

# Celebrating 100

 **MEDICAL  
ASSOCIATES**  
*100 years* | EST. 1924

**YEARS SERVING THE  
TRI-STATE & SURROUNDING  
COMMUNITIES.**



## Medical Associates

# Founders

Medical Associates was founded by Doctors John Heles, Clarence Lynn, and Wayne Johnston on April 11, 1924, as Iowa's first multispecialty group practice. It was originally named Dubuque Medical and Surgical Clinic and located at 12th and Main Street in Dubuque. The visionary concept was that a group of physicians with various specialties could work together and provide better and more efficient healthcare. From that day forward, local families no longer faced the hardship of traveling to larger urban areas for specialty care.

Prior to founding Medical Associates, Doctors Heles and Lynn had each been in solo practice in Dubuque for several years. Dr. Heles had a large general practice, serving patients primarily in the north end of Dubuque and the surrounding rural area. His patients were principally people of German and Luxemburg descent. Dr. Lynn began his practice some years after Dr. Heles, and his practice was slightly smaller. He primarily served patients within the city, most of whom were people of Irish descent. Dr. Johnston, the youngest of the three, oversaw the Laboratory and X-Ray Departments at Mercy Hospital in Dubuque. He and Dr. Heles were the primary conceptual leaders of the group practice. Dr. Johnston was an astute businessman, and his talents in that field were a valuable resource in guiding the development and growth of Medical Associates.

By focusing on providing the best possible care and utilizing the individual talents of each physician, the foundation of group practice became a dependable resource for good healthcare for Dubuque's families.



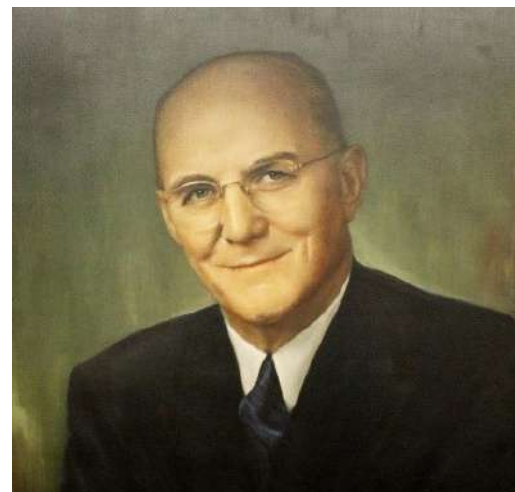
Medical Associates' original location on 12th and Main Street



Dr. Clarence Lynn



Dr. John Heles



Dr. Wayne Johnston

## A letter from

# Zach Keeling

As we commemorate the 100-year anniversary of Medical Associates Clinic, I am filled with immense pride and gratitude. Reflecting on the journey of the past century, it's clear that our success is deeply rooted in the visionary spirit of collaboration that inspired our founding trio to establish the first multispecialty group practice in Iowa.

Since joining Medical Associates in 2015, first as the Chief Operating Officer of Medical Associates Health Plans and later assuming the role of Chief Executive Officer of Medical Associates Clinic and Health Plans in 2020, I have witnessed firsthand the commitment of our team to uphold our founding principles while adapting to the ever-changing landscape of healthcare.

Our ability to evolve and meet the needs of our patients is what I believe sets Medical Associates apart from the rest. With each passing year, new drugs, devices, procedures, and regulations challenge us to innovate and improve. Yet, through it all, our focus remains on the patient. Our collaborative culture, combined with the expertise of our diverse specialties, ensures that each patient receives individualized care of the highest quality.

Dubuque, our home, provides the perfect backdrop for our mission. It's a community where healthcare is not just a service but a deeply personal experience. Our patients are not just individuals seeking treatment; they are our neighbors, friends, and family. It is a privilege and a responsibility to serve them, and we do so with dedication and compassion.

I am grateful for each member of our team, whose tireless efforts and commitment have propelled us forward over the past century. Whether they have been with us for decades or have recently joined our team, their contributions are invaluable. Every role within our organization plays a vital part in our collective success, and I am humbled by their dedication to making a difference in the lives of our patients and our community.

As we celebrate this milestone, we look to the future with optimism and determination. The next 100 years hold endless possibilities, and I am confident that with our exceptional team leading the way, Medical Associates will continue to thrive, innovate, and make a lasting impact on the healthcare in the area.

To our patients and the community, I extend my heartfelt gratitude for your unwavering support. We are honored to serve you and look forward to continuing to provide the highest standard of care for many years to come.

---

### Zach Keeling

Chief Executive Officer  
Medical Associates Clinic and Health Plans



# The History of Medical Associates



Medical Associates West Campus located on Associates Drive

At Medical Associates, it is our mission to provide superior healthcare and an excellent patient experience. A lot has changed in the 100 years since the clinic first opened its doors, but according to CEO Zach Keeling, that mission has stayed the same.

**“We were founded by three physicians on the idea that three minds are better than one. They knew that by working together they could save more lives. That sense of collaboration influences our work to this day.”**

- Zach Keeling

From day one, the physicians at what would become Medical Associates faced an uphill battle. Soon after founding the clinic in 1924, Drs. John Heles, Clarence Lynn, and Wayne Johnston had to battle a nationwide influenza and pneumonia crisis that threatened their friends and neighbors. When the depression struck, the doctors could go weeks without payment for their services, at times accepting farm produce in kind. Yet the practice continued, earning a reputation for excellence. By the 1940s, they had solidified their clinic with nearly 20 physicians and a variety of specialties rarely found in communities the size of Dubuque.

In the years since, Medical Associates has led the region in adapting new medicines, technology, and approaches to healthcare. In the 1950s and 60s, Medical Associates physicians spearheaded the adoption of new advancements in cardiology, molecular biology, and immunology, significantly benefiting patients in our community. In the 1970’s, the Langworthy Street location opened, a state-of-the-art medical facility offering advanced technology and resources. Medical Associates improved the facility even further by adding the area’s first walk-in urgent care center and the Midwest’s first low dosage radiation mammography equipment in 1983.

The 1980s also marked the beginning of the Medical Associates HMO, which was the first step in developing the health plans that now serve hundreds of regional businesses and their employees. From this foundation, Medical Associates Health Plans grew to set the bar for the industry, becoming one of only two in the nation to earn a five-star rating from the National Committee for Quality Assurance in 2023.

More growth and advancements followed, such as the addition of the West Campus, the Tri-State Surgery Center, and regional clinics serving the communities surrounding Dubuque. Yet with each advancement, Keeling and the team return to one simple goal: healthy, happy patients.

“I think what really sets us apart is the sense of community. We attract physicians who know they will run into their patients in the grocery store and want to follow their stories. That’s the heart of who we are as an organization and that’s what drives us to keep getting better,” said Keeling. “In a larger city, you might see a patient once and never again. Here, our patients are our families and friends. We have an empathy and a commitment to this region that people can feel.”

While patients have certainly seen the benefits of this commitment, the ties between Medical Associates and the community reach even deeper. Medical Associates is not only the largest healthcare and health plan provider in the region, but they are also the fourth largest employer for Dubuque and the Tri-State area.

“It’s amazing to think about,” Keeling said. “John Deere sells their products around the world and we serve towns within 45 miles of Dubuque. Yet we’ve been able to keep growing and offering new employment opportunities for hundreds of people.”

From the founding physicians to those serving patients today, an enduring commitment to the highest quality of care for their friends and neighbors has Medical Associates poised for another century of success.



Medical Associates East Campus located on Langworthy Street



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on 100 years!**

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1924



1939



Dr. Plankers leaves for WWII service



Medical Associates physicians, 1949



Medical Associates exam room

**1924** | Medical Associates is founded on April 11 and becomes Iowa's first multispecialty clinic.



**1940's** | WWII hits home. Five thousand Dubuquers head overseas, including four Clinic doctors.



**1939** | The Clinic facility expands after acquiring the adjoining house and second floors of both buildings on Main Street.



**1960's** | The medical field pioneers the organ transplant and improvements in vascular surgery.



**1960** | Medical Associates is moving forward with the changing times and has added 50 employees and additional specialties.



**1949** | Medical Associates now has nearly 20 physicians, representing these specialties: Obstetrics, ENT, Urology, Industrial Medicine, Surgery, Orthopedics, Internal Medicine, Ophthalmology, Dermatology, Pediatrics, Psychiatry, and Radiology.



**1970** | Relocation of Medical Associates to its present day East Campus site on Langworthy Street.



**1982** | Medical Associates offers the state's first HMO plan in the area, providing Dubuque employers an affordable health plan.



**1983** | The Clinic purchases the Midwest's first low dosage radiation mammography equipment for use in the detection of breast cancer.



**1972** | The Clinic has 32 doctors representing 11 specialties, 125 employees, and treats approximately 800 patients per day.



**1983** | Medical Associates Acute Care, Dubuque's first walk-in care center opens.



**1983** | Medical Associates opens its first regional office in Bellevue, IA, staffed by Dr. Thomas Garland.



**1988** | The first LASIK eye surgery was performed in New Orleans, marking the beginning of modern laser vision correction.



**1996** | Tri-State Occupational Health, a collaboration between Medical Associates and MercyOne, opens to offer employers a comprehensive program in workplace health management and injury prevention.



**1998** | Medical Associates partners with MercyOne to form Tri-State Surgery Center, located at the West Campus. The center is the region's first freestanding facility devoted exclusively to outpatient surgery.



**1988** | The clinic introduces the region's first 24-hour HELP Nurse line, improving access to care beyond regular hours.



**1997** | "Built with our Patients in Mind." Medical Associates West Campus opens its doors in May, home to medical departments, administrative offices, facility support services, and pharmacy.

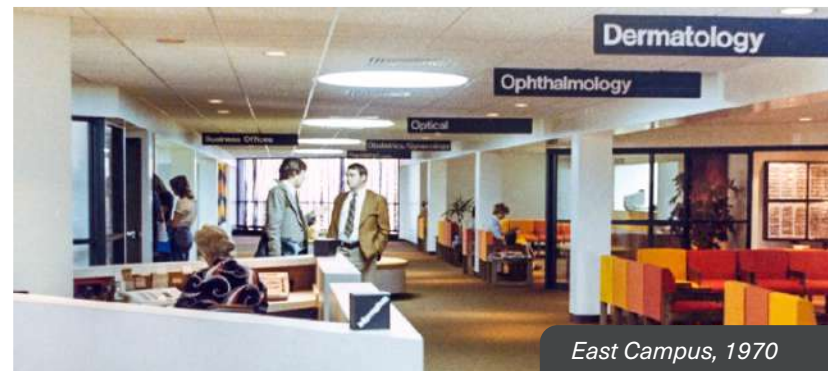


**1999** | Medical Associates performs the clinic's first LASIK surgery.



**Family Care Network** - A joint venture of Medical Associates and MercyOne, dedicated to delivering healthcare in rural communities. The network includes 7 regional offices throughout the Tri-State area:

- 1983** | Bellevue Clinic
- 1993** | Galena Clinic
- 1994** | Cuba City Clinic
- 1996** | Dyersville Clinic
- 1997** | Platteville Clinic
- 1998** | Cascade Clinic
- 2006** | Elizabeth Clinic



East Campus, 1970



X-Ray Room, 1979



Opening of West Campus, 1997



Amanda Kass, PT, performing Vestibular Rehab Therapy on a patient

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- View your lab and radiology results

PatientStation launches, 2011



Total Joint Replacement Team



State-of-the-art cancer center opens in 2020



Dr. Ram & Dr. Eltibi performing TAVR procedure

**2002** | The first Transcatheter Aortic Valve Replacement (TAVR) procedure performed in France marks a breakthrough in structural valve disease treatment.



**2011** | Medical Associates introduces PatientStation, an online patient portal and personal health record.



**2020** | In June, MercyOne Medical Center and Medical Associates opened a state-of-the-art, fully integrated, comprehensive cancer center.



**2021** | The Aesthetic Center by Medical Associates opens, offering cosmetic procedures and more.



**2005** | Vestibular Rehab Therapy was brought to the Medical Associates Physical Therapy Department.



**2016** | Medical Associates performs the first Robotic-Assisted knee surgery at MercyOne.



**2021** | Zach Keeling announced as new CEO, as John Tallent retires after a 22 year tenure.



**2022** | West Campus undergoes renovations to better serve our patients.



**2023** | Medical Associates performs their 250th successful Transcatheter Aortic Valve Replacement (TAVR) procedure, offered in Dubuque since 2019.



**2023** | The Clinic adds an Infusion Center to the West Campus, equipped with state-of-the-art facilities and resources.



**2022** | Medical Associates has introduced Care Connect Advisors to its clinics, providing tailored care for patients. These advisors are dedicated to helping patients find a Primary Care Provider that aligns with their needs, scheduling appointments, and addressing billing and insurance inquiries.



**2023** | The Clinic introduces the latest Mohs surgery. This procedure stands out as the most effective and precise method for removing basal-cell and squamous-cell carcinoma.



**2024** | Anesthesia Department is added to Medical Associates offering anesthesia care, pain management and critical care before, during and after surgeries and invasive procedures.



# TO THIS DATE

Medical Associates...

## EMPLOYS

**1,000+**  
Healthcare Professionals

**190+**  
Providers



Patient visits in 2023  
**525,000+**

**45%**  
of our workforce has been with us for 10 years or more

## SPECIALTY SEQUENCE

**1,500** Cataract surgeries performed each year

**715** Average\* babies delivered per year by our Obstetrics Physicians  
\*Since 2016.

**3,091** Total robotic-assisted joint replacement surgeries



**32**  
Specialty Departments

# COMPANY CULTURE

For over a century, Medical Associates is committed to its core mission and values, fostering a supportive and innovative workplace. Driven by its founders' dedication to exceptional service, the organization's guiding principles have remained steadfast.

Prioritizing people has been key to the company's success. Medical Associates is dedicated to its core mission and values, fostering a supportive and innovative workplace. This shared sense of purpose drives sustainable growth and success.

"Our collaborative culture is evident in our strong care coordination and dedicated employees who strive daily to serve our patients, customers, and each other," said Cheryl Syke, Chief Human Resources Officer.

The organization emphasizes both internal wellbeing and community engagement. Internally, there is a strong focus on employee care, from wellness initiatives to professional development. This approach creates a supportive work environment where everyone is inspired to excel.

Simultaneously, the commitment to making a positive impact extends beyond the walls of the company. Medical Associates is deeply engaged with the community, addressing local healthcare needs through outreach efforts and investing in the future of healthcare professionals.



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*Medical Associates*

CONGRATULATIONS ON

**100 YEARS**

OF SERVING OUR  
COMMUNITY!



"Our commitment to supporting our community and each other reflects our founders' vision, and we're proud to continue their legacy."

- Cheryl Syke

It's been an incredible journey, and we're honored to have been a part of it. Here's to many more years of service and growth!

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Thank you to all of our dedicated employees!

30+ years

- |                           |                              |
|---------------------------|------------------------------|
| Sylvia Biedermann (50)    | John Dolehide (33)           |
| Kim Vyverberg (47)        | Lynn Pitz (33)               |
| Michele Bahl (46)         | Julie Hardorff (33)          |
| Thomas Johnson (44)       | Lynn Gorman (33)             |
| Diana Bagby (44)          | Pamela Schneider (33)        |
| Cindy Derby (44)          | Sandra Hough (32)            |
| Robert Triervieler (42)   | Denise Williams (32)         |
| Jean Blatz (42)           | Ann Jasper (32)              |
| Patricia Miller (41)      | James Seaton (32)            |
| Joan Tranel (41)          | Joyce Furlong (32)           |
| Cheryl Canon (39)         | Angela Seegmiller (32)       |
| Dolores Collins (39)      | Joan Gibbs (32)              |
| Anne Besler (38)          | Lynn Tepy (32)               |
| Kathryn Budden (38)       | Laure McDonough (32)         |
| Jennifer Tranel (38)      | Stacy Alber (32)             |
| Kent Baumann (37)         | Mark Moore (31)              |
| Mark Runde (37)           | Mark Niemer (31)             |
| Kathleen Tschiggfrie (37) | Barbara O'Brien (31)         |
| Julie Ehlinger (37)       | Rebecca Gansen (31)          |
| Roger Ott Jr. (36)        | Michelle Rausch (31)         |
| Laura Boge (36)           | Amy Schaal (31)              |
| Wanda Knapp (36)          | Terri Lynn Schmitt-Buse (31) |
| Della Goetz (36)          | Kathryn McQuillen (31)       |
| Rhanda Malamphy (35)      | Sandra Radke (31)            |
| Kathy Connolly (35)       | Kim Ludovissy (30)           |
| Paula Redfearn (35)       | Jennifer Redfearn (30)       |
| Lori Boeckenstedt (35)    | Alecia Thiele (30)           |
| Paula Jansen (35)         | Teresa Bockhop (30)          |
| Cynthia Bellmann (35)     | Judy Schauer (30)            |
| Kim Clemen (35)           | Susan Salow (30)             |
| Dawn Schemmel (35)        | Tina Rolfes (30)             |
| Melissa Sendt (35)        | Michael Donahue (30)         |
| Kelly Jansen (35)         | Judson Ott (30)              |
| Sheree Miller (35)        | Karen Hoffmann (30)          |
| Doris Hayes (35)          | Amy Green (30)               |
| Scott Schemmel (34)       | Linda Blocklinger (30)       |
| Rita Fleege (34)          | Jennifer Schultz (30)        |
| Sandra Hoyer (34)         | Shawn Thiele (30)            |
| Joyce Koelker (34)        | Lisa Lambe (30)              |
| Martha Gould (34)         |                              |
| Michele Engler (34)       |                              |
| Julie Grue (34)           |                              |
| Lynn Skemp (34)           |                              |

**20-29 Years**  
174 employees

**10-19 Years**  
221 employees



**Congratulations, Medical Associates!**  
100 Years of Serving the Community.




**Dubuque:** 1075 Cedar Cross Rd., Dubuque, IA 52003  
P: 563.588.4723  
**Bellevue:** 38618 308th St., Bellevue, IA 52031  
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[www.mahealthcare.com/careers](http://www.mahealthcare.com/careers)



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**Congratulations!**

Thank you, for providing **100 Years** of high-quality care!




**Congratulations Medical Associates!**  
Thank You for Providing Care to the Dubuque Community for 100 Years!  
We are Proud to be Your Neighbor.



**Home + Floor Show**<sup>SM</sup>

1475 Associates Dr | Dubuque, IA | 563.557.9952 | [homeandfloorshow.com](http://homeandfloorshow.com)  
Monday-Friday: 10-6 | Saturday: 10-4 | Sunday: Noon-5

# COMMUNITY outreach

**American Heart Association (AHA)**  
Coordinate community and Medical Associates events, including the annual Heart Walk, to support the AHA's mission for longer, healthier lives worldwide.

**American Diabetes Association**  
Organize participation in events like the Diabetes Dash to support and fundraise for sponsoring children at a regional diabetes camp.

**Relay for Life**  
Coordinate community and Medical Associates events, supporting the American Cancer Society's mission to celebrate and save lives.

**National Alliance on Mental Illness (NAMI)**  
Organize community and Medical Associates events to support NAMI's mission to provide advocacy, education, support, and public awareness to help build better lives for individuals and families affected by mental illness.

**Our staff's favorite things about working at Medical Associates:**

*The people I work with—they are my second family.*

*Flexible with scheduling, great hours, healthy PTO plan.*

*Outstanding culture—very low turnover, high longevity.*

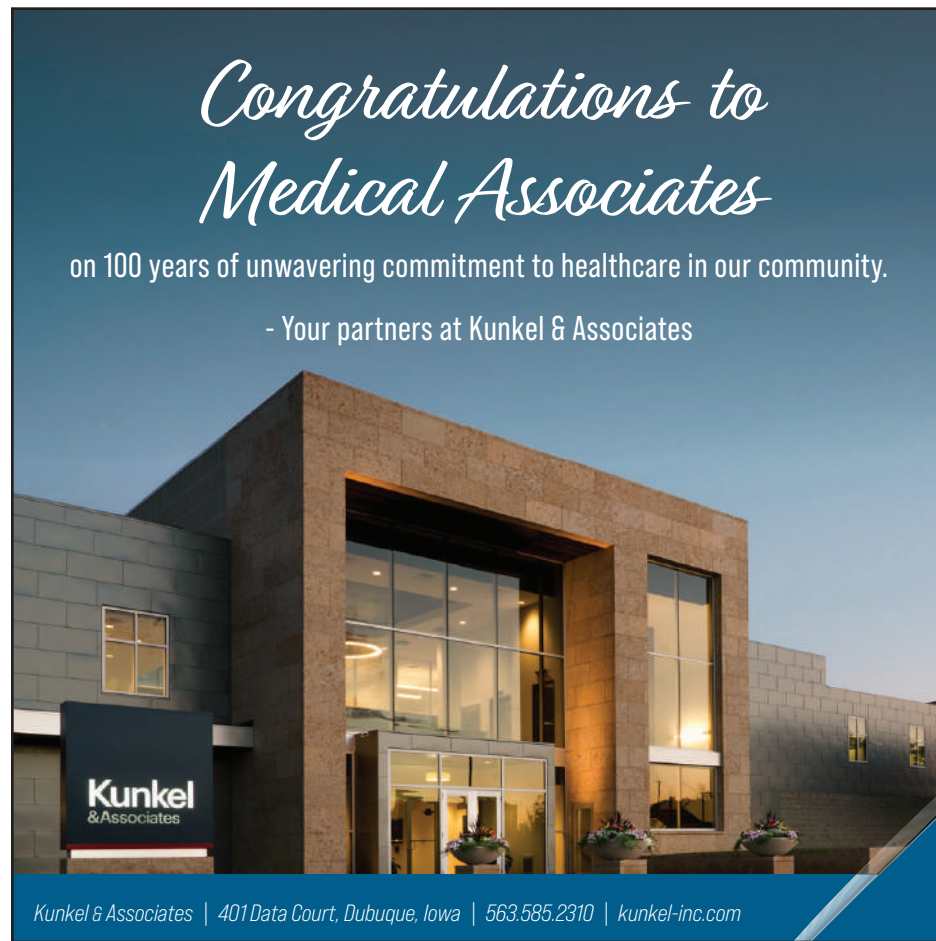
*Awesome healthcare and strong retirement plan.*

*Career development and advancement opportunities.*

*Opportunities to build relationships with the patients and families.*

## Medical Associates Specialties

Acute Care  
 Aesthetics Center  
 Allergy, Asthma, & Immunology  
 Anesthesia  
 Audiology  
 Cardiology  
 Cardiothoracic Surgery  
 Dermatology  
 Endocrinology & Diabetes  
 Family Medicine  
 Gastroenterology  
 Hospital Medicine  
 Infectious Disease  
 Infusion Therapy  
 Internal Medicine  
 Laboratory  
 Neurology  
 Obstetrics, Gynecology, & Infertility  
 Occupational Health  
 Oncology & Hematology  
 Ophthalmology & Optical  
 Orthopedics  
 Otolaryngology (ENT)  
 Pediatrics  
 Physical Medicine & Rehab  
 Physical & Hand Therapy  
 Podiatric Medicine & Surgery  
 Psychiatry & Psychology  
 Pulmonology & Sleep Medicine  
 Radiation Therapy  
 Radiology  
 Rheumatology  
 Sports Medicine  
 Surgery  
 Urology



## Medical Associates Giving Back

The Medical Associates Clinic Foundation is a not-for-profit corporation that was formed in 1987 with the mission to encourage health and wellness research and education, support and promote healthcare careers, and make a difference through causes that benefit those Medical Associates serves.

Over the past years, the Foundation has made countless contributions to many worthy causes in our service areas. A few of the most notable contributions through the years were made to support:

- **Hospice of Dubuque** - Facility renovation and expansion
- **Hills & Dales** - Facility renovation
- **Stonehill Franciscan Services** - Wellness Center
- **Loras College** - Medical Associates Recombinant DNA Lab and scholarships
- **Northeast Iowa Community College** - Scholarships
- **Dubuque Community Schools** - Biomedical Sciences Programs
- **Wahlert High School** - Biomedical Sciences Program
- **Community Foundation of Greater Dubuque** - Forever Fund and Caregiver Resource Center
- **Sunnycrest Manor** - Minivan to transport residents
- **Luther Manor Communities** - Asbury facility
- **Colts Youth Organization** - Equipment to help reduce risk of injuries and illness while participating in the Drum Corp activities
- **United Way** - Annual support
- **MercyOne Dubuque** - Intensive Care Unit, Cath Lab, and Cancer Center
- **University of Wisconsin-Platteville** - Biology Department and scholarships
- **Miracle League of Dubuque** - Special needs baseball field and playground





# Locations

Medical Associates is headquartered in Dubuque, IA with 7 clinic locations in surrounding communities.



Bellevue, IA



Cascade, IA



Cuba City, WI



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## Medical Associates Clinic and Health Plans Congratulations on one hundred years!

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Dyersville, IA



Elizabeth, IL

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Galena, IL



Platteville, WI

*Congratulations  
on Celebrating*

100

ANNIVERSARY

of Service & Commitment  
to our Community!

**TH MEDIA**  
Connecting our Community

Medical Associates

SENIOR LEADERSHIP



**Zach Keeling**  
CEO of the Clinic  
& Health Plans



**Alex Andrade**  
Chief Operating  
Officer



**Lynee Robson**  
Chief Financial  
Officer



**Cheryl Syke**  
Chief Human  
Resources Officer

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