



We're in this together

Dr. Ben Wedro, a frontline Emergency Services provider shares how COVID-19 has changed healthcare in unimaginable ways

One of my patients is very ill and needs to be admitted, fast-tracked for an emergency procedure. The ER, full of strange sounds and sights, is a scary place. The new reality for this patient must be overwhelming. Behind my N95 respirator and face shield I'm unable to share a smile of reassurance. This is where necessary COVID-19 precautions challenge the humanity of medicine.

There is no family allowed at the bedside; visitors are permitted only in specific circumstances. I tell the patient what is happening, and watch as a team of other doctors and nurses swarm into the room to rush him off to critical care. There is no family to hug him, hold his hand, tell him that he is loved and accompany him on the trip upstairs.

I call his wife, who is waiting in her car in the parking lot. I can't reach out to hold her hand, tell her what I know, and what she might expect next for her husband. The nurse can't sit with her until a social worker arrives to help guide them through the worry and fear. These are not normal times.

Join the frontline with a donation to Gundersen Medical Foundation

The COVID-19 pandemic has changed each of us, but no one has felt the changes more than health care professionals. Every day staff educate themselves on the latest safety precautions, prepare for a surge of COVID-19 patients, and train for a seamless response. Their desire to provide compassionate care to patients is higher than ever before.

Each person caring for a potential COVID patient knows that the virus is aggressively infectious. It doesn't care whether its next victim is a healthcare worker, leaving them depending on goggles, mask and gloves. By contributing to COVID-19 efforts, you are ensuring that our caregivers are protected, and that your loved ones get the care they need right here in our community.

Donate to COVID-19 efforts:

Online | gundersenhealth.org/covid-support
Phone | 608-775-6600
Email | gmf@gundersenhealth.org

Mail | Gundersen Medical Foundation
1836 South Avenue
La Crosse, WI 54601

GUNDERSEN
MEDICAL FOUNDATION



COVID-19 Support Fund

Donate to the **COVID-19 Support fund** to help us provide the best care for patients and keep our caregivers safe. Funds will support research, purchase essential protective equipment, and support staff with any need that may arise as the COVID-19 crisis evolves.



COVID-19 Research

Your gift to the **COVID-19 Support fund** can further research happening right here in La Crosse. Our Microbiology Research Laboratory developed an in-house COVID-19 test, reducing the wait time for results from days to hours.

Our cancer research team re-tasked its cancer genome sequencing equipment to focus on COVID-19. Their efforts help to better understand infections in the La Crosse region and how they relate to the global pandemic. **Gundersen is now contributing to an international effort** to understand how the virus evolves as it spreads.



Feed the Frontlines Fund

While our healthcare heroes are taking care of others, you can help take care of them. Make a gift to the **Feed the Frontlines fund** and we'll coordinate meals and coffee from local restaurants for deserving Gundersen frontline staff.

Join the frontline

135

people and businesses have provided thousands of PPE items such as N95 masks, Tyvek suits, gloves, thermometers, and more

3,281

cloth masks have been donated and 188 people have called to provide fabric face coverings

9

groups and businesses have arranged for donated meals to be delivered to the hospital

32

viral genomes sequenced by our genomics team allowing mapping of infection clusters in La Crosse, Winona and Postville

902

donated meals have fed frontline staff, along with 100 coffee packets, 500 protein packets, 300 free pizza coupons

1,600

and counting, COVID-19 tests conducted by Gundersen Health System



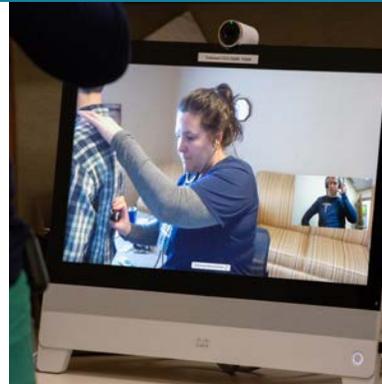
*Data as of April 23, 2020

Our response to COVID-19



Developed a hospital surge plan and prepared additional units for patient care

Opened a respiratory clinic in Onalaska for patients of all ages



Redeployed clinicians to phone and video patient visits

Opened a market for employees to purchase staple food items

Opened a COVID-19 nurse triage line for patient calls



Set up the ambulance bay in La Crosse for urgent respiratory patients

Suspended non-essential patient care to preserve PPE and resources for staff



**GIVING
TUESDAY**

NOW

Tune in on May 5

to our Giving Tuesday Now live radiothon. Join the frontline on this national day of fundraising benefiting COVID-19 relief efforts.

100.1 FM 102.7 FM 104.9 FM 106.3 FM 1490 AM

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