



For Immediate Release

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Scenic Bluffs Community Health Centers Joins the REACH Center

The REACH Center, 212 11th Street South in La Crosse, is gaining a new healthcare partner. Scenic Bluffs Community Health Centers is joining the collaboration of agencies who operate in the REACH Center through a new partnership between Scenic Bluffs, Couleecap, and YWCA La Crosse. In the REACH Center space, Scenic Bluffs will consolidate its current single-service locations in La Crosse to provide whole-person, integrated health services co-located with other programs and agencies that address social determinants of health.

Scenic Bluffs currently has Health Centers in both Cashton and Norwalk, dental and behavioral health services in La Crosse, and provides services at multiple area school districts. While the new REACH Center space is under construction, Scenic Bluffs will continue to operate a full-time dental practice at its current location at 2023 7th Street S. “We are so grateful for the donors and partners that have been instrumental in helping us improve access to dental and behavioral health services over the last 5 years,” says Kim Hawthorne, CEO of Scenic Bluffs. “These collaborative relationships with area agencies such as Couleecap, YWCA La Crosse, St. Clare Health Mission, Gundersen Health System, Mayo Clinic Health System, Great Rivers United Way, La Crosse County Health Department, and others throughout the region will continue to be the key to success as we collectively work to improve the health of the community.”

Scenic Bluffs provides a comprehensive suite of affordable, whole-person care to reduce barriers to healthcare for people in western Wisconsin. As a Federally Qualified Health Center, Scenic Bluffs



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provides integrated and affordable dental, behavioral health, primary care, and complementary services by reducing barriers such as cost, lack of insurance, distance, language, and social support needs for patients.

“We know that it isn’t just barriers such as cost or lack of insurance that affect the ability for people to receive the care they need,” says Hawthorne. “Social barriers have just as much impact on health and well-being. By co-locating in the same building with Couleecap, Independent Living Resources, Legal Action of Wisconsin, New Horizons Shelter and Outreach Centers, Salvation Army, YWCA La Crosse, and other agencies, we create an accessible, one-stop space and advance our collective mission to provide low-barrier, efficient, and compassionate services to residents.”

At the REACH Center, Scenic Bluffs will provide dental and behavioral health services with primary care support. The 8,600 square foot section within the REACH center, expected to be complete in late summer 2024, will house dental operatories, behavioral health treatment rooms, and medical exam rooms. “Patients will benefit from a fully integrated approach to whole-person care, which is the foundation of Community Health Centers as we strive to reduce health disparities. Having dental, behavioral health, and medical clinicians working across the hall from each other for patient referrals is an important aspect of the work that we do,” says Hawthorne.

“We could not be more excited about welcoming Scenic Bluffs to the REACH Center. The additional services this partnership allows us to offer through REACH is invaluable and helps us meet our objective that community members seeking assistance can have their needs met in one location,” says Laurie Cooper Stoll, Executive Director of YWCA La Crosse.

“The REACH Center is intended to fill service gaps through community collaboration. Having access to healthcare is critical to a person’s overall wellbeing, and Scenic Bluffs works to ensure all people, regardless of income or insurance coverage, get the healthcare they need. It just makes sense to co-locate these services alongside housing and other assistance programs,” says Hetti Brown, Executive Director of Couleecap.

Scenic Bluffs accepts Wisconsin Medicaid, Medicare, most private insurance and cares for those without insurance. Additionally, Scenic Bluffs offers a sliding-fee scale discount program, available to those with or without insurance, which may reduce the cost of care to those who qualify. Qualifications are based-on the individual’s household size and income. For more information on services offered, visit www.scenicbluffs.org.

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