**NEWS FROM THEDACARE®**

***For Immediate Release***

**July 13, 2023**

**THEDASTAR ADDS NEW HELIPAD; REDESIGNED TRAUMA CENTER FEATURES ENHANCED TECHNOLOGY**

***$100M Modernization Supports Continued Critical Care for Communities***

NEENAH, Wis. – The next phase of the $100M investment to modernize ThedaCare Regional Medical Center-Neenah is complete.

The ThedaStar Air Medical Program is now using a newly created, additional helipad which is adjacent to the Emergency Department for rapid transfer of patients. Specialized teams are also providing critical care in a redesigned and modernized Trauma Center.

The [*Inspired Past; Healthier Future* Modernization](https://thedacare.org/news-and-events/company-news/thedacare-breaks-ground-on-100m-investment-to-modernize-thedacare-regional-medical-center-neenah/), which was announced in October 2021,

is transforming health care for all those living in the region, and allows ThedaCare to continue its commitment to keeping care local in the Fox Cities.

“Updates to the Neenah campus are benefiting the region and surrounding communities that the ThedaCare system serves, ensuring our patients have access to the care they need,” said Lynn Detterman, Senior Vice President of ThedaCare South Region. “ThedaCare Regional Medical Center-Neenah continues to serve as our anchor hospital for critical care with services such as the Level II Trauma Center, certified Comprehensive Stroke Center and emergency care located at the campus.”

**New Helipad in Use**

On July 10, 2023 the ThedaStar Air Medical Program began using the new helipad, which is adjacent to the Emergency Department (ED) entrance, allowing patients to be transferred quickly once they arrive, when time is critical.

“Having an aircraft that is staffed and readied for immediate response 24 hours a day, seven days a week, is critical for the communities we serve,” said Dr. Raymond Georgen, ThedaCare System Trauma Medical Director. “There have been thousands of lives saved due to the access ThedaStar provides. The experienced flight nurses, paramedics, pilots, mechanics and communications specialists work together to deliver fast, reliable and quality care.”

Since 1986, ThedaStar has completed more than 15,000 flights providing emergency medical transport services to communities across Wisconsin. When ThedaStar launched in June 1986, it was the third air ambulance program in the state, and the only one north of Milwaukee or Madison.

“ThedaStar transports and transfers trauma patients and critically ill patients, including transport from rural hospitals,” said Dr. Georgen. “This collaboration allows for teams, across the entire region, to work in concert with each other.”

In addition to the new helipad, there is also a separate hallway for those patients experiencing a trauma, allowing them the privacy and dignity they deserve. The current ThedaStar helipad and hangar, located near the W G Bryan Bridge, will continue to be used.

**Trauma Center Redesigned to Coordinate Critical Care**

Another milestone in the Modernization Project is the redesigned Trauma Center. There are specialized rooms designed to enhance patient care and experience. The Level II Trauma Center at ThedaCare Regional Medical Center-Neenah cares for people in a 17-plus county area in Northeast and Central Wisconsin.

The layout for the space is centered on the patient. Rooms have been updated with the latest technology, equipment and space to provide each person with the best care experience. For example, in the new trauma rooms, imaging is available in an adjacent room.

“Having a CT scanner next to the trauma room will allow for rapid imaging of seriously injured patients, and that is extremely valuable during crucial moments,” said Dr. Georgen. “Again, we're on the clock. Our teams must work quickly. This advanced, convenient equipment uses a combination of X-rays and computer technology to produce images of the body, and has a positive impact to the care we're able to deliver.”

“The Modernization supports ThedaCare’s mission to improve health and well-being of the communities served,” said Detterman. “The enhancements will advance coordinated care throughout our service area, giving patients greater access to innovative and specialized care, as close to home as possible.”

**Construction Continues**

The next areas of focus for the Modernization include the following:

* Develop a new Women’s Center, which includes mammography, diagnostics and imaging, and bone density testing. The space will be a comfortable area where women can feel confident in their personalized, proactive health care decisions.
* Improve and expand access for Behavioral Health services by redesigning the inpatient space.
* Create “Main Street”, where key diagnostic outpatient services will be located on the first floor of the hospital to ensure easier patient access.
* Design a new dining area on the main floor for the convenience of visitors and team members.
* Update the Family Birth Center, allowing families to welcome little ones into the world in a modern, comfortable and soothing environment.

The full modernization is expected to be complete in early 2024.

**Generous Community Support**

Enhancements to better the patient experience through the Modernization Project at ThedaCare Regional Medical Center-Neenah were funded in part through donors who support the ThedaCare Foundation-Neenah.

The Foundation worked with generous donors within the community to raise more than $15M of philanthropic support. In addition, the Foundation released $25M from existing assets to provide a total of $40M in support of this Modernization Project.

***Image Captions:***

**Images 1, 2, 3 and 4:** The next phase of the $100M investment to modernize ThedaCare Regional Medical Center-Neenah is complete. The ThedaStar Air Medical Program is now using a newly created, additional helipad which is adjacent to the Emergency Department for rapid transfer of patients. Specialized teams are also providing critical care in a redesigned and modernized Trauma Center.

**About ThedaCare**

For more than 110 years, ThedaCare® has been committed to improving the health and well-being of the communities it serves in Northeast and Central Wisconsin. The organization delivers care to more than 650,000 residents in 17 counties and employs approximately 7,000 providers and team members. ThedaCare has 180 points of care, including eight hospitals. As an organization committed to being a leader in Population Health, team members are dedicated to empowering people to live their unique, best lives. ThedaCare also partners with communities to understand needs, finding solutions together, and encouraging health awareness and action. ThedaCare is the first in Wisconsin to be a Mayo Clinic Care Network Member, giving specialists the ability to consult with Mayo Clinic experts about a patient’s care. ThedaCare is proud to partner with Children’s Wisconsin and Froedtert & the Medical College of Wisconsin health network to enhance convenient access to the most advanced levels of specialty care. ThedaCare is a not-for-profit health system with a level II trauma center, comprehensive cancer treatment, stroke and cardiac programs, as well as primary care.

For more information, visit [thedacare.org](http://www.thedacare.org) or follow ThedaCare on social media. Members of the media should call Cassandra Wallace, Public and Media Relations Consultant at 920.442.0328 or the ThedaCare Regional Medical Center-Neenah switchboard at 920.729.3100 and ask for the marketing person on call.

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