

FUNDING SYSTEM CHANGE IN YOUR ORGANIZATION

TO ACHIEVE EQUITABLE CANCER OUTCOMES

WI Cancer Summit | November 15, 2018



ADVANCING A HEALTHIER
WISCONSIN ENDOWMENT



Background

- **1999:** BlueCross BlueShield of Wisconsin announces conversion from nonprofit organization to for-profit corporation
- **2002:** Order of the Commissioner of Insurance formalizes BlueCross BlueShield plan to gift proceeds of stock sale to Wisconsin's two medical schools: Medical College of Wisconsin and University of Wisconsin School of Medicine and Public Health
 - Each school receives approximately \$318 million
 - Mission to steward funds in perpetuity on behalf of public
 - Requires governance and funding structures to focus on impacting health of public statewide
- Nationally, more than 200 similar conversion funds exist today; ours are the only two that exist within medical schools



ADVANCING A HEALTHIER WISCONSIN ENDOWMENT

- Working to improve health outcomes statewide by advancing innovation and promising ideas in research, health care education and workforce development, and community health initiatives to:
 - Weave health into the fabric of communities
 - Transform landscape of health education
 - Translate research from bench to bedside to community
 - Bring new resources to WI and conserve existing resources

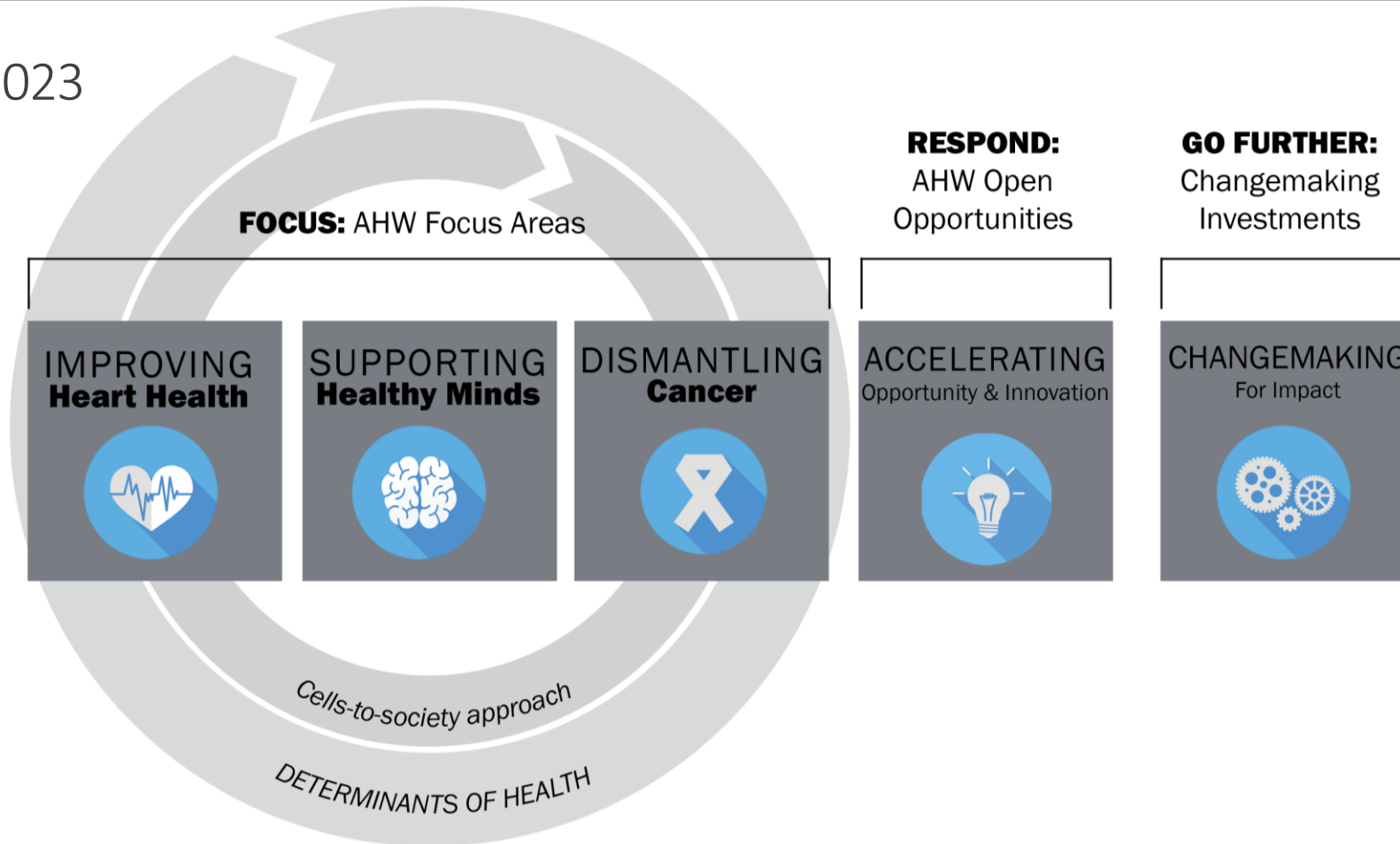


\$243
MILLION
INVESTED

400+
INITIATIVES
STATEWIDE



2019-2023



Our Mission

To bring about lasting improvement in health and well-being and advance health equity in Wisconsin through investments in community partnerships, education and research.

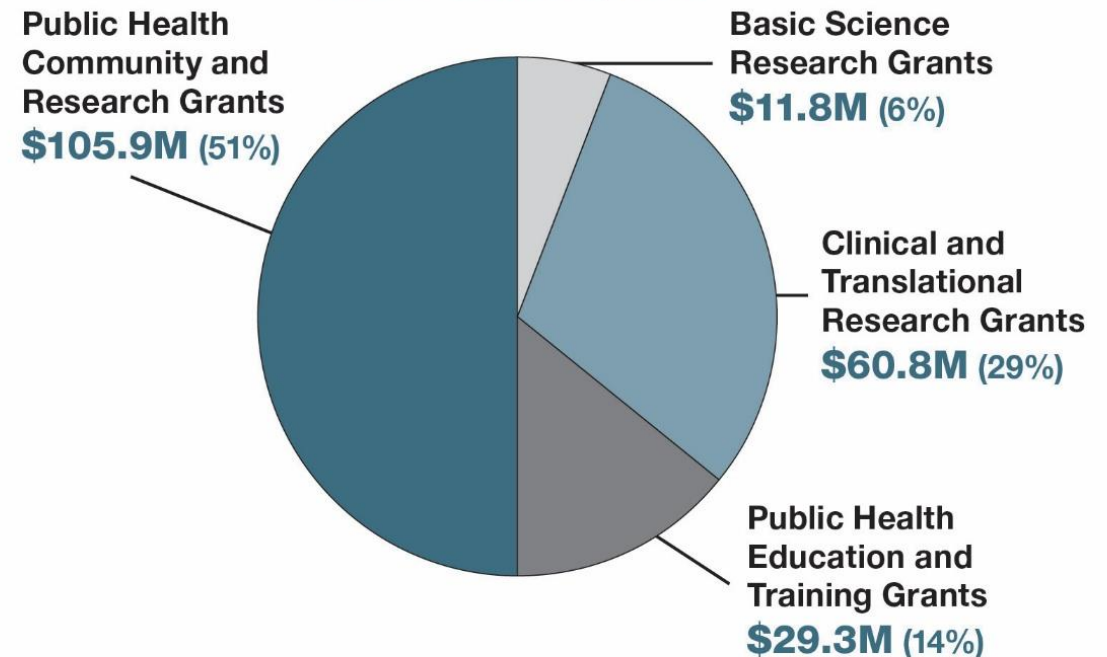
Our Goals

- Promote Innovation
- Advance Health Equity
- Build Capacity & Leadership
- Catalyze Systems Change

Grants Awarded. 456 grants. \$208 million.

Grants Awarded by Type

2004 - June 30, 2018





Wisconsin Partnership Program

UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH

THE VISION

Everyone in Wisconsin will live healthy and full lives.

OUR MISSION

To bring about lasting improvements in health and well-being and advance health equity in Wisconsin through investments in community partnerships, education and research.

OUR VALUES

Academic Leadership • Community Voice • Creativity and Flexibility
Multi-Sector Partnerships • Sustainability

OUR GOALS

Promote Innovation • Advance Health Equity
Build Capacity and Leadership • Catalyze Systems Change

OUR STRATEGIES

Generate new ideas

Encourage collaboration

Address social
determinants of health

Engage multiple
perspectives

Invest in a broad range
of initiatives

Increase diversity in
healthcare delivery

Invest in
community-led ideas

Cultivate new
relationships to achieve
health equity

Use data to catalyze
systems change

OUR FOUNDATION

Community Partnerships • Education • Research



Partnerships

**Staff
Training**

Outreach

**Grant
Programs**

Evaluation

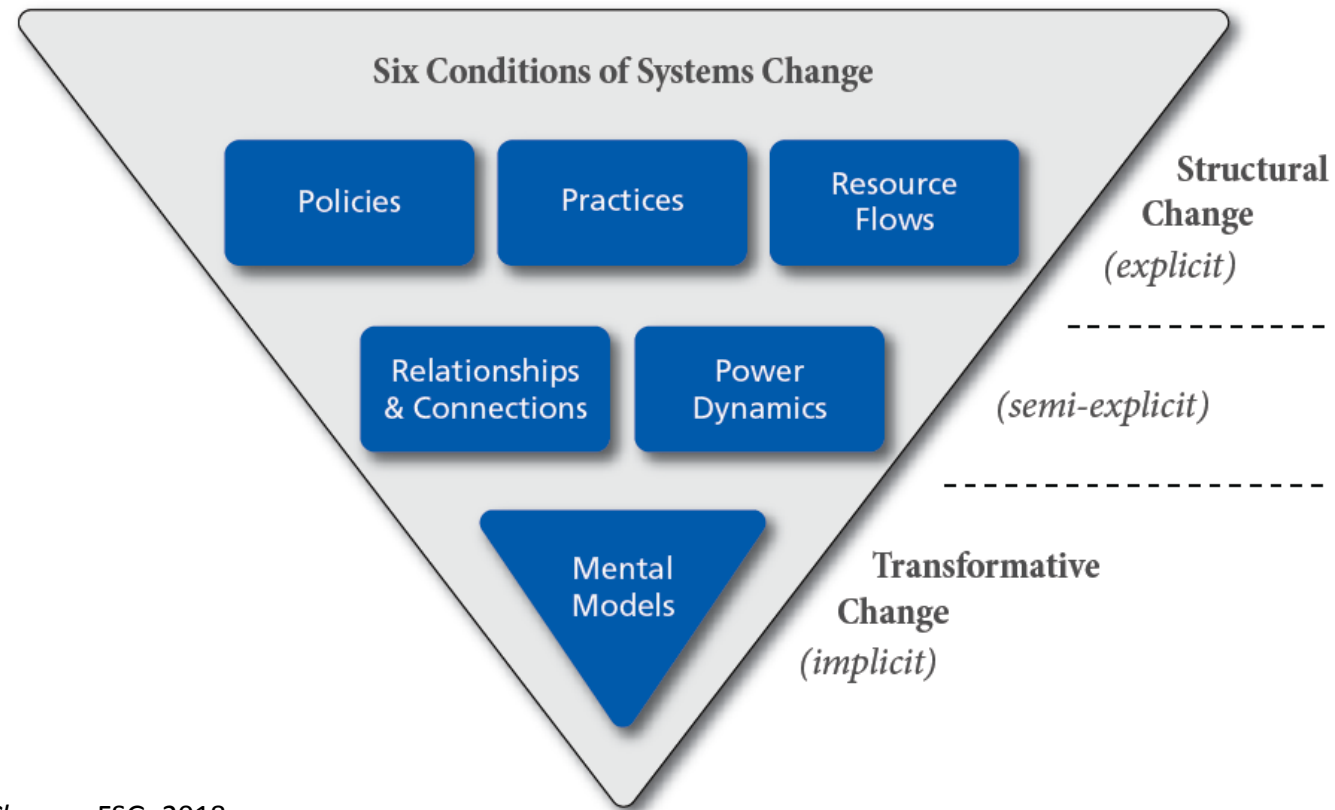
Convene

**Technical
Assistance**



Funding Systems Change to Impact Health Equity

Systems Change Framework



Contact Us



ADVANCING A HEALTHIER
WISCONSIN ENDOWMENT

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