

WPHCA Overview

The Wisconsin Primary Health Care Association (WPHCA) is a not-for-profit professional association representing Wisconsin's Federally Qualified Health Centers (FQHCs, or community health centers).

WPHCA represents Wisconsin's 17 Community Health Centers at over 180 service delivery sites. In 2020, Community Health Centers provided care to **270,763 patients**; recording **866,671 in clinic visits** and **162,740 virtual visits** (up from 2,365 in 2019).

Community health centers provide comprehensive primary and preventative health care services, which means medical, dental, behavioral health, and substance use care, plus connections to social services. The following is a breakdown of patients that Wisconsin's community health centers serve:

17% are uninsured	32% are 0-19 years old	69% are white
55% are on Medicaid	59% are 19-64 years old	17% are black/ African-American
10% are on Medicare	10% are over 64 years old	26% are Hispanic or Latino ethnicity ¹
18% have private insurance		

WPHCA's **vision** is a future where all individuals and communities in Wisconsin achieve their highest health potential. WPHCA's **mission** is to improve health through the work of Community Health Centers and their partners. WPHCA has developed an **anti-racism statement** to reflect its intent and aspirations:

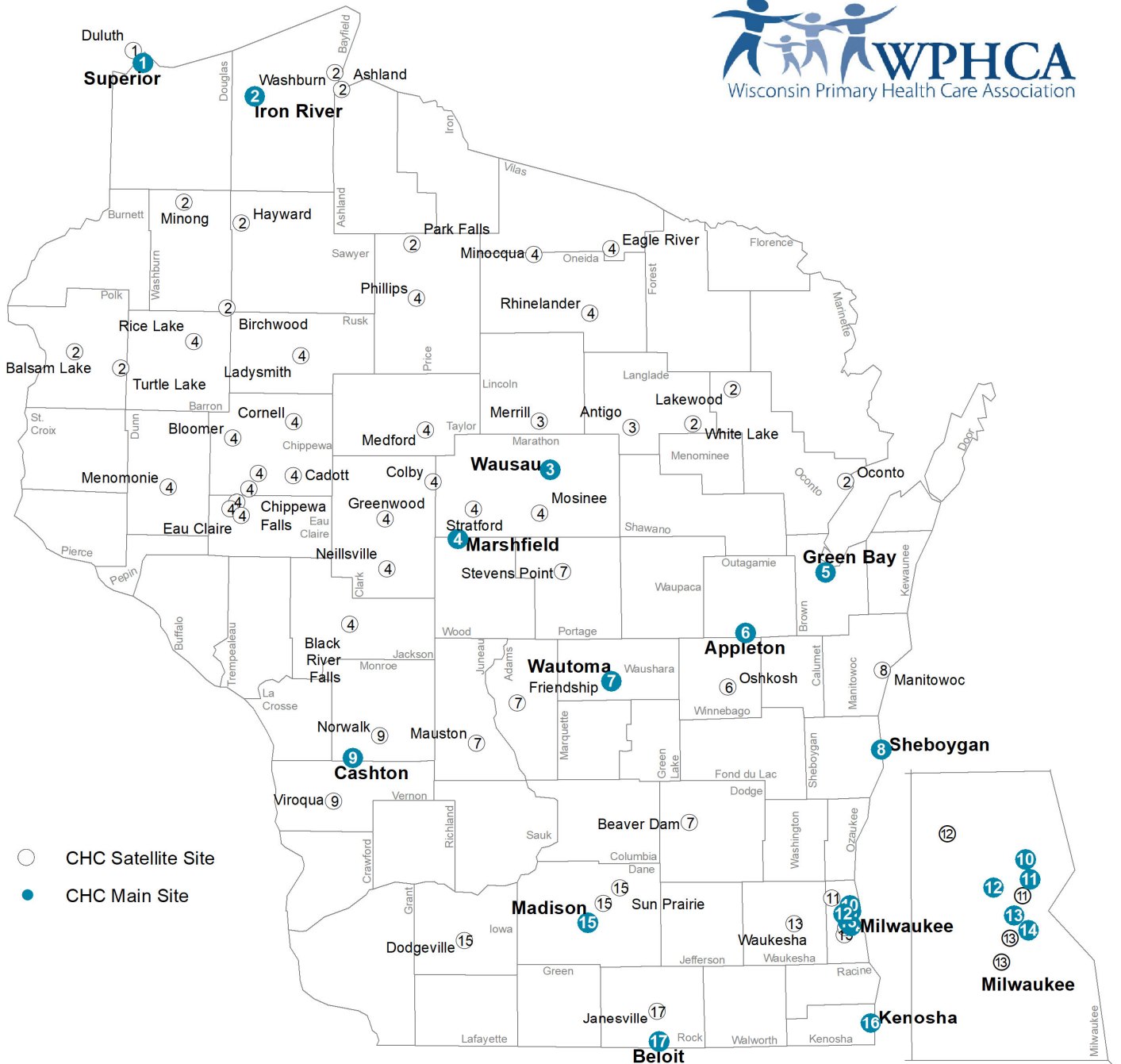
WPHCA is a wildly welcoming and inclusive organization that models growth and learning in a multiracial, multicultural workforce. We are a catalyst for change in Wisconsin as we address and repair past and present harms in healthcare. To achieve this vision, we will adopt anti-racist strategies, working at the intersections of structural racism and the social determinants of health, and will support our partners in doing the same.

Wisconsin Primary Health Care Association accomplishes its mission through a wide range of activities and services to members, including:

- **Information and public education** — A monthly newsletter, issue briefs and other publications provide current information about issues vital to strengthening the health care safety net, where Community Health Centers play a vital role. These resources are part of our effort to involve health partners and community members in our campaign to achieve health care access for all.
- **Government relations and legislative advocacy** — Association staff educates policy makers at the state and federal levels and influences policy development to promote our vision of access to comprehensive, quality primary health care services for all residents of our state.
- **Training and technical support, guidance and support opportunities** — Training sessions, conferences, workshops, formal and informal networking meetings, regular conference calls and site visits support members in their effort to improve quality of care, learn new skills and enhance clinical and operational effectiveness.

¹ percentage of all races identifying as Hispanic or Latino

Corporate Partner Program



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|---|--|
| 1 Lake Superior Community Health Center | 9 Scenic Bluffs Health Centers |
| 2 NorthLakes Community Clinic | 10 Outreach Community Health Centers |
| 3 Bridge Community Health Clinic | 11 Milwaukee Health Services |
| 4 Family Health Center of Marshfield | 12 Progressive Community Health Centers |
| 5 N.E.W. Community Clinic | 13 Sixteenth Street Community Health Centers |
| 6 Partnership Community Health Center | 14 Gerald L. Ignace Indian Community Health Center |
| 7 Family Health La Clinica | 15 Access Community Health Centers |
| 8 Lakeshore Community Health Care | 16 Kenosha Community Health Center |
| | 17 Community Health Systems |

Current as of 2/1/2019

WPHCA Corporate Partner Program

WPHCA seeks corporate partners that **align** with its values, **share** mutual interest in improving health through Community Health Centers, and are willing to **work together** to make a greater impact. WPHCA approaches partnership as a guiding **value and means** to reaching a future where all individuals and communities in Wisconsin achieve their highest health potential.

WPHCA's Value Proposition to Corporate Partners

1. Exposure

Over 2,300 people are signed up for the WPHCA Update Newsletter. Our social media relationships on Facebook and Twitter reach **over 800** and **700** people, respectively.

2. Access

Wisconsin CHCs employ **over 2,500 FTE** personnel: **525 FTE** of medical personnel, **500 FTE** of dental services personnel, **140 FTE** of mental health personnel, **240 FTE** of enabling services personnel, and **900 FTE** of facility and non-clinical support staff. The economic investment of services provided totals over **\$308,000,000 million**.

WPHCA engages its members in numerous events and multiple platforms, both digitally through the WPHCA website and social media and live at the annual meeting, Fall Learning Session, Team Work Series, and quarterly Fiscal and Operations Group Peer Learning Network.

3. Voice

Corporate partners play an integral role contributing to the high impact of Community Health Centers. This is an opportunity to share your mission and story with our community of members.

Partnership Opportunities

WPHCA offers multiple partnership models based on investment level, described on the following pages. The descriptions serve as a start to a partnership dialogue. Please contact Ben Williams bwilliams@wphca.org for more information.

Please note: Corporate Partnership through WPHCA is non-exclusive and is not a preferred vendor relationship or endorsement of any kind. Therefore, it should not be portrayed as such in a member's promotional material or sales calls to prospective clients. WPHCA retains the right to reject any application for partnership if they deem that the applicant has a conflicting interest with WPHCA or its members.

Corporate Partner Program



Category	Bronze (\$1,000)	Silver (\$2,000)	Gold (\$4,000)	Platinum (\$6,000)	Executive (\$10,000)
General Benefits	One-year LEVEL Corporate Partner Membership of the Wisconsin Primary Health Care Association Company listing at the LEVEL including a description, contact information and website link in the WPHCA Membership Directory Receipt of all WPHCA eNews and action alerts	Announcement to member CEOs from WPHCA, includes company and contact information		Tailored announcement including collateral to members in relevant subject, issue, or interest area of Sponsor	Follow up, facilitated connections to current and prospective members with Sponsor participating
Virtual Conference	Official Corporate Partner Sponsor of the Fall Learning Session Quarter-page ad in the Fall Learning Session Program Guide Company Name listed on all promotional collateral & outreach <ul style="list-style-type: none"> Outreach Emails spanning approximately 6 weeks Prominent recognition on conference signage 	Sponsor of one session , includes sponsor signage with logo Complimentary Material to share with participants Half-page ad in the Fall Learning Session Program Guide	Sponsor of one day , includes sponsor signage with logo Full-page ad in the Fall Learning Session Program Guide	Sponsor of Full Conference, includes sponsor signage with logo	
Event(s) such as Annual Meeting, Team Work Series, AmeriCorps, Peer Learning Networks	Official Corporate Partner Sponsor of the Event Quarter-page ad in the Meeting Guide Company Name listed on all promotional collateral & outreach <ul style="list-style-type: none"> Outreach Emails spanning approximately 6 weeks Prominent recognition on event signage 	Presentation and/or presence at a one event Half-page ad in the Meeting Guide	Presentation and/or presence at series of events in year (e.g., all PLNs) Full-page ad in the Meeting Guide	Presentation and/or presence at ALL events in year Full-page ad in the Meeting Guide	Two specialized events designed for focus, issue, or topic of partner
Outreach opportunities	Full color ad in one edition of the WPHCA Update electronic blog Up-to-date contact information for WPHCA members, including CEOs provided on a bi-annual basis or upon request Use of the WPHCA name and logo on correspondence and promotional documents citing partner relationship (electronic version sent upon receipt of membership or by request)		Introduction article in one edition of the WPHCA Update letter (up to 500 words) Official Sponsor of the WPHCA Update newsletter (sent to over 2000 people)	Opportunity to host a webinar on products/ services for WPHCA members (upon request)	Interest survey to membership Follow up activities including or related to facilitated introductions (as co-designed with WPHCA)

**Benefits accrue by level*