

Annual Report 2025



ROCK RIVER
COMMUNITY CLINIC



‘Love All Around’

Whitewater Clinic

1461 W. Main Street
Whitewater, WI 53190
262.472.6839

Johnson Creek Clinic

400 Doctors Court
Johnson Creek, WI 53038
920.563.4372

Watertown Clinic

132 Hospital Drive
Watertown, WI 53098
920.206.7797

Here With You

In 2025, we made great strides toward sustainable growth. With the launch of our capital campaign, we relocated our Watertown clinic to the Watertown Regional Medical Center campus and renovated our Whitewater location to welcome back office staff from Fort Atkinson. In the coming year, we look forward to completing the campaign and opening our integrated care clinic in Johnson Creek where the Fort Atkinson dental office will move to.

New partnerships and services were also introduced in 2025. In the Fall, we welcomed two UW–Whitewater students working towards their Master’s in Social Work as interns to support our primary care behavioral health program. Our dental team also introduced dentures and partials into our dental services to restore function and confidence for patients of all ages (youngest being age 16). In October, we hosted our first Celebration of Hope fundraiser in Fort Atkinson where we told stories of the lives impacted by our care and the decades of progress made possible by the hope of volunteers, donors, and advocates who believed in access to healthcare to do something about it.

As health care insurance and access to care become increasingly complex, our services are more important than ever. One patient at a time, we believe that each of us play a role in creating a healthy community where all people can thrive.

We’re so grateful for our partners and the community for the continued support towards our collective mission. We remain diligent as we set our foundation to further grow and sustain the care and services we provide. Whatever our community and patients may face, our sentiment remains evergreen – we are *here with you*.



With gratitude,

A handwritten signature in cursive script, reading "Olivia Nichols".

Olivia Nichols, PhD

2025 Board of Directors

Our eleven-person patient-majority board offers a wide range of expertise, experience, and devotion to improving access to health care.

Carol Quest, RN, Chair
Donene Rowe, MD, Vice Chair
Holly Pagel, LCSW, Secretary
Roberta Farnam, Treasurer
Rosalinda Martinez
Cesar Machado
Jose Betancio Hurtado
Maria Mejia Franco
Mark Bromley
Jorge Islas-Martinez
Kristina Kloke

Cover photo brilliantly illustrated by Addison (age 7),
niece of RRCC Marketing Consultant, Anna Lecher



A healthy community where all people thrive

Vision

To provide quality, comprehensive health care for all

Mission

Core Values

- We are doers
- We show up, together
- We give hope
- We remain light

Our values are reflected in the way we care for people —our patients, our teammates, and our community. We are doers who step forward with purpose, embrace challenges with creativity, and work each day to make a meaningful difference. We show up together by building trusted relationships, welcoming every voice, and supporting one another with accountability, empathy, and collaboration. Above all, we remain light and give hope, choosing optimism, kindness, and curiosity even in difficult moments so that every person who walks through our doors feels seen, supported, and empowered.

RRCC Leadership Team

Olivia Nichols, PhD, Chief Executive Officer
Megan Gleason, MS, RN, Chief Operating Officer
Veronica Sanford, Chief Finance Officer*
Donald Williams, MD, Medical Director
Jeff Kind, DDS, Dental Director
Beth Lucht, PA-C, LCSW, Behavioral Health Director
Dawn Kiernan, Dental Operations Manager
Jackie Jensen, Medical Operations Manager
Dawn Miller, Revenue Cycle Manager
Jazmine Hartman, Care Coordination Manager
Faith Steinke, HR Generalist

**contracted*



ROCK RIVER
COMMUNITY CLINIC

We provide cost-effective, comprehensive healthcare services to ensure everyone – no matter their circumstances – has access to high-quality care. All are welcome at RRCC.

2025 PATIENTS BY SERVICE AREA		
Zip Codes	City	TOTAL
53036	Ixonia	20
53038	Johnson Creek	154
53094 & 53098	Watertown	879
53137	Helenville	16
53156	Palmyra	76
53190	Whitewater	821
53523	Cambridge	55
53538	Fort Atkinson	860
53549	Jefferson	496
53551	Lake Mills	180
53579	Reeseville	22
53594	Waterloo	154
Total of 13 Zips		3733
Other		244
Total Patients		3977

By the Numbers:

➤➤➤ 3,977 unique patients served

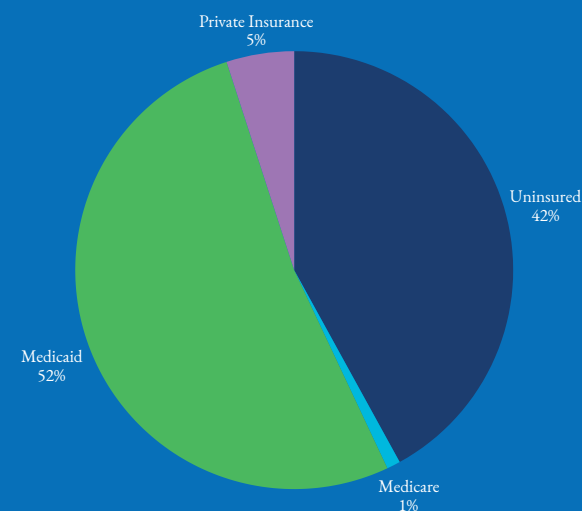
➤➤➤ 488 patients received more than one RRCC service

➤➤➤ 11,264 patient visits across services

The impact of care at RRCC goes far beyond statistics – it’s a child’s first doctor and dentist visit, and an essential worker’s lifeline. It’s a chance to imagine and live a healthier life, no matter a patient’s age or circumstance. The work at RRCC is life-altering and life-saving.

Payer Mix:

With over 90% of our patients uninsured or on Medicaid, our payer mix reflects the current economic challenges our patients face.



2025-2026 Capital Campaign

After the Watertown YMCA and the Fort Atkinson Handeyside Clinic were set to be sold in 2026, the need to relocate services allowed RRCC and our HealthWorks partners to reimagine access to affordable, comprehensive care in the greater Jefferson County area.

The key priorities were integrating patient services to minimize overhead costs and maximize patient access. Using established, empty medical office spaces, the 2025 capital campaign included:

- Relocating the Watertown medical clinic to the Watertown Regional Medical Center campus
- Renovating the front desk and empty lower suite of the Whitewater Clinic for administrative offices



New Watertown Clinic



New Whitewater Front Desk

Continuation in 2026:

In 2026, the Johnson Creek Clinic will open, allowing for the continuation of our dental services and adding medical and behavioral health services all under one roof.

With access to medical, dental, and behavioral health care in a single, centralized location, it will allow us to serve more patients with greater care and efficiency, as well as more sustainable overhead costs.

We still have \$300,000 left to raise to make this a reality for patients. We are looking forward to having this all under wraps in 2026!

Generous Supporters



Dr. Donald & Barbara Williams
Dr. Michael & Donna Bender
James & Barbara Schafer
Bart Bentzin

Common Ground Healthcare Foundation

Increasing Access to Primary Care

We provide primary medical care for adults, children, and infants, including:

- Annual Wellness Exams
- Well Child Visits & Immunizations
- School & Sport Physicals
- Acute Illnesses & Injuries
- Cancer & Other Health Screenings
- Diagnostic & Laboratory Services
- Medication Management
- Pap Smears
- Pregnancy & STI Testing
- Family Planning



RRCC provides primary medical care for adults, children, and infants.



In 2025, we provided 4,074 medical visits and 371 integrated behavioral health visits across our Whitewater and Watertown medical clinics.

Patient Data	2024	2025
Number of patients seen	1,628	1,726
Patients of Hispanic, Latino or Spanish origin	1,250	1,350
Patients Ages 0-18	236	258
Total Medical Visits	2,834	4,074
Total Behavioral Health Visits	198	371

“Our experience was excellent! Our NP is very knowledgeable and took time to explain every detail of care! She went above and beyond with services. My husband and I are so impressed and thankful! Many thanks!!!”

“Everyone is so nice and it makes the experience that much more enjoyable.”

“Muy buena atención todo el personal son personas muy amables y siempre hacen todo lo posible por ayudar gracias.”

(Excellent service—the entire staff consists of very kind people who always do everything possible to help. Thank you.)



Integrated Behavioral Health

A critical component of integrated behavioral health services is providing warm handoffs between providers and serving as a primary care team rather than stand-alone providers. Particularly in rural areas, this collaboration spans across organizations to improve timely access to ‘right fit’ services in a cost-efficient way that best supports both patients and providers.



In 2025, we partnered with University of Wisconsin - Whitewater to welcome three behavioral health interns. These MSW students gain valuable direct care experience while also working alongside our medical providers in a primary care setting. We’re excited to support their growth and to continue strengthening our behavioral health services!



Prescription Assistance Program

Through the Prescription Assistance Program, we help provide financially eligible patients with access to free medications directly from pharmaceutical manufacturers. Once enrolled, medications ranging from \$60 inhalers to \$2,000/month insulins are received at no cost to the patient for at least one year.

PAP Data	2022	2023	2024	2025
Patients Enrolled	106	182	168	278
Total Meds Dispensed	245	236	374	375
Total Patient Savings	\$388,737	\$507,251	\$1,160,155	\$1,092,575

Colorectal Cancer Screening Initiative

In 2025, Rock River Community Clinic (RRCC) prioritized colorectal cancer (CRC) screening as a key quality initiative after identifying a gap in screening rates compared to Fort HealthCare. In partnership with Tomorrow's Hope and Exact Sciences, RRCC expanded access to free or low-cost screening options, including iFOB and Cologuard kits.

Implementation efforts in early 2025 focused on establishing vendor partnerships, integrating ordering and tracking within the electronic health record, updating workflows, and training staff. CRC screening rates increased from 41.9% at baseline to a peak of 46.3% in July. A decline observed in September was attributable to a change in attribution methodology; when adjusted, performance remained stable with early signs of recovery.

A total of 162 patients were screened in 2025. In 2026, RRCC will continue to advance CRC screening efforts, with a targeted focus on improving patient education and increasing kit return rates to address identified barriers.



Increasing Access to Oral Health Care

We provide family dental services for adults, children and toddlers, including:

- Fillings
- Crowns
- Extractions
- Dentures & Partials
- Hygiene Cleanings
- Periodontal Cleanings
- Oral Hygiene Education
- Anterior Root Canals
- Emergency Visits



RRCC provides family dental services for all ages, with a special focus on those enrolled in BadgerCare.

Patient Data	2024	2025
Total Number of Patients Served	2,043	2,498
Total patient visits	5,218	6,819
New patients served	389	644
Patients served with Medicaid/BadgerCare	1,491	1,932
Patients served that are low-income or uninsured	330	576
Patients served age 0-18	794	980
Number of emergency visits	552	833

“I have been afraid of the dentist since I was 5. I’m in my 60s now. They made a terrified visit into a good one. Yes I will go back.”

“Siempre te tratan con respeto y te ayudan en lo que necesitas son muy buenos doctores.”
(They always treat you with respect and help you with whatever you need; they are very good doctors.)

“Very good experience! My teeth are awful but no one made me feel badly about it!
They took the same care with my son!”



“Every patient deserves access to compassionate, high-quality oral healthcare. Together, we are building healthier smiles and a healthier community.”

Dr. Chrisleigh Hatch, DDS



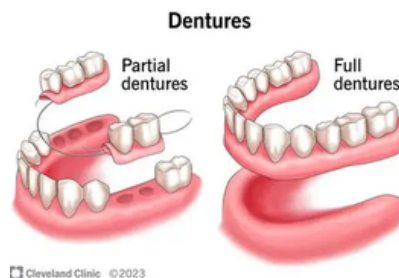
RRCC continues to serve as the *only* dental clinic in Jefferson County that accepts patients enrolled in Medicaid/BadgerCare.

- Children represent 39% of all RRCC dental patients. Access to dental care for children enrolled in Medicaid is a dire community need & continued statewide challenge.
- Within our RRCC clinic, we provided preventative and restorative care for 195 adult patients with disabilities who live in community-based residential facilities.

Expanded Offerings in Oral Care: Dentures

In July 2025, our dental clinic added removables to their services, including full and partial dentures. These dentures are custom form-fitted, high-end, and shaded and toned to fit the individual patient.

Previously, Medicaid patients had to go to Marquette University in Milwaukee and sit through lengthy appointments. We're able to reduce burden, travel time, and restore patients' ability to eat and speak much sooner. Since July, the team has already completed 21 dentures and partials, helping patients regain their smiles.



Looking Ahead

In 2026, we are excited to continue expanding our dental offerings in the new Johnson Creek clinic and increase access to care for our patients.

- We will add the ability to create mouthguards for patients.
- We will have a consult room to provide education in a private setting.
- We will have an in-house lab, allowing us to fully complete dentures without sending them to a lab, saving patients significant time.
- We will have a sensory adapted room to support patients with diverse needs.

These enhancements are made possible by our generous donors, including the **Delta Dental of Wisconsin Foundation**.

Revenue & Expenses

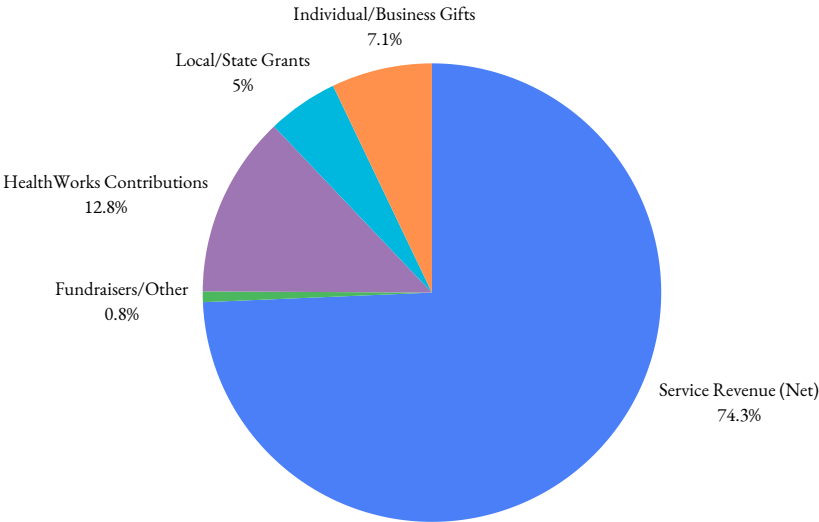
In 2025, RRCC wrote off over \$840,000 in medical and dental patient service expenses, a cost that is only sustainable due to the generosity of our community partners and local foundations. RRCC also receives critical revenue from generous local business donors, individual givers, and community organizations that support the significant operating loss that comes with providing care to uninsured, low-income families.

Patient Cost Contributions	2025 Totals
Medical Service Write-offs	\$667,645
Dental Service Write-offs	\$172,446

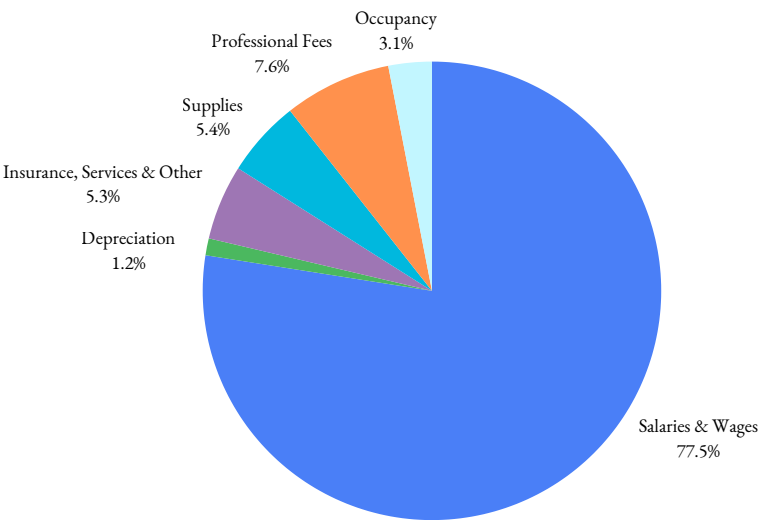
In 2025, our goal was to exceed 60% of our total revenue – objective met! In 2026, our goal is to continue around 75% of our revenue from patient services (Medicaid) to continuing our efforts towards greater sustainability and increased access to care, particularly for low-income community members. This is made possible thanks to the FQHC-LAL designation and adapted business structure to support care operations.

Our primary expense is, and will continue to be, staffing. RRCC continued its focus in 2024 on recruiting & maintaining quality healthcare professionals to serve our patients - an initiative that not only requires investment in our mission but a commitment to providing competitive pay, attractive benefits, and flexible scheduling.

2025 Total Revenue	\$3,612,155
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2025 Total Expenses	\$3,339,485
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**Data is prior to audit completion.*

A Community Effort

Rock River Community Clinic relies heavily on the generosity of individual donors, community organizations, and other grant funders to help sustain operations and patient care. In 2025, RRCC received over **\$927,000** in donations from local, regional & state funders and community members. These funds make our high-level, affordable, and accessible healthcare services possible.

We are especially appreciative of the financial support of our partners and primary funders in 2025:

- Fort HealthCare
- Greater Watertown Community Health Foundation
- Watertown Regional Medical Center
- Roots and Wings Foundation



“RRCC’s commitment to supporting our community truly makes a difference. Their partnership has been invaluable as we work with families to promote educational health information, and their dedication—especially in delivering meaningful, engaging care—reflects a genuine passion for helping others.”

Jorge Islas-Martinez, Board Member
Bilingual Liason, Whitewater Unified School District



Left: RRCC team accepts a donation from Fort Community Credit Union through their employee charitable giving program.

Right: RRCC accepts a donation from the Dodge County Lions Club in support of diabetic education for RRCC patients.

To support our work in 2026:

1 Mail a check to:
Rock River Community Clinic
Attn: Olivia Nichols
1461 W. Main Street
Whitewater, WI 53190

2 Donate online:
Visit rockrivercommunityclinic.org
or scan the QR code



Celebration of Hope

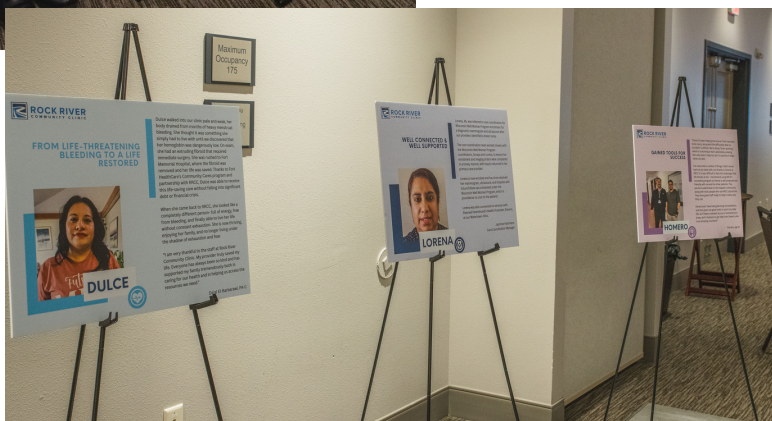


In 2025, we held our first annual Celebration of Hope Gala. It was an inspiring night of networking, education, and fundraising in support of RRCC's mission.



We were able to celebrate the impact we've made and raised over **\$39,000** to support our programs and services.

We're excited to make this an annual event. In 2026, we're setting an ambitious goal of **\$75,000**. Save the date for **October 21, 2026!**



ROCK RIVER
COMMUNITY CLINIC

Mailing Address: 1461 W Main Street, Suite B, Whitewater, WI 53190

Website: rockrivercommunityclinic.org



Visit our website to learn more and make a donation today!

