Changing Lives

AMERICAN FAMILY CHILDREN'S HOSPITAL

ANNUAL REPORT 2008
march 2009

dear Friends:

it doesn’t take long after visiting the American Family children’s hospital to recognize it represents a strong commitment and investment of people throughout this community and region. We are confident in saying this investment is enhancing the medical care and lives of seriously ill and injured children every day. While the American Family children’s hospital is only 18 months old, its legacy spans some 90 years on the university of Wisconsin-Madison campus. We both joined this community in early 2008 and are honored to be a part of this tradition of care.

Every family that brings a child through the doors of American Family Children’s Hospital, does so ready to place a young life in highly-trained, caring hands. We’ve aimed to recognize the investment and commitment of many in this community in this annual report. Our theme of “Changing Lives”—demonstrates the often-amazing journeys traveled by the children and families, and how their stories touch the four prongs of our mission:

• Healing, as we provide specialized care for our patients and families;
• Serving, as we advocate for children’s health and well-being in partnership with the community;
• Teaching, as we train the next generation of pediatric health care professionals; and
• Learning, as we conduct cutting-edge research that results in even more effective treatments for patients.

Fulfilling this mission in an ever-changing health care environment compels us to plan for future growth and innovation to meet the increasing demand for specialized health care services for children. At the same time, we recognize the importance of our legacy, where faculty physicians—both of yesterday and today—are true pioneers who have played key roles in finding new and more effective ways to cure and treat children who have life-threatening diseases.

The American Family Children’s Hospital relies on the generous commitment of supporters like you to ensure that we can continue our mission, to be leaders for children throughout our state: healing, serving, teaching and learning. Thank you so much for your continuing support.

Sincerely,

Donna Katen-Bahensky     Jeff Poltawsky
President and CEO     Vice President
UW Hospital and Clinics     American Family Children’s Hospital

American Family Children’s Hospital is a non-profit healthcare provider that is part of University of Wisconsin Hospital and Clinics, a 501 (c) (3) organization, located in Madison, Wisconsin. Opened in 2007, American Family Children’s Hospital was constructed without any state taxpayer dollars, and, like UWHC, operates without any state subsidy. For more information or to support its mission, please visit uwhealth.org/kids or call (608) 264-KIDS.

Key Facts About American Family Children’s Hospital

LOCATION: 1675 Highland Ave., Madison, Wisconsin (next to University of Wisconsin Hospital and Clinics)

YEAR OPENED: 2007, replacing the former University of Wisconsin Children’s Hospital that was located within UW Hospital and Clinics

NUMBER OF ED’S: 61

NUMBER OF INPATIENT ADMISSIONS: 3,555

NUMBER OF SPECIALTY CLINICS: 28

CLINIC VISITS: 136,131*

WISCONSIN COUNTIES REPRESENTED BY AFCH PATIENTS: 71 of 72

STATES REPRESENTED BY AFCH PATIENTS: 43 of 50

*For fiscal year 2008

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When Joe Browne rolls his electric wheelchair down the hallway at West Salem Elementary School in western Wisconsin, teachers, students and staff members instantly flock his way.

“Everyone loves Joe,” says his 5th grade teacher, Mary Czajka.

Considering the monumental struggles Joe has overcome in his 12 years, one cannot help but be inspired by his impish smile.

Born 16 weeks early, weighing less than two pounds, and diagnosed with cerebral palsy, Joe did not even speak until he was 3. At age 4, Joe was diagnosed with a soft-tissue cancer known as Rhabdomyosarcoma. Before finishing chemotherapy, Joe also had a stroke, forcing him to learn how to talk and eat all over again. On top of this, Joe has undergone more than 50 surgical procedures known as shunt revisions to help treat hydrocephalus, a condition in which excessive amounts of fluid accumulate in the brain.

“He keeps us busy,” matter-of-factly says Joe’s mom, Amy Browne.

While he receives much of his medical care in La Crosse, Joe has been seen by the pediatric neurosurgery team at American Family Children’s Hospital since 2002. Stiffness and muscle pain resulting from spasticity and dystonia—symptoms of his cerebral palsy—continued to worsen.

In March 2008, UW Health pediatric neurosurgeon Leland Albright, MD implanted Joe with an intrathecal baclofen pump, a motorized device that automatically dispenses medication that allows Joe much more freedom of movement. One of a handful of surgeons in the nation who has extensive experience implanting the pump in children, Albright is pleased to see Joe enjoying a much higher level of well-being.

“Patients such as Joe have many challenges, but this device really makes a positive difference both for the child and the family,” Albright says. “I have treated more than 1,000 children with this pump in 20 years and most of them respond favorably.”

Despite the two-hour drive to Madison, Joe’s mom Amy says coming to American Family Children’s Hospital for pediatric neurosurgery has been worth the commute.

“Dr. Benny Iskandar and Dr. Albright are just excellent with families, and that means everything. They tell you what to expect and leave you feeling confident when your child goes into the operating room.”

Joe Rules the Roost

Healing

1. Watch a video interview with Joe’s mom, Amy, and hear from Dr. Leland Albright, one of Joe’s surgeons.
2. Learn more about the intrathecal baclofen pump that improves Joe’s quality of life.
3. Visit our pediatric neurosurgery web page.
One of the greatest acts of community service a children’s hospital can perform is to give families the tools they need to keep their kids out of the hospital.

Accordingly, local children in the adjoining photos such as Camila and Armeria are routinely examined—not by a physician at the hospital, but by a certified child passenger safety seat technician trained in proper installation and use of car seats and booster seats.

“The leading cause of death in children—by far—is unintentional injury,” says Nan Peterson, RN, MS, American Family Children’s Hospital’s Child Health Advocacy Manager. “As a major children’s hospital, it is our responsibility to advocate for children’s health and well-being in the community and the state. Programs such as our weekly car seat checks help keep our kids safe, reducing the number of injuries and young lives taken from motor vehicle crashes, bicycle injuries, fires, drowning, poisoning or falling.”

Peterson remembers only a generation ago, when very few injury-prevention devices were commonplace, and those that existed paled in comparison to the quality of today’s car seats, bike helmets and other home safety products. A few tireless advocates for child safety—often housed at leading children’s hospitals—deserve much of the credit for the thousands of lives that have been saved as a result of these measures.

Since 1997, American Family Children’s Hospital has been the lead agency of the Madison Area Safe Kids Coalition, a partnership of citizens, local healthcare, fire departments, law enforcement and other agencies working collaboratively to prevent unintentional childhood injury.

At the weekly car seat clinics located throughout Dane County, parents sign up in advance for drive-up appointments at which car booster seats are checked for correct installation and usage. A 3-year grant from the Wisconsin Partnership Program ensures that families with limited resources have improved access to restraint devices and education, by removing financial, cultural and language barriers.

“Part of what makes this program so special is the collaboration among so many community-minded organizations,” Peterson says. “From public health to law enforcement and services, everyone really brings their ‘A’ game to pull this off, knowing that families who might otherwise leave their child at higher risk are well protected.”

There’s more online! Visit uwhealth.org/changinglives

Take a video tour of the Kohl’s Safety Center at American Family Children’s Hospital.

Learn how American Family Children’s Hospital advocates for safer kids and injury prevention.

Visit Safe Kids USA’s website.
Eleven-year-old Kenzie Severson of Sun Prairie, Wisconsin is one of only 200 people in the entire world—her aunt Juli is another—diagnosed with a rare genetic disorder known as Dubowitz Syndrome. Often characterized by short stature, distinctive facial features, a high-pitched voice and eczema, Dubowitz Syndrome is something that Kenzie and her family seem to take in stride.

“We knew right from birth that Kenzie would have a lot of special needs, but nobody knew until she was diagnosed at 18 months what they were,” says her mom, Jami, a nurse in Madison. “We were relieved to finally have an answer, and I’m sure the teaching hospital environment at UW helped pinpoint Kenzie’s disease.”

Now a 5th grader at Columbus Middle School, Kenzie has undergone more than 15 surgeries to correct a cleft palate, treat frequent ear infections, and reconstruct her eyelids. She has also been taking growth hormone injections for several years and comes to American Family Children’s Hospital or the Waisman Center for clinic appointments at least twice a month—usually capped off by a lunch date with mom.

“Everyone at the hospital makes Kenzie feel so comfortable; she always feels like a celebrity,” says Jami. “When you think about all of the pediatric services Kenzie has needed—from genetics to endocrinology to orthopedics to plastic surgery to ophthalmology to ear, nose and throat—we are very lucky to have these incredible resources so close to home.”

In May 2008, Kenzie was one of several patients interviewed on the air during the Fourth Annual Champions for Kids radiothon, a 3-day event that raised $526,000 for the hospital. Sponsored by Clear Channel Madison, the Radiothon has attracted more than $2 million in pledges since 2005.

“Kenzie’s family provided an insight into what families go through in the hospital,” says Tom Young, special events manager. “Most families never have to think about this, but the Radiothon really helps bring the hospital experience to a much broader audience that has been very generous with its support.”

David Wargowski, MD, a UW Health Pediatric Genetist who originally diagnosed Kenzie’s Dubowitz Syndrome in 1998, has particularly enjoyed watching Kenzie grow into a young lady.

“It has been such a pleasure to work with Kenzie and her family. She has a great attitude and simply refuses to let this disease or her physical differences define who she is.”

What Kenzie does above all, is teach those around her by example.

There’s more online! Visit uwhealth.org/changinglives

Learn how American Family Children’s Hospital’s helps train the next generation of pediatricians.

Visit our pediatric genetics and metabolism webpage.

Read about the Champions for Kids Radiothon.
Making Asthma More Treatable

While they may not think of themselves as "researchers," Tyson and Aysha Holtz of Reedsburg, Wisconsin (photos at left) have played a key role in advancing what we know about childhood asthma. As lifelong participants in COAST—a leading asthma research study conducted by the University of Wisconsin School of Medicine and Public Health—these 10-year-old twins make it possible for scores of other children to be treated more effectively.

"Asthma is the leading serious chronic disease affecting children in the United States," says UW Health pediatric allergist Robert Lemanske, MD, leader of the COAST (Childhood Origins of Asthma) Study, which is funded by the National Institutes of Health and published in Pediatric Allergy and Immunology. "Thanks to children such as Tyson and Aysha," Lemanske says, "our research efforts have produced key findings that we believe will yield more effective treatments."

Chief among COAST's findings is that children who, by age 3, wheezed while experiencing a rhinovirus (the most common cause of a cold), were 10 times as likely as non-wheezers to develop asthma by age 6.

"This is significant for all parents and their doctors," Lemanske says, "because pediatricians everywhere can keep a very close eye on kids who wheeze by age 3 and start to treat them more aggressively. Our next goal is to discover what causes the wheezing in the first place."

More than 300 newborns with at least one asthmatic or allergic parent were initially recruited to enroll in the COAST study between 1998 and 2000. As they grew into toddlers and children, they were watched closely to see: 1) if and when they developed asthma; and 2) what was common among those that became asthmatic.

"Families such as the Holtzes are just phenomenal," says Kathy Rollins, RN, a UW senior clinical nurse specialist. "It is such a privilege that so many families have allowed us to be a part of their lives in an effort to help other children."

UW asthma researchers are always interested in hearing from families of children or individual adults with asthma as part of their overall research efforts. More information about research studies is available by calling toll-free (877) 942-7846.
Taking a young son or daughter to the hospital for surgery is unquestionably one of the most stressful experiences a parent will face. It is only natural for parents to feel anxious while turning their child’s life over to the hands of complete strangers—even if the or she is among the nation’s leading pediatric surgeons, such as those who practice at American Family Children’s Hospital.

When the new hospital, which opened in 2007, was being planned, every square foot of public space was designed to convey a soothing, colorful, child-friendly look and feel. The same design principles were applied to our brand new pediatric surgical suite, which opened in September 2008. The $21 million project consists of six operating rooms, two procedure rooms, a 30-bed pre/postoperative unit and a 10-bed post-anesthesia care unit. A Child Life playroom for patients and siblings rounds out the third floor.

“We are so proud of this project and the added value it brings to our patients, families and staff,” says Dennis P. Lund, MD, UW Health Pediatric Surgeon and Surgeon-in-Chief at American Family Children’s Hospital. “Children need a children’s hospital, because their needs and their family’s needs differ substantially from those of adult patients. Technologically, these operating rooms are state-of-the-art, featuring the latest equipment available. At the same time, however, the aesthetics provide a much warmer, calmer feel that helps put families at ease during a stressful time. When parents can focus more positive energy on their child, everyone benefits.”

Michelle Frederick of Oregon, Wisconsin, whose son, Justin, had surgery in both the old and new space, says the new surgical suite is much quieter, making for a more soothing experience for the patient and family.

“It makes a real difference having a calmer atmosphere,” Michelle says. “The colorful look and feel also is a nice improvement, especially for the younger kids.”

The new surgical space was made possible in part by major gifts from Irwin F. and Linda S. Smith, Mortimer Zuckerman, the Department of Surgery of the UW School of Medicine and Public Health, Drs. Hane and Mrs. Mary Siddinger, and the Madison Watercolor Society.

New Pediatric Operating Rooms Open in 2008
Putting Families at Ease

Irwin and Linda Smith

Large photo: Four-year-old Lydia Bush is held by her mom, Lesley (right) while nurses prepare the family for Lydia’s surgery.

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We are deeply grateful to all those who have made a meaningful difference for the patients and families of American Family Children's Hospital. In an effort to become more environmentally friendly, we are posting our annual report website—uwhealth.org/amfch—here—please view the website. We welcome your comments and suggestions for improving our services.

To ensure that children and families from Wisconsin and beyond continue to receive the very best medical care, we have established The Mary Cornelia Bradley Society. Its purpose is simple: to recognize philanthropy committed to continued excellence at American Family Children's Hospital.

The Mary Cornelia Bradley Society recognizes three levels of philanthropic commitment: Legends (one-time or cumulative gifts of $25,000 or more), Guardians (one-time or cumulative gifts of $10,000 through $24,999), and Ambassadors (gifts of $1,000 through $9,999). For more information on how you can support the Mary Cornelia Bradley Society, please call us at (608) 264-KIDS or email afch@uwhealth.org to learn more.

To learn more about joining The Mary Cornelia Bradley Society, please call us at (608) 264-KIDS or email afch@uwhealth.org to learn more.
Event Highlights

Friends of UW Hospital and Clinics Gala
Champion for Kids Radiothon
Flur Dames Patient and Family Photos
Surgical Operating Rooms Grand Opening
Greater Bucky’s Open
Sing for the Children
Paw Up For Kids
Key Up for Kids

Interested in Supporting American Family Children’s Hospital?
If you are interested in learning more about making a gift in support of our patients and families, please contact us at (608) 264-KIDS or afch@uwhealth.org or visit our website at uwhealth.org/kids.

2008 Leadership

DONNA KATEVANSKY
President and CEO
UW Hospital and Clinics and American Family Children’s Hospital

MARGARET M. VAN BREE, MD, PhD
Sr. Vice President and Chief Operating Officer
UW Hospital and Clinics and American Family Children’s Hospital

EILEEN WALT, MD
Chief, Department of Pediatrics
UW School of Medicine and Public Health
Pediatrics in Oncology
Children’s Hospital

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UW School of Medicine and Public Health
Medical Directors
American Family Children’s Hospital

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Division of General Surgery
UW School of Medicine and Public Health
Surgeon-in-Chief, American Family Children’s Hospital

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KRISTINE THOMPSON
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Community Relations Manager
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Madison, WI 53792
on THe cover:
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