully implemented the use of teletherapy and virtual sessions as an effective treatment strategy for appropriate clients.
- ✓ Opened the Kohls Pediatric Therapy Center in February, with daily use by physical, occupational and speech therapy to achieve quality outcomes for our clients.
- ✓ Celebrated occupational therapy certification in Handwriting Without Tears (one of twelve in the state).
- ✓ Provided education and coaching regarding family support and interaction, improving quality engagement.
- ✓ Promoted and supported over 50 hours of social emotional health training for each Birth to Three team member.
- ✓ Upon surveying of families who utilize CNBT therapy, 100% respondents stated they would refer others to CNBT.
- ✓ Welcomed new Medical Director Dr. Goodfriend, following Dr. Reddy's retirement. Dr. Reddy had been a part of Curative for over 40 years, living the vision and supporting the organization in many ways.
- ✓ Expanded current Emergency Preparedness Plan in order to keep employees and clients safe in the event of an emergency.
- ✓ Hosted over 80 physical therapy students in Adult Day who were completing their Integrated Clinical Experience (ICE).
- ✓ Curative's landscaping crew, comprised of 75% of workers with disabilities, maintained grounds of 84 sites.



## Talent Management

- ✓ Implemented a mentorship program for new employees that provides a resource and support during onboarding.
- ✓ Worked collaboratively with 13 universities to provide meaningful fieldwork experiences.
- ✓ Two employees with disabilities from Commercial Services obtained community employment.
- ✓ Two individuals from the school transitional program were hired in Commercial Services.
- ✓ Conducted company-wide Employee Engagement Survey, with over 85% response rate and results showing improvements in all areas measured.
- ✓ Hosted consistent employee engagement activities to promote employee satisfaction.
- ✓ Contracted with outside agencies to provide additional training in CPR, first aid, med administration.
- ✓ Three people in Birth to Three have received specialized certification in Infant Mental Health.
- ✓ Human Resources transitioned to electronic files.



## Sustain and Grow

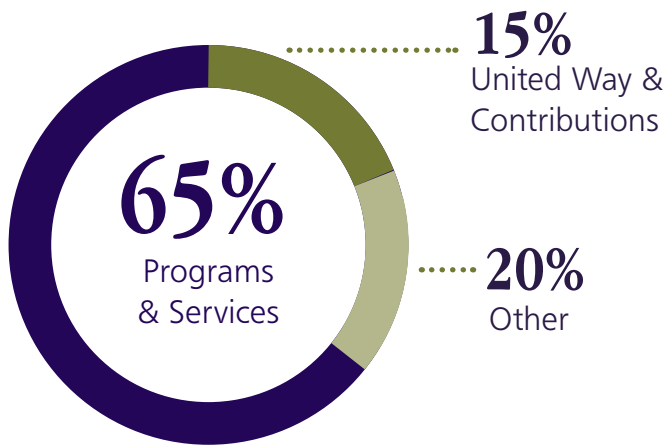
- ✓ Commercial Services, Birth to Three and Children's Long-Term Support remained open throughout the pandemic, with Adult Day and Curative New Berlin Therapies closing for three months.
- ✓ Utilized social media as an added layer of communication about which services were open and when during the initial months of the pandemic.
- ✓ Continued partnership with community organizations, such as Kohls and Kiwanis Club of Milwaukee.
- ✓ Active participation on the UWM Dean's Advisory Board.
- ✓ Expanded number of clients served in CLTS by 23%.
- ✓ Streamlined admission process in Adult Day to a single point of contact.
- ✓ Expanded partnership with OS Inc. to include billing for Birth to Three to improve efficiencies.
- ✓ Expanded contract review, renewal and renegotiation process and tracking.



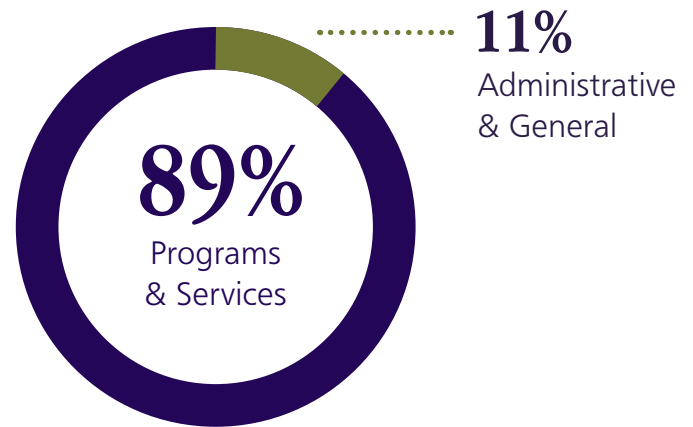
# FINANCIALS

As of December 31, 2020

## Sources of Funds



## Use of Funds



Amounts for 2020 are unaudited as this report was prepared before completion of the annual audit.

### Curative Care Network Board of Directors

Candace Hennessy, PhD, RN, *President and CEO*

Joy Gravos, *Interim President and CEO*

Peter Glaser, *Chairperson*

Matthew McBurney, *First Vice Chairperson*

Pardeep Gupta, *Treasurer*

Paula Rhyner, PhD, *Secretary*

---

Steven Barney, *Member*

Daniel Brenton, *Member*

Victoria Kies Garoukian, *Member*

Jennifer Hart, *Member*

George Hinton, *Member*

Tom Nackers, *Member*

Susan O'Connell, *Member*

Ryan Parsons, *Member*

Marita Stollenwerk, *Member*

### Curative Foundation Board of Directors

C. Frederick Geilfuss, *President*

Peter Bruce, *Vice President*

Candace Hennessy, PhD, RN, *Executive Vice President*

Joy Gravos, *Interim Executive Vice President*

Julie Petri, *Secretary*

---

Paul Ayers, *Member*

Steven Barney, *Member*

Carolyn Bolton, *Member*

Kenton Fritz, *Member*

Kristofor Hanson, *Member*

Thomas Kosler, *Member*

James Maslowski, *Member*

William Starr, *Member*

Steven Swanson, *Member*

Carmen Witt, *Member*

# COMMUNITY-BASED SERVICE LOCATIONS

## **CURATIVE – 92ND STREET**

1000 N. 92nd Street  
Milwaukee, WI 53226  
414-259-1414

### **Available Services:**

Adult Day Services  
Birth to Three Services  
Curative New Berlin Therapies  
Outpatient Therapy Services for Children  
Medical Rehabilitation Services for Children

## **CURATIVE – 101ST STREET**

1647 S. 101st Street  
West Allis, WI 53214  
414-257-4057

### **Available Services:**

Children's Long-Term Support (CLTS)  
Assembly/Production Services  
Landscape Maintenance Services

## **CURATIVE – FOND DU LAC AVENUE**

2607 W. Fond du Lac Avenue  
Milwaukee, WI 53206  
414-263-6732

### **Available Services:**

Adult Day Services

## **CURATIVE – FOREST HOME**

6700 W. Forest Home Avenue  
Milwaukee, WI 53220  
414-342-7000

### **Available Services:**

Adult Day Services

## **CURATIVE – MENOMONEE FALLS**

W187N8661 Maple Road  
Menomonee Falls, WI 53051  
262-251-8670

### **Available Services:**

Adult Day Services

## **CURATIVE NEW BERLIN THERAPIES**

1000 N. 92nd Street  
Milwaukee, WI 53226  
262-782-9015

### **Available Services:**

Physical Therapy  
Occupational Therapy  
Speech/Language and Oral Motor Therapy  
Massage Therapy  
Aquatic Therapy

**Learn more about all of Curative's services:**

Call **414-479-9254** or visit **curative.org**

1000 North 92nd Street • Milwaukee, WI 53226



Greater Milwaukee  
& Waukesha County

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

©2021 All Rights Reserved



Curative 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 2021 to Curative's Adult Day Services.