



KEEPING OUR COMMUNITY *healthy*

A TRIBUTE TO OUR HEALTHCARE WORKERS



CRESCENT COMMUNITY HEALTH CENTER ANNUAL REPORT 2020



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MISSION

Crescent Community Health Center provides high-quality, respectful and affordable medical and dental care to improve the health and well-being of our community.

VISION

Quality care for all, resulting in a healthy community.

VALUES

Accessibility

We believe all individuals, regardless of ability to pay, should have access to quality healthcare services and the opportunity to be integrated with people who have the means to pay.

Collaboration

We believe collaboration and affiliation with other providers/agencies will strengthen our program with regard to levels of care and breadth of services.

Diversity and Dignity

We value diversity and believe in the dignity of each person.

Quality

We believe that the highest standard of care should be available for all. We exist to enhance and promote the health and well-being of everyone through education, prevention and treatment.

Advocacy

We will represent the people we serve and promote the right of everyone to receive the highest quality healthcare.

Service

We believe every aspect of our services provided by a caring staff should reflect that meeting the needs of each client is paramount to the dignity of each person.

Support

We believe families are successful with community support, and our communities can and should work together for the needs of all in the tri-state area.



DIANA GAU, RDA, EFDA
SENIOR LEADER OF ORAL HEALTH

JASON HOPPENJAN, COMMUNITY HEALTH RN



KEEPING OUR COMMUNITY HEALTHY IN TIMES OF UNCERTAINTY

Dear Friends of Crescent Community Health Center,

Celebrating the first year in our new building started off well as we exceeded expectations in the early months of 2020. Our providers and staff welcomed many new patients to their new health center. We were well positioned for double-digit patient growth in the first months of the new year. We all remember what happened next when the World Health Organization (WHO) declared COVID-19 a global pandemic in March 2020. The world changed. We would be charting a path into a challenging year quite different than any other ever known.

The pandemic brought many changes to our health center operations. We would now quickly adjust to screen patients entering the building, improve social distancing, increase/expand capacity for greater demand and ensure we could safely see patients while the unwavering pandemic intensified. Within weeks of the WHO announcement, we were seeing 90% of our patients via telehealth. During 2020, we also embarked on the expansion of a Brain Health Clinic in our existing building and moved forward with plans for an on-site Quick Care Clinic. Crescent Community Health Center (Crescent) saw nearly 7,100 patients in 2020, which is approximately 9% higher than the previous year.

Our work on the comprehensive strategic plan in 2019-2020 laid the groundwork for a tidy future vision inclusive of robust leadership development, outreach, innovative partnerships and creative solutions. The Crescent team led efforts to ensure brain health, expanded dental services, family planning services and quality-driven medical care would thrive. Efforts were renewed to focus on ensuring health equity was at the forefront of strategic decision-making. Crescent was recognized in 2020 for quality leadership by Health Resources and Services Administration (HRSA). Additionally, Crescent received a grant from HRSA to enable a clearer emphasis on hypertension, an important aspect of our spectrum of care.

The success of any organization is within the strength of the collective team working with a mission-driven board of directors. It is an honor to work with such dedicated professionals, volunteers, and leaders each day. This year will be recognized by the WHO as the "Year of Health and Care Workers 2021" which is a fitting honor for our devoted team. Join me in thanking these tireless unsung heroes as we also celebrate our 15-year anniversary in 2021!

Thank you for your continued support as we look forward to the exciting year ahead!

In health and with gratitude,

Gary Collins, CEO

Ann Decker, Board Chair

FUNDAMENTAL LEADERSHIP

The unified board of directors, executive leadership team and providers guide each department, special initiative and service to achieve Crescent's vision of quality care for all, resulting in a healthy community.

Over half of our board of directors is comprised of patients to ensure major decisions for Crescent are made with patient input. As a result, we are held accountable to the unique needs of our community. In addition to valued consumer input, our board has expertise in marketing, healthcare, public health, legal counsel, small business, finance and non-profits.

Together, with their direction, our teams are improving the patient experience through increased access to affordable, respectful and high-quality care.

BOARD OF DIRECTORS

Ann Decker, Board Chair; Mary Rose Corrigan, Immediate Past Chair; Mike Muench, Vice Chair; Lynee Robson, Treasurer; Chris Williams, Secretary; Deb Hickmon, Robin Kennicker, Stephanie Martin, Jim Miller, Gary Runde, Stanley Samson, Matt Schmid, Maxine Tone

EXECUTIVE LEADERSHIP

Gary Collins, Chief Executive Officer; Brooke Gomez, Chief Operating Officer; Dr. Heather Kruse, MD, Medical Director; Barb O'Hea, Director of Mission Advancement and Community Relations; Dr. Marco Rouman, DDS, Chief Dental Officer; Jennifer Steines, Chief Financial Officer; Josh Yeltman, Director of People and Performance Leadership

PROVIDERS

Dr. Jeffry Breitbach, DDS; Katie Campbell, PMHNP; Penny DeBuhr, CDH; Jon Decker, LMHC; Juanita Furry, CDH; Michele Ganshirt, ARNP; Dr. Lydia Goodson, DDS; Cathy Hawyard, CDH; Tammy Kloser, CDH; Rachel Ploessl, ARNP; Heather Rickertsen, PharmD; Mindy Roberts, PMHNP; Dr. Susan Roewe, MD; Dr. Karissa Sanchez Traun, MD; Benjamin Shaw, LISW; Christina Steele-Lietz, LISW; Desiree Steger, ARNP; Dr. Kevin Stingley, DDS; Tara Wepking, ARNP; Jennifer Zalaznik, ARNP

BOARD OF DIRECTORS



EXECUTIVE LEADERSHIP



PROVIDERS



HEALTHCARE HEROES

The spread of COVID-19 presented shocking challenges for health centers across the country. With a team dedicated to ensuring patients had continued access to healthcare services, we refined processes and technology to meet the challenge. One of the biggest advances was the quick adaptation of technology to offer telehealth appointments, allowing our patients seamless access to their providers.

A number of precautionary measures were taken to keep employees safe while at work. High-efficiency air purifiers were mounted in all dental operatories and medical exam rooms. An N95 mask sterilizer was installed allowing for the re-use of masks and autoclavable gowns, resulting in less waste of valuable personal protective equipment (PPE). The dental clinic implemented the use of dry shields, iodine-based mouthwash, continuous suction with isolation and high-volume evacuation systems.

Since March 2020, Crescent administered more than 1,000 COVID-19 tests including participation in two community-wide testing sites and collaboration with the Visiting Nurse Association (VNA) on contact-trace testing for disparate populations.

Without the active participation, dedication and support of the entire Crescent team, 2020 would not have been a success both as an organization and for our valued patients. Our gratitude for the staff extends far beyond anything we could have imagined.



JACQUIE DORWICK, CDA
ASHLEY BUELOW, CDA
DR. JEFFRY BREITBACH, DDS



DESIREE STEGER, ARNP
KATE DEDECKER, MA



MEGAN GEORGE, RN
RACHAEL PLOESSL, ARNP
KATIE FELDERMAN, CMA



JOELLE CLEMENS, CMA
JENNIFER ZALAZNIK, ARNP
CAITLYN QUALLEY, RN



QUALITY COUNTS

In 2020, Crescent was again named a Health Center Quality Leader, an award given by HRSA. As a Health Center Quality Leader, Crescent achieved the best overall clinical performance among all health centers in the United States, placing in the top 30% of the adjusted quartile rankings for clinical quality measures.

Health centers qualify for this award based on critical national benchmarks including chronic disease management, preventative care and brain health.

Crescent has always prioritized quality, affordability and access. This HRSA award demonstrates the continued efforts of our providers and staff to strive for the best

patient outcomes while remaining affordable and accessible to all.

Crescent served 7,043 patients in 2020, an 8.9% increase compared to 2019. These patients comprised a total of 20,942 clinic and telehealth visits, an 11.4% increase compared to 2019. Of these visits, 37% were medical visits, 44% were dental visits and 19% were brain health visits. It is rare among health centers that dental appointments outweigh medical appointments, which points to the unique access and care needs in our community.

Preventative care benchmarks which qualified Crescent for the HRSA award include:

- 51% of patients with diabetes have gained control of their condition.
- 57% of patients with hypertension now have controlled blood pressure.
- 98% of tobacco users participated in counseling to reduce use.
- 45% of eligible patients received colorectal cancer screenings.
- 81% of eligible patients were screened for depression and, if tested positive, had a follow-up plan documented.
- 69% of children received a weight assessment and participated in physical activity and nutrition counseling if needed.

KEEPING OUR COMMUNITY HEALTHY

Crescent first opened in October of 2006, led by a group of dedicated board members and generous community supporters who identified the need for primary medical and dental care for underserved populations.

For nearly 15 years, Crescent has been providing access to primary healthcare services to those in our tri-state communities who need them most. Our doors are open to everyone including families and children, elderly, homeless, those who are uninsured, on Medicaid or have private insurance. **No one is ever turned away.**

2020 METRICS TO NOTE

- 9% growth in patient volume
- 66% of patients are in the 100% or below Federal Poverty Line (FPL), a 20% increase from 2019
- 257 veterans, an increase from 214 in 2019
- 564 patients best served in a language other than English
- 686 Hispanic/Latino(a) patients
- 35% of medical patients were tested for HIV
- Provided PrEP (HIV exposure/prevention) to 772 patients
- 75% of children 6 - 9 years old seen in dental had sealants applied

2020 BY THE NUMBERS



20,942 Clinic Visits*



9,075
Dental Visits



8,055
Medical Visits



3,812
Brain Health
Visits



24,440
Prescriptions
Written



1,042
Open Enrollment
Assists

7,043 Patients Served



3,912
Women



3,131
Men



492
Age 65 & Older



1,667
Children



257
Veterans



245
Pacific Islander

1,212
African American

686
Hispanic

Service Area

Illinois

Jo Daviess County 543

Iowa

Allamakee County 35

Clayton County 78

Delaware County 41

Dubuque County 5,435

Jackson County 151

Wisconsin

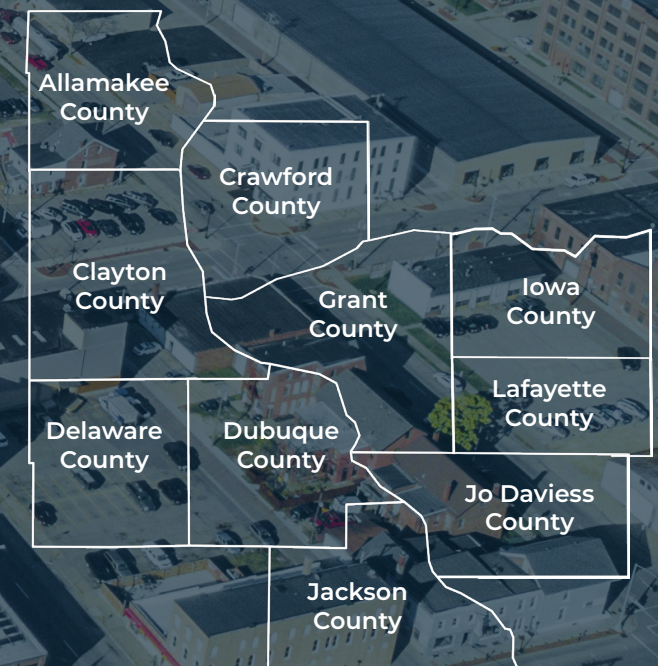
Crawford County 30

Grant County 414

Iowa County 27

Lafayette County 173

Other 116



*Includes 4,867 Telehealth Visits



DEFINING MOMENTS

In fall 2020, Crescent expanded the dental scope of practice to offer reconstruction phase treatments focusing on dentures. This expansion of services includes full dentures, removable partial dentures, crowns and bridges. As with all Crescent services, these treatments will be offered on a sliding fee scale based on each patient's income. Crescent is forecasting 275 denture procedures to be completed in 2021.

A smile helps build confidence for a job seeker, a patient experiencing lifelong dental struggles, or a person simply trying to navigate day to day, but their smile holds them back due to missing teeth. The cost of dentures is unattainable for many in our patient population and this opportunity brings a beautiful smile within reach. There are many self-pay patients seeking this treatment. Partials can cost \$550 and a complete device can cost \$850. Looking ahead, our goal is to develop a fund to support this program bringing even more smiles to our patients.

MEET CRAIG

Craig has used dental services at Crescent previously but was glad to hear we would now be offering dentures. Prior to Crescent providing this service, Craig would have had to travel to Iowa City to obtain dentures due to his insurance.

When asked what he was looking forward to the most now that he has this beautiful set of teeth, he answered simply, "SMILE!" Craig shared that his teeth have been a lifelong problem that have caused him great hardship and heartache over the years.

He tearfully stated that because of this service, he has many new opportunities and things to look forward to. The thing he was happiest about is that we are going to be helping many other people like him.



PATHWAYS TO LIFESAVING PHARMACEUTICALS

The 340B Drug Pricing Program allows Crescent to obtain discounted prices on “covered outpatient drugs” from drug manufacturers. By lowering how much patients pay for pharmaceuticals, 340B enables Crescent to make drugs affordable for low-income uninsured and underinsured patients while supporting other key services that expand access to the medically vulnerable.

For more than 25 years, the 340B program has been at the intersection of health centers’ ability to manage three primary goals: access, quality and financial viability.

- Access – 340B enables health centers to ensure patients can afford prescribed medications, particularly underserved and uninsured patients.
- Quality – Pharmaceuticals enable health centers to treat acute conditions, manage chronic disease and optimize health outcomes.
- Financial viability – 340B savings enable health centers to support key patient care services that may otherwise be unfunded and unavailable to patients.

Crescent leverages savings from the 340B program on behalf of all Crescent patients, regardless of income or ability to pay, to ensure access to safe and appropriate medications. This savings generates enormous community benefit by allowing us to reinvest savings in our care model for all patients.

CRESCENT 340B STATS

- One in every five Crescent patients access 340B medications.
- For every insured patient, Crescent covers the costs for five uninsured patients.
- Crescent patients pay \$170 on average for a year’s supply of medication.
- Crescent covers \$180 annually toward patient pharmacy copay costs.





REVOLUTIONIZING BRAIN HEALTH

Due to the COVID-19 pandemic, the need for accessible brain health services across the country has never been higher. Crescent has revolutionized the accessibility to affordable, high-quality brain health services in our community. Since opening the brain health clinic in 2018, the department has grown to five providers serving 1,127 patients with 3,812 visits in 2020. This is a 685% increase from 485 brain health visits in 2019. The brain health team of providers work with patients dealing with trauma, anxiety, mood disorders and personality disorders.

With demand skyrocketing, we strategically built out a new space and moved the brain health clinic to the second floor of our building increasing capacity by 186%. The build-out and increase in providers is attributing to the significant growth, as both are factors in Crescent's ability to achieve the projected 5,900 visits for fiscal year 2021.

Crescent's brain health clinic serves patients with an integrated care model, one of the many factors setting it apart from other clinics. This means, patients with brain health issues establish and participate in routine care with our medical and brain health departments. The integrated model allows for ongoing collaboration between departments and care coordination. The medical and brain health clinics share the same medical records, which allows for information sharing between departments as necessary.

"Brain health matters, it affects our overall health, relationships and livelihood. Without critical access to affordable brain health services our patients would have no where to seek the help they desperately need. We all have a story and need the opportunity to tell it."

- Jon Decker, Senior Leader of Brain Health



TOP ROW (LEFT TO RIGHT)
KATIE CAMPBELL, PMHNP
MINDY ROBERTS, PMHNP
TAMMIE HESSELMANN, RN
CHRISTINA STEELE-LIETZ, LISW
MICHELLE UDELHOFEN, PSR
BOTTOM ROW (LEFT TO RIGHT)
BEN SHAW, LISW
ROCHELLE REITER, LPN
SHELBIE ENGLER, CMA



REMOVING BARRIERS TO OPTICAL HEALTH

For more than 14 years, Crescent has partnered with Klauer Optical to offer our patients affordable prescription glasses. Starting in spring 2021, Crescent and Klauer will now partner to offer on-site optical care and vision services. Vision loss is a very serious public health challenge, especially among those battling chronic conditions like diabetes, which affected 618 Crescent patients in 2020.

According to the Centers for Disease Control and Prevention (CDC), more than 3.4 million Americans aged 40 years and older are blind (having a visual acuity of 20/200 or less or a visual field on 20 degrees or less) or visually impaired (having a visual acuity of 20/40 or less). The major causes of vision loss are cataracts, age-related macular degeneration, diabetic retinopathy and glaucoma. For many people, the biggest barrier is access to care.

Thanks to more than \$20,000 in generous grants from the Dubuque Racing Association (DRA), Crescent has purchased visual field equipment and an IDx-DR device, the first FDA-approved artificial intelligence device capable of screening for diabetic retinopathy. With the removal of both accessibility and affordability barriers, Crescent is anticipating that at least 250 patients will have received on-site optical services from Klauer by the end of 2021. This is more than one third of the diabetic patient population.

DR. LAUREN OBERLEY, OD
DR. JOE KLAUER, OD
JEFF KLAUER, OPTICIAN



MANAGING RESOURCES

Throughout fiscal year 2020, Crescent maintained strong financial performance while continuing to experience an increase in demand for our services. Crescent cared for more than 7,000 patients with 20,942 clinic and telehealth appointments.

Our partnerships with Mercy Family Pharmacy, Infocus Pharmacy Services, Envision Consulting Pharmacy Services, United Clinical Lab, Iowa Primary Care Association and Iowa Health+ have continued to flourish, enabling Crescent to provide our patients affordable access to even more services.

Crescent continues to be a crucial provider for both primary and complex healthcare. As a result, we are continually expanding services to meet the demand while fulfilling national quality standards.

2020 FINANCIAL OVERVIEW

REVENUE (unaudited)

PATIENT SERVICE REVENUE	\$6,082,000
GRANT REVENUE	\$2,934,000
CONTRIBUTIONS	\$666,000
OTHER REVENUE	\$536,000
TOTAL REVENUE	\$10,218,000

EXPENSES

SALARIES & WAGES	\$4,362,000
EMPLOYEE BENEFITS	\$962,000
SERVICES & PROFESSIONAL FEES	\$1,586,000
SUPPLIES & OTHER	\$1,795,000
OCCUPANCY	\$241,000
DEPRECIATION	\$442,000
TOTAL EXPENSES	\$9,388,000
OPERATING INCOME	\$830,000

A COMMUNITY ASSET

7,043

DISTINCT PATIENTS FROM THE TRI-STATE AREA SERVED BY CRESCENT IN 2020.

87

NUMBER OF EMPLOYEES

\$4,362,000

SALARIES AND WAGES PAID TO EMPLOYEES

\$962,000

BENEFITS PAID TO EMPLOYEES (RETIREMENT, HEALTH, DENTAL AND LIFE INSURANCE).



CELEBRATING 15 YEARS



Crescent Community
HEALTH CENTER

2006 - 2021

GIVING GRATITUDE

On behalf of the entire extended Schmid, Christensen, Piekenbrock and Rhomberg families, we want to offer our sincerest message of gratitude to the entire Crescent team and the wonderful members of our community who have supported Crescent's mission for the past 15 years.

We are all so proud of Crescent's staff and their dedication and commitment to serving our most vulnerable population with their medical, dental and brain health care. You truly are saving lives.

It is humbling to know that 2021 is being honored as the Year of Health and Care Workers by the World Health Organization. You are all deserving of this admirable recognition.

Congratulations on your continued success and growth at Crescent Community Health Center.

With gratitude,

Janet Rhomberg and Mary Schmid

OUR DONORS

Crescent would like to thank the many families, individuals, local healthcare providers, employees, businesses and foundations whose contributions make our work possible. The following list includes donors who made gifts or grants during calendar year 2020.

100+ Women Who Care Dubuque
 Tina and Dave Adams
 Linda A Augustin
 Wilma (Sam) Bauer
 David and Amy Becker
 Tricia Behnke
 Constance Bellaver
 Veronica "Ronnie" Bender
 Reverends Dr. Ken and Nancy Bickel
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 Envision Sports Design
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 Rachel McDermott
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 MercyOne Dubuque Foundation
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 TRICOR
 Jean Tucker
 Union Hoermann Press
 United Way of Dubuque Area Tri-States
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 Larry and Julie Vogt
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 Judy Zmolek

IN-KIND

Accessorize Me, LLC
 Big Apple Bagels
 Hy-Vee Asbury
 Jimmy Johns
 Pita Pit
 Sundown Mountain Resort
 Your Pie

If your name was inadvertently left off the list, please accept our apologies.

IN MEMORIAM

Our heartfelt condolences to those that lost loved ones in the year. We all know of family, friends or co-workers that were impacted by COVID-19. May the memories of your loved ones bring you comfort during these difficult times.



CELEBRATING 15 YEARS



Crescent Community HEALTH CENTER

2006 - 2021

1690 ELM STREET, SUITE 300 | DUBUQUE, IA 52001

563.690.2850 | WWW.CRESCENTCHC.ORG

ALEAH MAIERS, DENTAL CARE COORDINATOR
KARA SIMON, CDA
ABBY COYLE, CDA

