

OPEN MEDICINE INSTITUTE & HOWARD YOUNG FOUNDATION'S

Tick-Borne Illness Center of Excellence





Our Community. Our Future. Our Legacy.

Since 1984, the Howard Young Foundation has helped our community advance healthcare through the support of charitable gifts. Since joining the Board of Directors in 2013, I am proud to be a part of an organization whose board has a clear vision and a proven track record. Not only as leaders in our community, but also as exceptional stewards of investing our generous gifts in new and innovative solutions for our rural hospitals. These solutions continue to give our community access to the highest quality of care right here where we live, work and play for generations to come.

Now, the Foundation and its Women's Legacy Council have the vision to embark on a new capital campaign for a noble cause that will support a growing health need and bring much needed services to our region: Creating the foremost Tick-Borne Illness Center of Excellence in the Midwest. Most organizations established to deal with tick-borne illnesses are either research facilities or treatment facilities but not both. Imagine diagnosis, treatment, follow-up and research for tick-borne illnesses all in one place. A place where every clinical interaction is a research one, helping all those yet to come. With your leadership and support, we can deliver this journey to giving hope, restoring health, and research for patients with tick-borne illnesses. Thank you for your consideration and continued support.

Erin Biertzer, *President*
Howard Young Foundation



The Howard Young Foundation is *committed*

to advancing the health and wellness of all people in the communities we serve. Our last capital campaign raised \$14 million to enhance our local healthcare. We select and fund projects such as those below that will have the largest positive impact on our community.

Prevention & Healthy Living



3D Mammography improves early detection, provides faster results and less worry for patients.



Cardiology Suite and Diagnostic Equipment determines the presence of heart disease, extent of it, and most appropriate treatment.

New & Innovative Technology



da Vinci® Robotic Surgical System turns complicated surgeries into minimal ones with less pain, less blood loss, faster recovery.



State-of-the-art Flash CT Scanner provides a higher image quality with a significantly lower dose of radiation.

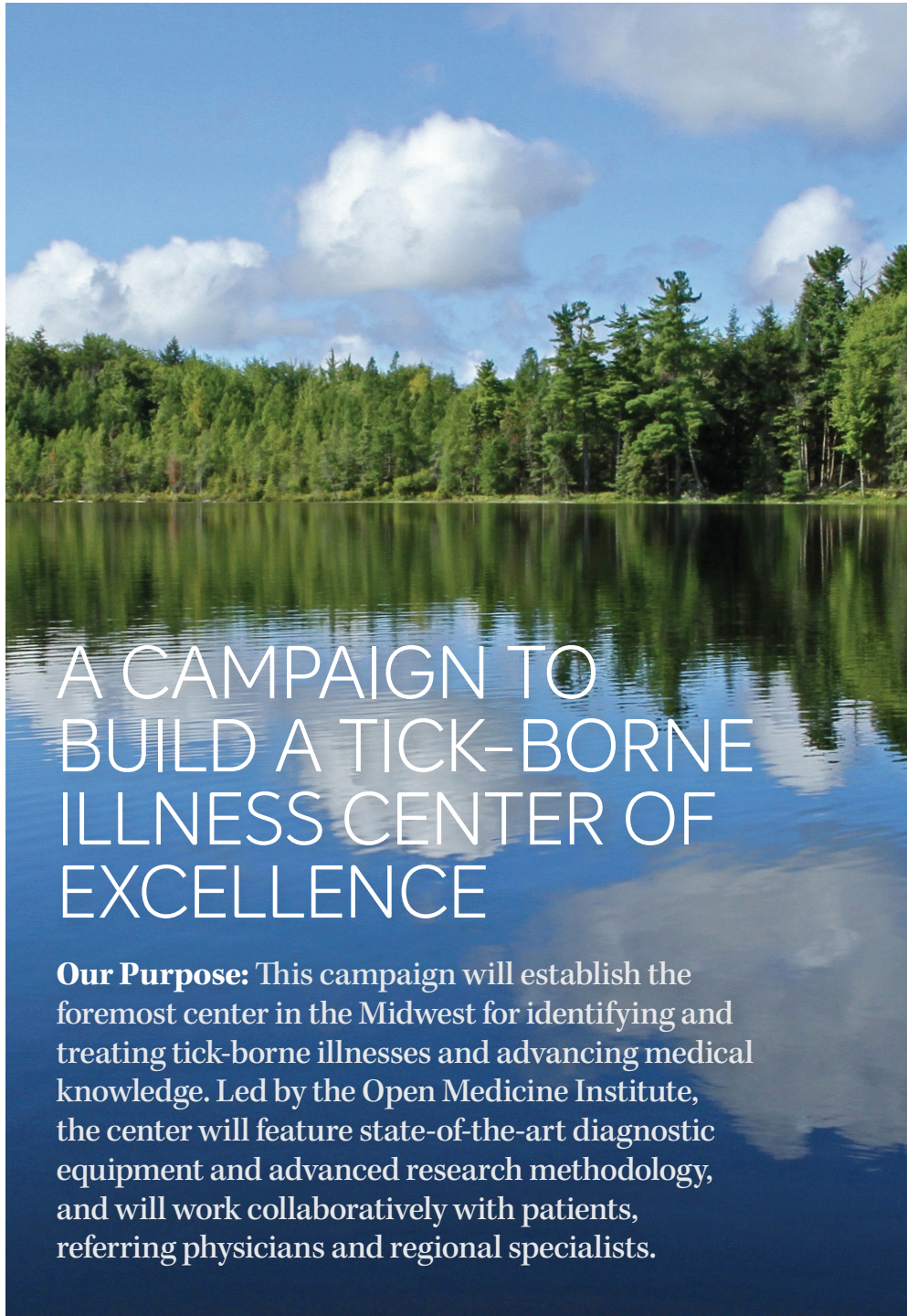
Building for the Future



Spirit helicopter base enhances response time and advances emergency services locally.



18 Lucas™2 Chest Compression Devices for ambulances deliver hands free CPR increasing the possibility of survival.



A CAMPAIGN TO BUILD A TICK-BORNE ILLNESS CENTER OF EXCELLENCE

Our Purpose: This campaign will establish the foremost center in the Midwest for identifying and treating tick-borne illnesses and advancing medical knowledge. Led by the Open Medicine Institute, the center will feature state-of-the-art diagnostic equipment and advanced research methodology, and will work collaboratively with patients, referring physicians and regional specialists.

We Envision A Place...

- ▶ Where people who believe they may have a tick-borne illness can be **effectively diagnosed and treated.**
- ▶ Where patients who have been suffering for some time from an undiagnosed illness can receive a **clear plan for treatment and follow-up care.**
- ▶ Where **patients can participate in research** to improve the ability to diagnose and treat tick-borne illnesses.
- ▶ That **connects with other clinicians and researchers** to share information and findings. A place where **collaboration is the norm.**



Diagnose

Precision testing describes what is going on in a patient before, during and after an illness or treatment program to make better decisions for patient diagnosis.



Treatment

Each patient will receive a data-driven treatment and measurement plan, as well as relevant service referrals.



Follow-up

Patients have a "quarterback" doctor who remains with the patient until the patient is well regardless of the type of treatment required.



Research

Patients "pay it forward," collaborating with doctors and researchers to improve the ability to diagnose and treat tick-borne illnesses.

Responding to Regional Needs

Patients who believe that they have a tick-borne illness are going undiagnosed and untreated. By creating a Tick-Borne Illness Center of Excellence we will provide patients with a better-informed diagnosis, a clear treatment plan, consistent medical oversight, opportunity to participate in research, but most importantly – hope that they can get better.

A Regional Threat

According to the CDC, Lyme Disease is the fastest growing vector-borne infectious disease in the United States. Wisconsin and Minnesota are rated 4th and 5th in the country for reported cases of Lyme disease, and the CDC estimates that many cases are going unreported or undiagnosed.

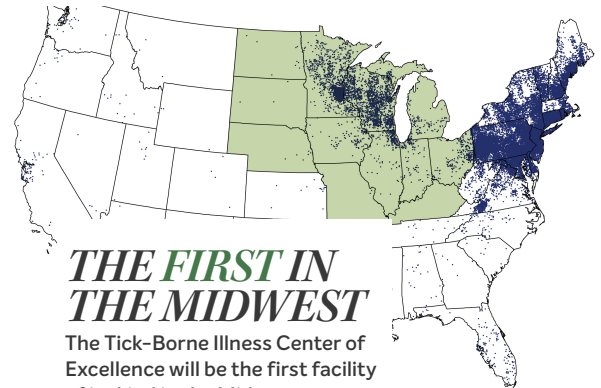
But it's bigger than Lyme

In addition to Lyme, ticks can cause many other diseases that can cause serious harm such as Babesiosis, Ehrlichiosis/ Anaplasmosis, Bartonella, and Powassan Virus. The closest tick center that is dedicated to combining research and treatment of these diseases is 1200 miles away.

Breaking the Cycle

Mainstream medical methods for dealing with tick-borne illness have left thousands of patients in a quandary. They have received a diagnosis, been treated in accordance with that diagnosis and have remained ill. The cycle continues until they are prescribed the

427K CDC estimates Lyme Disease infects 427,430 people a year. 10 times more Americans than previously reported.



THE FIRST IN THE MIDWEST

The Tick-Borne Illness Center of Excellence will be the first facility of its kind in the Midwest.

treatment plan that gives them relief, or they are left wondering where to turn next.

The Tick-Borne Illness Center of Excellence will treat and research ALL tick-borne illnesses, and will break the cycle with a unique patient centered, precision medicine methodology brought to the Northwoods by Dr. Kogelnik and the Open Medicine Institute.

GIVING HOPE



“ Seeing your child so sick is one of the hardest things I’ve gone through. At one point, his headaches were hurting him so bad to the point where all he did was sleep all day and he began missing school. His pediatrician thought he must be coming down with something else because he had already been treated for Lyme, and shouldn’t be showing symptoms. I was willing to try anything. To have somewhere close for my son to go would be huge for our family.”

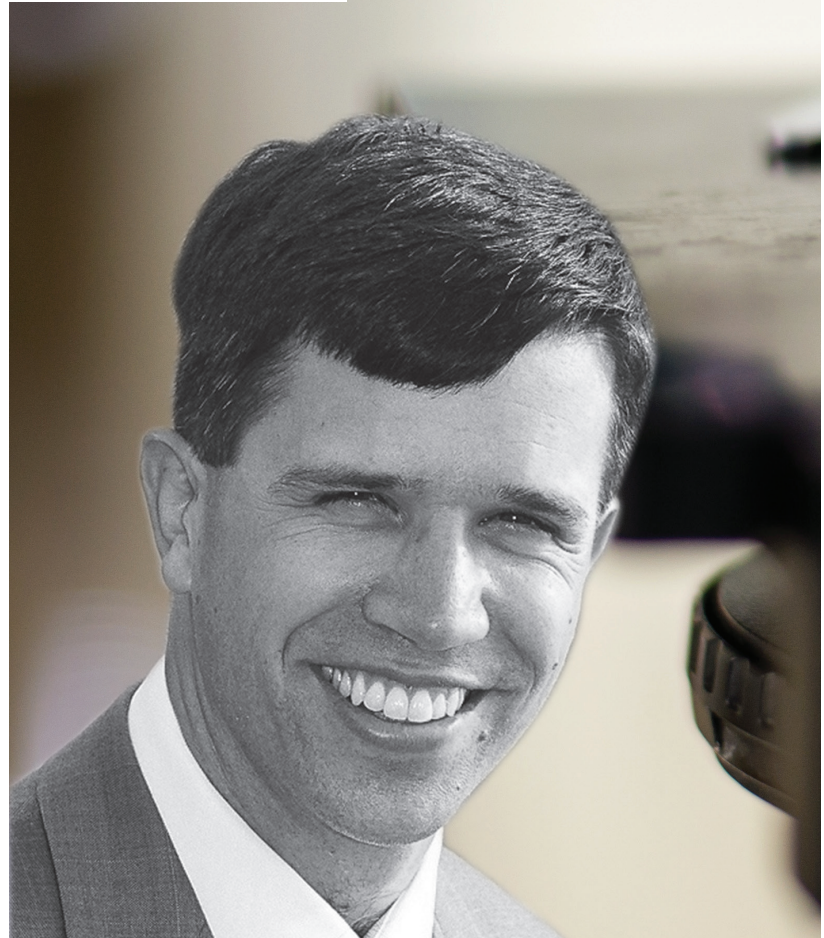
Brigette Ryan,
Mother of 8 year old
Parker who was diagnosed
with Lyme Disease

Bringing *Excellence* to the Northwoods

To find the best partner, we contacted the experts at the foremost dedicated tick-borne illness treatment and research facilities in the U.S. which led us to partner with Open Medicine Institute (OMI).

Leading the Way

The Open Medicine Institute (OMI), a community benefit organization, was founded in 2009 in San Francisco, California. Ensuring that patients are always at the center of healthcare decisions and action is essential to the OMI mission. With this value, they view operating a clinic and research facility in one of the nation's epicenters of tick-borne illness as critical. OMI is at the forefront of driving a precision medicine reset on traditional medical practice. Precision medicine uses technology and careful, large scale measurements to make better informed decisions for patient diagnosis and treatment. This means using panels of 100's or 1000's of measurements to describe what's going on in a given patient, and doing so before, during and after an illness or a treatment program.



A close-up photograph of a microscope's objective lens and stage, with a glass slide in place. The lighting is dramatic, highlighting the metallic surfaces and the glass.

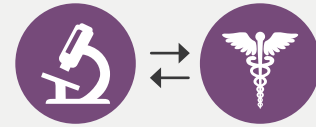
DR. ANDREAS KOGELNIK

Dr. Andreas Kogelnik is the director of the Open Medicine Institute. He completed his MD at Emory University School of Medicine and his PhD in Bioengineering at Georgia Tech. He trained as a resident in Internal Medicine and fellow in Infectious Diseases at Stanford University and remained there as a post-doc and research faculty before founding the Clinic and the Institute in 2009.

“

OMI is about discovery, education and application; it is about community. First and foremost, it is about each of us working together to solve problems and deliver solutions for patients. Bringing a tick-borne illness clinic to the Northwoods will have immeasurable impact for a region that is disproportionately affected by tick-borne illnesses.”

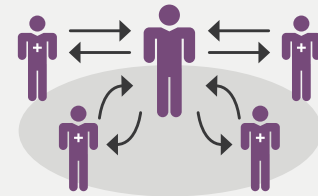
- Dr. Andreas Kogelnik



Combining Research and Treatment

OMI data scientists work together with clinicians in an unprecedented combination of patient care and applied research. They have generated substantial insight including a more thorough understanding of complex, neglected conditions, as well as attributes of an individual's particular case that point to treatment strategies most beneficial for them.

When research is combined with clinical treatment, results not only give hope to patients being treated, but it brings us closer to making sure that no one will have to feel that way again.



Your “Quarterback” Physician

Tick-Borne Illness Center of Excellence doctors will work with referring physicians and regional specialists on behalf of the patient to share and evaluate data. The “quarterback” remains with the patient until the patient is well regardless of the type of treatment required.



Naming Rights

\$3.5 million

Your gift will leave a legacy of philanthropy that will have community impact for generations to come.

Underwriting Expertise

\$1.5 million

Bring the best tick-borne illness physicians and researchers to our Northwoods Community.

Testing

\$880,000

Help to start a regional biobank by funding free testing to get a baseline for the community.

State of the Art Diagnostic & Research Equipment

\$200,000

Be at the forefront of tick-borne illness research, giving hope to those who are suffering from a tick-borne illness.

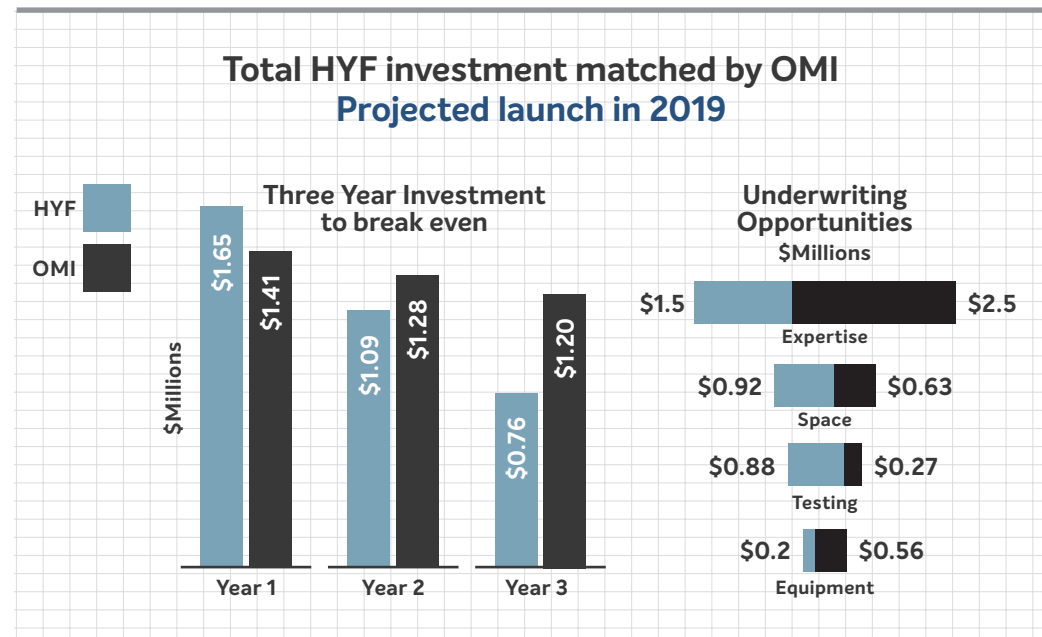
Advanced Space

\$132,000

Multiple clinic and research rooms are available for funding. Your gift will complete one room where patients can find the answers and treatment they need.

When Giving Becomes *Leading*

The Tick-Borne Illness Center of Excellence will be funded equally by both the Howard Young Foundation and the Open Medicine Institute, meaning your gift will be **doubled**. We are asking for your urgent help in raising \$3.5 million for initial start-up costs and operation costs for the first three years that the Center is open.



All gifts will benefit the Northwoods community and stay in the Northwoods community



HELPING OTHERS

“ One of my dearest friends has a 20-year old son who suffers greatly from Chronic Lyme. Watching the hurdles she has gone through to try to get her son the diagnosis and treatment he needs is heartbreaking. Our community deserves better. We need a comprehensive care and treatment center to help the many people who have a tick-borne illnesses. Jeff and I give because we care about our neighbors, and we use that term in the broadest sense. It feels good knowing that by helping start up this center, we will leave a lasting, positive impact for future generations.”

*Carrie & Jeff Hoye,
Northwoods Residents and
Distinguished Benefactors*

Partners for
the Tick-
Borne Illness
Center of
Excellence



Howard Young Foundation
Non-profit focused on supporting initiatives that advance the health and wellness of all people in the communities we serve through charitable gifts



Women's Legacy Council
Committee of Howard Young Foundation, promotes quality healthcare in the Northwoods for us, our families, and our community



Open Medicine Institute
OMI is a leader in investigating, identifying and treating tick-borne illnesses; offering a unique patient-centered approach to care and treatment while advancing medical knowledge.

Together we can Make a *Difference*

Do you see the enormous advantage that patients, research and the region will gain as a result of the Tick-Borne Illness Center of Excellence?

Join Us

Philanthropy will make the difference

In order to make lasting, positive impact on the lives of individuals affected by tick-borne illness, it is vital to have a place for them to find answers and hope. By making a tax-deductible donation to our campaign, you will be directly contributing to people struggling to cope with tick-borne illness. Please be assured that your contribution will be put to good use to provide help to individuals right here in our community.

Can we count on you to make a gift to this urgently needed clinic?

Please be assured that your contribution will support our community directly by establishing the center in the Northwoods in 2019.

Thank you for your consideration and continued support.



“ Tick-borne illness is a bigger problem than the general public can fathom. My family and friends can't understand what I go through on a daily basis, why I stay in bed, why I don't go to work, why I have to have my employees take care of things at work for me. It becomes tricky on relationships and almost pushes them away. A tick-borne illness center is the answer.”

Arin Alesauskas, suffers from Lyme Disease, a tick-borne illness

RESTORING HEALTH

OUR COMMUNITY
OUR FUTURE
YOUR LEGACY



HYF

Howard Young
Foundation

For more information on how to give, contact the Howard Young Foundation
715-439-4005 | info@hyfinc.org | howardyoungfoundation.org